**DISCLAIMER**

**Important Information About This Presentation**

This presentation is for informational purposes and does not constitute an offer to sell, a solicitation to buy, or a recommendation to purchase any equity, debt or other financial instruments of Integral Ad Science Holding Corp. ("IAS," “we,” “us,” or the “Company”) or any of its affiliates. The listing of customers and associated marks provided in this presentation are meant to represent a sampling of customers that use our products and services as of June 2023 and do not constitute any representation regarding the ongoing relationship or endorsement of any particular customer.

**Market Data**

We include statements and information in this presentation concerning our industry ranking and the markets in which we operate, including our general expectations and market opportunity, which are based on information from the Company’s internal estimates and research, independent industry organizations and other third-party sources (including a third-party market study, industry publications, surveys and forecasts). While IAS believes these Company internal and third-party sources to be reliable as of the date of this presentation, we have not independently verified any third-party information and such information is inherently imprecise. The Company’s estimates are derived from independent industry analysts and publications, as well as our own internal estimates and research, and are based on such data and the Company’s knowledge of its industry, which the Company believes to be reasonable. In addition, projections, assumptions and estimates of the future performance of the industry in which we operate and our future performance are necessarily subject to a high degree of uncertainty and risk due to a variety of risks. These and other factors could cause results to differ materially from those expressed in the estimates made by the independent parties and by us.

**Cautionary Note Regarding Forward-Looking Statements**

This presentation contains forward-looking statements, which involve risks and uncertainties. These forward-looking statements are generally identified by the use of forward-looking terminology, including the terms "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "likely," "may," "plan," "possible," "potential," "predict," "project," "should," "target," "will," "would" and, in each case, their negative or other various or comparable terminology. All statements other than statements of historical facts contained in this presentation, including statements regarding our strategy, future operations, future financial position, future revenue, projected costs, prospects, plans, objectives of management and general economic trends and trends in the industry and markets are forward-looking statements. These statements involve known and unknown risks, uncertainties and other important factors, including those described in the the Company’s Annual Report on Form 10-K filed with the SEC on March 2, 2023 and other documents we file with the SEC that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. These forward-looking statements reflect our views with respect to future events as of the date of this presentation and are based on assumptions and subject to risks and uncertainties and actual results may differ materially from such forward-looking statements. Given these uncertainties, you should not place undue reliance on these forward-looking statements. We undertake no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise after the date of this presentation, except as required by law.

**Non-GAAP Financial Measures**

This presentation includes certain non-GAAP financial measures, including adjusted EBITDA and adjusted EBITDA margin. These non-GAAP financial measures are not measures of financial performance in accordance with GAAP and may exclude items that are significant in understanding and assessing our financial results as well as certain other key performance indicators. Therefore, these measures should not be considered in isolation or as an alternative or superior to GAAP measures. You should be aware that our presentation of these measures may not be comparable to similarly-titled measures used by other companies. Please see the appendix of this presentation for of non-GAAP financial measures to the most closely comparable GAAP measures.

**Key Performance Indicators**

In addition to our GAAP financial information, we review a number of operating and financial metrics, including net revenue retention to evaluate our business, measure our performance, identify trends affecting our business, formulate business plans and make strategic decisions. The key business metrics are presented based on our advertising customers, as revenue from these customers represents substantially all the revenue.
AGENDA

12:00 - 12:30 PM ET
REGISTRATION & LUNCH

12:30 - 4:00 PM ET

WELCOME & TODAY’S AGENDA
Jonathan Schaffer, Head of Investor Relations

STRATEGIC VISION
Lisa Utzschneider, Chief Executive Officer

TECHNOLOGY AND PRODUCT OVERVIEW
Thomas Joseph, Chief Technology Officer
Tom Sharma, Chief Product Officer

PRODUCT DEMONSTRATIONS
Craig Ziegler, SVP Product
James Wilhite, VP Product

Q&A SESSION 1

COMMERCIAL OVERVIEW
Yannis Dosios, Chief Commercial Officer
Khurrum Malik, Chief Marketing Officer

INDUSTRY PANEL DISCUSSION
Moderated by Lisa Utzschneider, Chief Executive Officer
Meredith Herman, VP, Head of Global Marketing Services and Consumer Experience, Haleon
Amanda Richman, Media Expert, Former Chief Executive Officer North America, Mindshare
Jorge Ruiz, Global Head of Marketing Science, TikTok

Q&A SESSION 2

FINANCIAL OVERVIEW
Tania Secor, Chief Financial Officer

CONCLUDING COMMENTS
Lisa Utzschneider, Chief Executive Officer

Q&A SESSION 3

4:00 - 5:00 PM ET
COCKTAILS WITH IAS SENIOR LEADERSHIP
ANALYST AND INVESTOR DAY 2023

STRATEGIC VISION

Lisa Utzschneider, CEO
AHEAD OF THE CURVE SINCE IPO

LEADING TECH & PRODUCT
- Context Control
- CTV Product Suite
- Total Media Quality

GLOBAL PARTNERSHIPS
- TikTok
- Amazon
- Netflix
- Meta
- Publica
- Context

SUCCESSFUL ACQUISITIONS
- TikTok: For Business
- Twitter
- NBCUniversal
- Pandora

STRATEGIC LEADERSHIP HIRE
- Tania Secor: CFO
- Yannis Dosios: CCO
- Thomas Joseph: CTO
- Khurram Malik: CHO

STRA#EGIC VISION
- TECHNOLOGY
- PRODUCT
- COMMERCIAL
- MARKETING
- PANEL
- FINANCE
- CONCLUSION

2021
- In-feed Brand Safety
- TikTok
- Expanded Verification
- Contributed to GARM Framework

2022
- Acquisition to Enhance CTV Capabilities
- Twitter: Brand Safety Measurement
- Expanding Media Quality Measurement
- Viewability / Audibility & IVT Measurement

2023
- Enhanced Brand Safety
- TikTok: Expanded Coverage
- NBCUniversal: Brand Safety Measurement*
- Viewability & IVT Measurement
- Carbon Emissions Measurement with Good-Loop
- Industry’s 1st MRC Accreditation for CTV Viewable Impressions
- More to come…

IAS

*Coming soon
OUR INVESTMENTS ARE PAYING OFF

INCREASED OUR LOYAL CUSTOMER BASE

- Average customer tenure of ~8 years

INTERNATIONAL EXPANSION

- International was 31% of total revenue on a TTM basis
- Global solutions across 50 languages in 111 countries

EXPANDED MRC ACCREDITATIONS AND IP

- IAS recently earned industry’s first MRC accreditation for CTV Viewable Impressions
- 41 registered issued patents

GENERATED PROFITABLE GROWTH

- 11 straight quarters of double-digit revenue growth
- 5 consecutive quarters of net income profitability
- Revenue CAGR of 24% (2020-2023E)
- Q1’23 adjusted EBITDA margin of 32%
TRACK RECORD OF PROFITABLE GROWTH ($ MILLIONS)

REVENUE

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<tr>
<th>Year</th>
<th>Revenue ($ millions)</th>
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<td>2020</td>
<td>$241</td>
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<td>2021</td>
<td>$324</td>
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<td>2022</td>
<td>$408</td>
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<td>2023E</td>
<td>$457 - $465</td>
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CAGR: 24%

ADJUSTED EBITDA

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<tr>
<th>Year</th>
<th>Adjusted EBITDA ($ millions)</th>
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<td>2020</td>
<td>$56</td>
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<td>2021</td>
<td>$103</td>
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<tr>
<td>2022</td>
<td>$127</td>
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<tr>
<td>2023E</td>
<td>$147 - $153</td>
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CAGR: 39%

1) Adjusted EBITDA margin at midpoint of guidance range. Non-GAAP metric; see appendix for a reconciliation of adjusted EBITDA to GAAP net income and a presentation of the calculation of adjusted EBITDA margin.
GLOBAL CUSTOMER BASE WITH STRONG GROWTH MOMENTUM
MARKETERS ARE FACING GREATER CHALLENGES TOWARDS ACHIEVING ROI AND MEDIA EFFICIENCY

FRAUD AND MEDIA WASTE WILL COST MARKETERS OVER $100B ANNUALLY

Source: Fraud waste projection for 2026, Juniper Research 2022
GLOBAL MEDIA MEASUREMENT AND OPTIMIZATION PLATFORM

Our mission is to be the global benchmark for trust and transparency in digital media quality.

- **Comprehensive Data Collection**
  - captures 280 billion interactions/day globally

- **Proprietary Data Enrichment**
  - multimedia classification, sentiment & emotion

- **Real-time Data Processing**
  - real-time data collection and transformation

- **Over 400+ direct integrations on premium publishers worldwide**

- **2,100+ Advertisers**
- **All Major Agency Holding Companies**
1) IAS has renamed its revenue categories. Advertiser Direct is now measurement, programmatic is now optimization, and supply side is now publisher which better aligns to the company’s solutions.
OUR TAM CONTINUES TO EXPAND

$521B
Digital Advertising Spend (Ex-Search)¹

1) Digital advertising spend, excluding search, globally is expected to reach $521B in 2027. Digital ad spending consists of advertising that appears on PCs, mobile phones, tablets and other internet connected devices (CTV) and all forms of advertising such as display, video, social, paid listings, text links and other.

Source: eMarketer
MULTIPLE LEVERS OF GROWTH

- OPTIMIZATION
- SOCIAL
- CTV
- INTERNATIONAL
- MID MARKET
- SOCIAL LIVE FEED
- RETAIL MEDIA
- EMERGING CHANNELS
- DATA x AI

LONG-TERM DURABLE GROWTH

CURRENT

FUTURE

STRAEGIC VISION  TECHNOLOGY  PRODUCT  COMMERCIAL  MARKETING  PANEL  FINANCE  CONCLUSION
OUR DATA PLATFORM EMPOWERS CUSTOMERS EVERYWHERE

<table>
<thead>
<tr>
<th>MEASUREMENT</th>
<th>OPEN WEB</th>
<th>SOCIAL</th>
<th>CTV</th>
<th>EMERGING CHANNELS</th>
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<tbody>
<tr>
<td>OPTIMIZATION</td>
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<td>PUBLISHER</td>
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REAL-TIME DATA PLATFORM

- Comprehensive data collection
- AI/ML data enrichment
- Real-time data processing
- Modern data mesh architecture

ACTIONABLE DATA
TODAY’S SPEAKERS

LISA UTZSCHNEIDER
Chief Executive Officer

THOMAS JOSEPH
Chief Technology Officer

TOM SHARMA
Chief Product Officer

YANNIS DOSIOS
Chief Commercial Officer

KHURRUM MALIK
Chief Marketing Officer

TANIA SECOR
Chief Financial Officer

STRATEGIC VISION
TECHNOLOGY
PRODUCT
COMMERCIAL
MARKETING
PANEL
FINANCE
CONCLUSION
ANALYST AND INVESTOR DAY 2023

TECHNOLOGY OVERVIEW

Thomas Joseph, CTO
THOMAS JOSEPH
Chief Technology Officer

- 2+ decades of engineering leadership experience
- Varied experience across streaming, gaming, media, productivity, ads
- Full stack background and significant experience leading high performing teams
- Everything at scale
<table>
<thead>
<tr>
<th>01</th>
<th>A data architecture that enables greater data visibility, security, and lineage</th>
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<tr>
<td>02</td>
<td>Decentralized, domain-driven development enables accelerated time to market</td>
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<tr>
<td>03</td>
<td>Infuse the power of AI and ML into all aspects of our product</td>
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<tr>
<td>04</td>
<td>A digital advertising platform powered by data and science</td>
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</table>
IAS HAS EXPANSIVE SCALE

20 YEARS
Video processed per day

280B
Transactions per day

700M
Web pages crawled and scored per day

3.1T
CTV bid request per month

IAS DATA (GROWING ~30% YoY)
ENABLING DATA AT SCALE

**Volume** of data

**Variety** - Sources of data

**Velocity** - online, offline, realtime, batch, bits

Centralized Data Platform (Data Lake)

Centralized Data Team

DIVERSITY OF USE CASES:
- AI/ML landscape
- Customer access
- Insights & dashboards
- Variation of Channel needs
- Security & privacy
- Data discovery and lineage
- Business analytics
- 3rd party consumption
- ....

"Data as a Product" requires a shift: Data lake → Data mesh
DATA MESH POWERS ‘DATA AS A PRODUCT’

A data platform that enables greater data visibility, security, and lineage

Domain teams understand and own their data

Discoverability and sharing of high quality data is made seamless

An automated & federated governance model
ENGINEERING IN A MESH(Y) WORLD DELIVERS RESULTS

- Programmatic
- Gaming
- Data Science

Domain:
- Accountability
- Autonomy
- Agility
- Innovation

Data Enablement Teams
- REAL-TIME DATA PLATFORM
- FEATURE
- FEATURE
- FEATURE

Strategic Vision
- Technology
- Product
- Commercial
- Marketing
- Panel
- Finance
- Conclusion
POWERING AI/ML IN A MESH(Y) WORLD

Leverage large data sets to scale & optimize our models which increases quality and reach.
(Infuse the power of AI and ML into all aspects of our product)

AI FOR PREDICTION
Discover, score, segment behaviors, identify trends and threats that drive optimized value for our customers

AI FOR PROTECTION
Proactive detection of bad actors and threat schemes and in real-time protection for brands as well as audiences

AI FOR DECISIONING
Real-time personalized recommendations, that evolve and self-improve from data

AI FOR TARGETING
Segmentation that produces a more accurate audience map with greater reach, that drives more relevant experiences
ON THE HORIZON

Deep insights that provide **Actionable Data** to enable optimized outcomes

A digital advertising platform powered by **AI and ML**

Scaled, dynamic, hyper-personalized solutions fine tuned by customer/verticals
TOM SHARMA
Chief Product Officer

- Product & Technology leader with 20+ years of experience in adtech & digital media.
- Both buy side and sell side experience.
- Leading IAS product for almost 3 years through its current evolution.
AGENDA

01. Data differentiation
02. Product evolution and what’s next
03. Measurement, optimization and publisher solutions
04. Product demos
ACTIONABLE DATA IS THE FOUNDATION OF OUR PRODUCT

- Reliable & unique omni-channel data
- Architected to apply science in real time
- Privacy compliant
OUR EVOLUTION DRIVES MORE VALUE FOR CUSTOMERS

Customer Value Creation

- Limit media waste
- Protect brand equity
- Drive performance with media quality
- Predict incrementality for marketing spend

Timeline:
- 2010
- 2020
- 2024 and beyond

Key Focus Areas:
- Viewability
- Brand Safety
- Attention
- Conversions
- Fraud Detection
- Brand Suitability
PRODUCT SUITE DRIVES OUTCOMES FOR MARKETERS AND YIELD FOR PUBLISHERS

DIFFERENTIATED DATA WITH SCALE & AI/ML ENRICHMENT

GROW MEASUREMENT VOLUME

Measurement (post-bid)

ACTIONABLE DATA WITH REAL-TIME PROCESSING

Optimization (pre-bid)

UPSELL OPTIMIZATION SOLUTION

QUALITY MEDIA PERFORMS
INNOVATING FOR ADVERTISERS WITH PERFORMANCE

TODAY

OMNICHANNEL
STANDARDIZED METRICS
GLOBAL DASHBOARDS
CUSTOM REPORTING & ALERTS

BRAND ALIGNED QUALITY PROFILE
REAL-TIME SIGNALS BEFORE BUYING
INNOVATING FOR ADVERTISERS WITH PERFORMANCE

**TODAY**

- Omnichannel
- Standardized Metrics
- Global Dashboards
- Custom Reporting & Alerts

**OPTIMIZATION**

- Brand Aligned Quality Profile
- Real-Time Signals Before Buying

**TOMORROW**

- Bespoke Recommendations & Auto-Optimization
- AI/ML Maximizes Performance

**MEASUREMENT**

- Strategic Vision
- Technology
- Product
- Commercial
- Marketing
- Panel
- Finance
- Conclusion

IAS
DRIVING YIELD FOR CTV PUBLISHERS WORLDWIDE

- MANAGE INVENTORY
- PACKAGE INVENTORY
- MAXIMIZE DEMAND
- COMPETITIVE SEPARATION
- GAIN ADVERTISER TRUST
- OPTIMIZE INVENTORY YIELD IN REAL TIME

IAS

STRATEGIC VISION TECHNOLOGY PRODUCT COMMERCIAL MARKETING PANEL FINANCE CONCLUSION
REAL-TIME ON THE HORIZON

**PROGRAMMATIC**
Real-time performance optimization and science backed decisions

**CTV**
Harnessing context to make CTV addressable

**SOCIAL**
Increase reach by opening up new ad opportunities that are contextually aligned to campaign objectives

**REPORTING**
Auto-optimization and recommendations
Q&A SESSION
ANALYST AND INVESTOR DAY 2023

COMMERCIAL OVERVIEW

Yannis Dosios, CCO
YANNIS DOSIOS
Chief Commercial Officer

- 20+ years of experience delivering rapid, scalable growth
- Startups and established companies
- Advertising, Publishing, Programmatic, Data, Tech

Twitter - mopub - Yahoo! - Flurry - Microsoft
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<tr>
<td>01</td>
<td>Accelerating cross-sell to existing customers, through turbo-charged Go To Market engine</td>
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<td>02</td>
<td>Acquiring new global customers with data, service, and results</td>
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<td>03</td>
<td>Scaling growth further across customer segments, channels, and geographies</td>
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GLOBAL CUSTOMER BASE WITH STRONG GROWTH MOMENTUM

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IAS | STRATEGIC VISION | TECHNOLOGY | PRODUCT | COMMERCIAL | MARKETING | PANEL | FINANCE | CONCLUSION | 43
WHY CUSTOMERS CHOOSE IAS

TECHNOLOGY STRENGTH

GLOBAL SERVICE & SUPPORT

SUPERIOR RESULTS WITH ACTIONABLE DATA

FOR ADVERTISERS
- Improve Return on Ad Spend
- Protect the brand
- Increase efficiencies

FOR PUBLISHERS
- Maximize yield
- Increase control
- Improve user and advertiser experience
ADVERTISER CUSTOMER JOURNEY

- Global Expansion
- Context Control
- Optimization
- Social Platforms
- Measurement
- Actionable Data with Real-Time Processing
- Good-Loop Attention
- Emerging Channels
- All Platforms
- Case Study to Expansion
- Savings Calculator
- YouTube, TikTok, Meta Expansion

37 countries in 3 months

You case study to expansion savings calculator YouTube, TikTok, Meta expansion
COMMERCIAL STRATEGY FOR RAPID, DURABLE GROWTH

ACCELERATE CROSS-SELL TO OUR CUSTOMER BASE

Accelerate adoption of our key solutions through turbocharged Go-To-Market engine and sharp focus on key products.

ACQUIRE NEW GLOBAL CUSTOMERS

GLOBAL ADVERTISERS
With clear value, enterprise-level service and global coverage.

GLOBAL PUBLISHERS
With optimal yield, improved experience and new revenue streams.

SCALE GROWTH ACROSS NEW DRIVERS

Drive additional growth across new customer segments, channels and geographies.
ACCELERATING CROSS-SELL TO OUR CUSTOMER BASE

OPTIMIZATION
- Expansion
- Clear value
- Automation
- Innovation

SOCIAL
- Total Media Quality on TikTok, YouTube, and beyond

CONNECTED TV
- Netflix
- Viewability and fraud
- Show-level transparency
ACCELERATING CROSS-SELL TO OUR CUSTOMER BASE

TURBO-CHARGED GO TO MARKET ENGINE

CROSS-SELL EFFECTIVELY

STRATEGIC VISION  TECHNOLOGY  PRODUCT  COMMERCIAL  MARKETING  PANEL  FINANCE  CONCLUSION
WINNING GLOBAL ACCOUNTS

ENTERPRISE SALES PLAYBOOK

NEW REVENUE STREAMS

ALIGNED STRATEGY & VALUES

GLOBAL SERVICE & ACTIVATION

GLOBAL ADVERTISER & PUBLISHER WINS & EXPANSIONS

Ford
Kimberly-Clark
philO
Kering
Samsung
BT
FOX
Panasonic
HERSHEY'S
hel-lo!
SINGAPORE AIRLINES
SCRIPPS

ACQUIRE NEW CUSTOMERS
SCALING WITH INCREMENTAL GROWTH DRIVERS
OUR PATH TO RAPID, DURABLE GROWTH

01 Accelerating cross-sell to existing customers, through turbo-charged Go To Market engine

02 Acquiring new global customers with data, service and results

03 Scaling growth further across customer segments, channels and geographies
KHURRUM MALIK
Chief Marketing Officer

- Full-stack marketing leader with 20+ years
- Global product marketing & GTM
- Brand & communications strategy
- Thought leadership
- Talent development
AGENDA

01 Updated value proposition

02 Refreshed brand strategy

03 Global marketing strategy for advertisers & publishers
THE DIGITAL MEDIA MARKET IS COMPLEX

Digital media complexity

“What’s working and what to do about it?”

Brand equity and ineffective ad spend
OUR VALUE PROPOSITION

AUDIENCE
GLOBAL ADVERTISERS AND PUBLISHERS

POSITION
GLOBAL MEDIA MEASUREMENT & OPTIMIZATION PLATFORM

STRATEGIC MESSAGE
THE MOST ACTIONABLE DATA TO DRIVE SUPERIOR RESULTS

KEY DATA PILLARS
- Comprehensive Data Collection
- Proprietary Data Enrichment with software and AI/ML
- Real-time Data Processing

MEASUREMENT SOLUTIONS
- Total Media Quality

OPTIMIZATION SOLUTIONS
- Context Control

PUBLISHER SOLUTIONS
- Publica
REFRESHED BRAND STRATEGY

IAST

TYPOGRAPHY

COLOR PALETTE

WEBSITE

SIGNAL LOGIN PAGE

STRATEGIC VISION

TECHNOLOGY

PRODUCT

COMMERCIAL

MARKETING

PANEL

FINANCE

CONCLUSION
EDUCATION

- Tier 1 press (ex: WSJ, Reuters)
- Insights-as-a-Service team
- Thought leadership across innovation, ESG, and CTV
- Customer councils
- Adoption tiger teams

CMO & DIRECT REPORTS

GLOBAL ADVERTISERS

INSPIRATION

- Targeted demand generation campaigns
- Creative and narrative refresh
- Responsible media
- Global tentpole events (ex: Cannes)
- Executive speaking

MEDIA AGENCIES
MARKETING STRATEGY FOR PUBLISHERS

EDUCATION

- CTV publisher leadership round tables
- Educational guides for CTV, FAST, and Ad Serving
- YouTube education hub
- Thought leadership keynotes
- Industry body engagement

CTV PUBLISHERS

GLOBAL PUBLISHERS

DIGITAL PUBLISHERS

INSPIRATION

- Messaging and creative alignment across IAS and Publica
- Co-launching new sell side summits with BeetTV
- Executive bylines and recorded interviews in titles such as AdWeek, The Drum, and ExchangeWire
- Co-authoring brand new programmatic protocols with the IAB Tech Lab
- Global tentpole engagement
CUSTOMER AND PLATFORM PANEL DISCUSSION

MEREDITH HERMAN
VP, Head of Global Marketing Services and Consumer Experience
Haleon

AMANDA RICHMAN
Media Expert, Former CEO, North America
Mindshare

JORGE RUIZ
Global Head of Marketing Science
TikTok

LISA UTZSCHNEIDER
CEO
Integral Ad Science

PANELIST
PANELIST
PANELIST
MODERATOR
Q&A SESSION
FINANCIAL OVERVIEW
TANIA SECOR
Chief Financial Officer

- 25+ years of financial leadership, including 15 years in CFO and strategic finance roles
- Background in technology and media
- Experience with both public and private companies
PROVEN TRACK RECORD OF PROFITABLE GROWTH

($ Millions)

**Revenue**
- 2020: $241
- 2021: $324
- 2022: $408
- 2023E: $457-$465
- CAGR: 24%

**Gross Profit**
- 2020: $200
- 2021: $269
- 2022: $333
- 2023E: 78% - 80%
- CAGR: 22%

**Adjusted EBITDA**
- 2020: $56
- 2021: $103
- 2022: $127
- 2023E: $147-$153
- CAGR: 39%

**International Revenue**
- 2020: $101
- 2021: $119
- 2022: $129
- CAGR: 13%

---

1) Adjusted EBITDA margin at midpoint of guidance range. Non-GAAP metric; see appendix for a reconciliation of adjusted EBITDA to GAAP net income and a presentation of the calculation of adjusted EBITDA margin.
**ONGOING SHIFT TO OPTIMIZATION REVENUE**

Optimization\(^1\) CAGR of 48% ($ Millions)

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$54</td>
<td>$48</td>
<td>$60</td>
<td>$78</td>
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<tr>
<td>2021</td>
<td>$67</td>
<td>$75</td>
<td>$79</td>
<td>$79</td>
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<tr>
<td>2022</td>
<td>$89</td>
<td>$100</td>
<td>$101</td>
<td>$102</td>
</tr>
<tr>
<td>2023</td>
<td>$106</td>
<td>$101</td>
<td>$101</td>
<td>$117</td>
</tr>
</tbody>
</table>

1) IAS has renamed its revenue categories. Advertiser Direct is now measurement, programmatic is now optimization, and supply side is now publisher which better aligns to the company’s solutions.
OPTIMIZATION FUELED BY CONTEXT CONTROL

Context Control is nearly half of optimization revenue ($ Millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Context Control</th>
<th>Non-Contextual</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$87</td>
<td>$78</td>
<td>$165</td>
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<tr>
<td>2021</td>
<td>$134</td>
<td>$89</td>
<td>$223</td>
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<tr>
<td>2022</td>
<td>$191</td>
<td>$105</td>
<td>$296</td>
</tr>
</tbody>
</table>

CAGR:
- **48%**: Context Control
- **16%**: Non-Contextual
- **202%**: Total

### Q1

<table>
<thead>
<tr>
<th>Year</th>
<th>Context Control</th>
<th>Non-Contextual</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$19</td>
<td>$9</td>
<td>$28</td>
</tr>
<tr>
<td>2021</td>
<td>$27</td>
<td>$27</td>
<td>$54</td>
</tr>
<tr>
<td>2022</td>
<td>$41</td>
<td>$41</td>
<td>$82</td>
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</tbody>
</table>

CAGR: **202%**

### Q2

<table>
<thead>
<tr>
<th>Year</th>
<th>Context Control</th>
<th>Non-Contextual</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$16</td>
<td>$16</td>
<td>$32</td>
</tr>
<tr>
<td>2021</td>
<td>$32</td>
<td>$32</td>
<td>$64</td>
</tr>
<tr>
<td>2022</td>
<td>$48</td>
<td>$48</td>
<td>$96</td>
</tr>
</tbody>
</table>

CAGR: **202%**

### Q3

<table>
<thead>
<tr>
<th>Year</th>
<th>Context Control</th>
<th>Non-Contextual</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$23</td>
<td>$23</td>
<td>$46</td>
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<tr>
<td>2021</td>
<td>$34</td>
<td>$34</td>
<td>$68</td>
</tr>
<tr>
<td>2022</td>
<td>$47</td>
<td>$47</td>
<td>$94</td>
</tr>
</tbody>
</table>

CAGR: **202%**

### Q4

<table>
<thead>
<tr>
<th>Year</th>
<th>Context Control</th>
<th>Non-Contextual</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$30</td>
<td>$30</td>
<td>$60</td>
</tr>
<tr>
<td>2021</td>
<td>$42</td>
<td>$42</td>
<td>$84</td>
</tr>
<tr>
<td>2022</td>
<td>$51</td>
<td>$51</td>
<td>$102</td>
</tr>
</tbody>
</table>

CAGR: **202%**
Social CAGR of 29% and Video CAGR of 23%
DIFFERENTIATED BY INTERNATIONAL FOOTPRINT

31% revenue outside of the Americas

PERCENT REVENUE BY REGION\(^1\)

- APAC: 8%
- EMEA: 23%
- AMER: 69%

TWO-YEAR CAGR BY REGION\(^2\)

- Rest of World: +12%
- Americas: +37%

1) Revenue by region during the trailing twelve months from 3/31/23
2) Reflects the trailing twelve month period ended 3/31/23 compared to 3/31/21
DIVERSE CUSTOMER BASE ACROSS INDUSTRIES

No one customer represents more than 5% of revenue

REVENUE BY INDUSTRY TOP 100 CUSTOMERS

- CPG: 16%
- T&E: 15%
- FINANCE: 13%
- AUTO: 13%
- TECH/TELCO: 13%
- RETAIL: 12%
- HEALTHCARE: 10%
- OTHER: 7%
- OTHER: 7%

1) Reflects revenue mix by industry during the trailing twelve months from 3/31/23
INCREASING PENETRATION OF LARGE AD CUSTOMERS

<table>
<thead>
<tr>
<th>NUMBER OF LARGE AD CUSTOMERS (&gt;$200K)$1</th>
<th>AD REVENUE FROM LARGE CUSTOMERS ($ MILLIONS)$2</th>
<th>AVG. AD REVENUE FROM LARGE CUSTOMERS ($ MILLIONS)$2</th>
</tr>
</thead>
<tbody>
<tr>
<td>160 2020</td>
<td>$163 2020</td>
<td>$1.0 2020</td>
</tr>
<tr>
<td>183 2021</td>
<td>$229 2021</td>
<td>$1.3 2021</td>
</tr>
<tr>
<td>199 2022</td>
<td>$290 2022</td>
<td>$1.5 2022</td>
</tr>
</tbody>
</table>

1) KPIs are calculated using full year 2020, 2021, and 2022.
2) Advertising revenue from Measurement and Optimization, excludes Publisher.
3) For the full year ended 12/31/22.

LARGE CUSTOMERS REPRESENT 84% OF ADVERTISING REVENUE$3
REVENUE EXPANSION FROM LOYAL CUSTOMERS

118%

Net revenue retention (NRR)¹

7.8 YEARS

Average tenure for top 100 advertisers²

¹ Net revenue retention reflects the change in trailing twelve-month revenue from customers who were also advertising customers in the prior trailing twelve-month period, who spent over $3,000 in the period as of 12/31/22
² As of 12/31/22
MULTIPLE OFFERINGS WITH FIXED PRICING

MEASUREMENT

OPTIMIZATION

Publisher

Fixed CPM x Volume of Impressions
PROVEN ABILITY TO EXPAND CART VALUE

**MEASUREMENT**
- Measurement CPM

**OPTIMIZATION**
- Contextual Avoidance CPM
- Non-Contextual CPM

**Brand Safety, IVT + Viewability**
- **Viewability**
- **IVT Detection**
- **Brand Safety**

**Total Cart Value Multiplier of up to 6x**
MULTIPLE LEVERS OF GROWTH

CURRENT
- OPTIMIZATION
- SOCIAL
- CTV
- INTERNATIONAL
- MID MARKET
- SOCIAL LIVE FEED
- RETAIL MEDIA
- EMERGING CHANNELS
- DATA x AI

FUTURE

LONG-TERM DURABLE GROWTH
STRONG CAPITAL POSITION TO FUND ORGANIC GROWTH AND ACQUISITIONS

($ Millions)

FREE CASH FLOW¹

2020 $24
2021 $50
2022 $56

BALANCE SHEET (3/31/2023)

Debt $215
Cash $94
Net Debt $121

2023 Adj EBITDA Guidance² $147 - $153

¹ Cash flow from operations less capex for property, equipment, and internal use software development
² Non-GAAP metric; see appendix for a reconciliation of adjusted EBITDA to GAAP net income and a presentation of the calculation of adjusted EBITDA margin
REITERATING Q2 AND FY 2023 OUTLOOK

($ Millions)

**TOTAL REVENUE**

- **Q2 ‘22:** $100
- **Q2 ‘23:** $111 - $113 (12% growth)

- **FY 2022:** $408
- **FY 2023:** $457 - $465 (13% growth)

**ADJUSTED EBITDA**

- **Q2 ‘22:** $32
- **Q2 ‘23:** $35 - $37 (14% growth)

- **FY 2022:** $127
- **FY 2023:** $147 - $153 (18% growth)

1) Year-over-year growth at the midpoint of the range
2) Adjusted EBITDA margin at the midpoint of guidance range. Non-GAAP metric; see appendix for a reconciliation of adjusted EBITDA to GAAP net income and a presentation of the calculation of adjusted EBITDA margin.
HIGHLY ATTRACTIVE GROWTH & PROFITABILITY PROFILE


1) Non-GAAP metric; see appendix for a reconciliation of adjusted EBITDA to GAAP net income and a presentation of the calculation of adjusted EBITDA margin

Note: companies in the upper right quadrant include Asure Software, Bentley Systems, Ceridian HCM Holding, DoubleVerify, Intuit, Manhattan Associates, Model N, RingCentral, Salesforce

X-axis and Y-axis are intersecting at respective medians


1) Non-GAAP metric; see appendix for a reconciliation of adjusted EBITDA to GAAP net income and a presentation of the calculation of adjusted EBITDA margin

Note: companies in the upper right quadrant include Asure Software, Bentley Systems, Ceridian HCM Holding, DoubleVerify, Intuit, Manhattan Associates, Model N, RingCentral, Salesforce
## ATTRACTIVE AND SUSTAINABLE FINANCIAL PROFILE

<table>
<thead>
<tr>
<th>TRACK RECORD OF PROFITABLE GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 straight quarters of double-digit revenue growth</td>
</tr>
<tr>
<td>Adjusted EBITDA margin of 32% in Q1’23</td>
</tr>
<tr>
<td>Net income profitable for 5 straight quarters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MULTIPLE DRIVERS OF SUSTAINABLE GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple expansion opportunities and favorable industry trends</td>
</tr>
<tr>
<td>Favorable pricing structure with cart value up to 6x base</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOYAL CUSTOMER BASE THAT GROWS WITH IAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net revenue retention rate of 118%+ past 7 quarters</td>
</tr>
<tr>
<td>Growing revenue per large customer</td>
</tr>
<tr>
<td>Average customer tenure of ~8 years</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STRONG FCF GENERATION AND CAPITAL POSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive free cash flow generation</td>
</tr>
<tr>
<td>Strong capital position with excess cash and revolver capacity</td>
</tr>
<tr>
<td>Productivity gains enabling investment for growth</td>
</tr>
</tbody>
</table>
ANALYST AND INVESTOR DAY 2023

CONCLUSION

Lisa Utzschneider, CEO
CONCLUSION

TECHNOLOGY

TEAM

TRACK RECORD
APPENDIX
# Non-GAAP Reconciliation of Adjusted EBITDA

<table>
<thead>
<tr>
<th></th>
<th>Three Months Ended March 31</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2023</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>$3,146</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>12,825</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>11,306</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>3,417</td>
</tr>
<tr>
<td>(Provision) benefit from income taxes</td>
<td>3,026</td>
</tr>
<tr>
<td>Acquisition, restructuring, and integration costs</td>
<td>811</td>
</tr>
<tr>
<td>Foreign currency transaction gains</td>
<td>(516)</td>
</tr>
<tr>
<td>Loss on disposal of assets</td>
<td>38</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$34,053</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td>$106,092</td>
</tr>
<tr>
<td><strong>Net Income Margin</strong></td>
<td>3%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA Margin</strong></td>
<td>32%</td>
</tr>
</tbody>
</table>

1) Adjusted EBITDA margin represents adjusted EBITDA over revenue for the periods presented.
## NON-GAAP RECONCILIATION OF ADJUSTED EBITDA

<table>
<thead>
<tr>
<th>$ IN THOUSANDS</th>
<th>YEAR ENDED DECEMBER 31</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2022</td>
</tr>
<tr>
<td>NET INCOME (LOSS)</td>
<td>$15,373</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>50,396</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>44,752</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>9,053</td>
</tr>
<tr>
<td>Provision (benefit) from income taxes</td>
<td>(2,288)</td>
</tr>
<tr>
<td>Restructuring and severance costs</td>
<td>10,321</td>
</tr>
<tr>
<td>Acquisition and integration costs</td>
<td>97</td>
</tr>
<tr>
<td>Foreign exchange loss, net</td>
<td>4,798</td>
</tr>
<tr>
<td>Employee retention tax credit</td>
<td>(6,981)</td>
</tr>
<tr>
<td>Facility exit costs</td>
<td>–</td>
</tr>
<tr>
<td>Debt extinguishment costs</td>
<td>–</td>
</tr>
<tr>
<td>IPO readiness costs</td>
<td>–</td>
</tr>
<tr>
<td>Asset impairments and other costs</td>
<td>1,058</td>
</tr>
<tr>
<td><strong>ADJUSTED EBITDA</strong></td>
<td><strong>$126,579</strong></td>
</tr>
<tr>
<td>REVENUE</td>
<td><strong>$408,348</strong></td>
</tr>
</tbody>
</table>

**Net income (loss) margin**

- 2022: 4%
- 2021: (16)%

**Adjusted EBITDA margin**

- 2022: 31%
- 2021: 32%

1) Adjusted EBITDA margin represents adjusted EBITDA over revenue for the periods presented.
IAS is unable to provide a reconciliation for forward-looking guidance of Adjusted EBITDA and corresponding margin to net income (loss), the most closely comparable GAAP measures, because certain material reconciling items, such as depreciation and amortization, interest expense, income tax expense (benefit) and acquisition, restructuring and integration expenses, cannot be estimated due to factors outside of IAS's control and could have a material impact on the reported results. However, IAS estimates stock-based compensation expense for the second quarter of 2023 in the range of $15.5 million to $17.5 million and for the full year 2023 in the range of $61.0 million to $64.0 million. A reconciliation is not available without unreasonable effort.