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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 May 2024 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.

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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 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.
OUR SOLUTIONS

IAS is a leading global media measurement and optimization platform
# IAS AT A GLANCE

## 2023 FINANCIALS
- **$474.4MM**
  - 2023 Revenue
  - 16% YoY Growth
- **79%**
  - 2023 Gross Profit Margin
- **$159.5MM**
  - 2023 Adj. EBITDA\(^{(1)}\)
- **34%**
  - 2023 Adj. EBITDA Margin \(^{(1)}\)

## Q1 2024 FINANCIALS
- **$114.5MM**
  - Q1'2024 Revenue
  - 8% YoY Growth
- **77%**
  - Q1'2024 Gross Profit Margin
- **$33.1MM**
  - Q1'2024 Adj. EBITDA\(^{(1)}\)
- **29%**
  - Q1'2024 Adj. EBITDA Margin \(^{(1)}\)

## Q1 BUSINESS STATS
- **86%/14%**
  - Marketer/ Publisher Revenue Mix
- **$474.4MM**
  - 2023 Revenue
- **2023 Adj. EBITDA Margin**
  - **34%**
- **227**
  - Large advertising customers \(^{(2)}\)

---

1) Non-GAAP metrics; see appendix for a reconciliation of adjusted EBITDA to GAAP net income and a presentation of the calculation of adjusted EBITDA margin
2) Defined as those who spend at least $200,000 per year
IAS IS A LEADING GLOBAL MEDIA MEASUREMENT AND OPTIMIZATION PLATFORM

We provide the industry’s most actionable data to drive superior results.

**ADVERTISERS & AGENCIES**
- 2,000+ Advertisers
- All Major Agency Holding Companies

**MEDIA MEASUREMENT & OPTIMIZATION PLATFORM**
- Comprehensive Data Collection: captures 280 billion interactions/day globally
- Proprietary Data Enrichment: with software and AI/ML
- Real-time Data Processing: real-time data collection and transformation

**PUBLISHERS & PLATFORMS**
- Over 400+ direct integrations on premium publishers worldwide
IAS’S VALUE PROPOSITION

- Protect Brand Equity
- Independent Verification to Reduce Fraud & Waste
- Increase Media Effectiveness & Drive Engagement
- Increase Transparency to Maximize Outcomes
FUNDAMENTAL SHIFTS HAVE CREATED MORE OPPORTUNITY

1) Fraud waste projection for 2026, Juniper Research 2022; 2) eMarketer, 2023; 3) Meta March 2024; 4) YouTube, May 2023; 5) eMarketer, 2023; 6) eMarketer, 2022

CONSUMERS SHIFTING TO DIGITAL

GREATER MARKETER EMPHASIS ON ROI AND BRAND SAFETY

SHIFT TO PROGRAMMATIC

U.S. programmatic digital display ad spending is expected to grow from $136 billion in 2023 to $178 billion in 2025

SHIFT TO CTV

U.S. CTV ad spend is expected to more than double from $20.5 billion in 2022 to $36.5 billion in 2026

GROWTH AND DYNAMICS OF SOCIAL PLATFORMS

Meta reported 3.24 billion Family Daily Active People

IMPROVED ABILITY TO DRIVE ROI

More than 500 hours of content are uploaded to YouTube every minute

INCREASED DIGITAL AD INVENTORY

GROWING PRIVACY REGULATION & DEPRECIATION OF COOKIES

Shift to innovative strategies like contextual advertising

RAther $1 in $3 spent on TV advertising will go to CTV in 2025, up from less than $1 in $10 in 2019
PRODUCT SUITE DRIVES OUTCOMES FOR MARKETERS AND YIELD FOR PUBLISHERS

DIFFERENTIATED DATA WITH SCALE & AI/ML ENRICHMENT

GROW MEASUREMENT VOLUME

ACTIONABLE DATA WITH REAL-TIME PROCESSING

Measurement (post-bid)

Optimization (pre-bid)

QUALITY MEDIA PERFORMS

UPSELL OPTIMIZATION SOLUTION
GLOBAL SOLUTION PORTFOLIO

MEASUREMENT
- Total Media Quality
- Quality Attention
- Quality Impressions

OPTIMIZATION
- Context Control
- Quality Sync
- Total Visibility

PUBLISHER
- Publica Unified CTV Auction
- Publica CTV Ad Server
- Media Quality and Contextual Optimization
MEASUREMENT SOLUTIONS

Protect your brand and verify the impact of digital media investments

IAS MULTIMEDIA TECHNOLOGY ANALYSIS

QUALITY IMPRESSIONS™
(Viewable, Fraud-Free, Brand Safe, In Geo)

TOTAL MEDIA QUALITY

QUALITY ATTENTION™

ACROSS ALL MAJOR DIGITAL CHANNELS AND PLATFORMS

CARBON EMISSIONS MEASUREMENT

MORE ACCURATE, GARM ALIGNED REPORTING

3x

Example for illustrative purposes. Methodology varies by platform due to multiple factors, including by what signals are available, and how the ad placements work, and the length of each video.

More Effective than Metadata At identifying high-risk videos, based on an IAS study
OPTIMIZATION SOLUTIONS

Maximize campaign ROI, optimize quality media investments across social, CTV, and programmatic

600+ industry vertical and topical segments available today for avoidance and targeting

Brand-specific content avoidance

Semantic technology powered by the largest knowledge graph in digital media quality

Emotion detection

SOFTWARE CLASSIFICATION OF CONTENT AT SCALE WITH SENTIMENT AND EMOTION

How this pro pulled off the ‘shot of the year’ in golf...

CATEGORIES
Golf

SENTIMENT & EMOTION

Negative Neutral Positive

Success

ENTITIES
Companies: Transaction Processing Council... and 4 more
People: Michael Thompson, Nick Faldo, Jimmy Fallon... and 3 more

54% Decrease in Block Rate Compared to Competitive Benchmark
PUBLISHER SOLUTIONS

Maximize yield and grow your audience with ad monetization services that power revenue growth and better streaming experiences.

PUBLICA CTV UNIFIED AUCTION

PUBLICA CTV AD SERVER

PUBLICA SERVER SIDE AD INSERTION (SSAI)

MEDIA QUALITY AND CONTEXTUAL VERIFICATION

MEDIA QUALITY AND CONTEXTUAL OPTIMIZATION

INCREASE CTV YIELD AND DELIVER SEAMLESS AD BREAKS

- Demand-agnostic
- Only ad server specifically built for CTV publishers
- Reduce data loss, improve latency, increase yield, and improve user experiences

IAS
ADVERTISER CUSTOMER JOURNEY

- Actionable data with real-time processing
- Social platforms
- Context control
- Measurement
- Optimization
- Emerging channels
- Global expansion
WE WORK WITH SOME OF THE WORLD’S BIGGEST COMPANIES

**ADVERTISERS**

- STELLANTIS
- SAMSUNG
- Disney
- SHISEIDO
- verizon
- TOYOTA
- CLOROX
- Estée Lauder
- Coca-Cola
- T-Mobile
- Canva
- Sky
- Pernod Ricard
- LVMH
- dyson
- Honda
- AT&T
- Mars
- HP
- Samsung
- SIngapore Airlines
- Sanofi
- Microsoft
- Allstate
- Adidas
- Kenvue
- Walmart
- Liberty Mutual
- Panasonic
- Nestlé
- Renault
- State Farm
- Johnson & Johnson
- Intel
- L'Oréal
- Citi
- BMW
- Kering
- Airbnb
- JPMorgan Chase & Co.

**AGENCIES**

- Omnicom Group
- Publicis Groupe
- IPG
- WPP
- IPG
- dentsu
- PHIL

**PUBLISHERS**

- gmg
- Bloomberg
- Gannett
- SAMSUNG TV Plus
- Warner Bros.
- Discovery
- Reutress
- Hearst
- DIRECTV
- CONDÉ NAST
- philo
- VIZIO
- PMC
- Criteo
- Gadsme
- Frameplay

**PLATFORMS**

- Meta
- Display & Video 360
- TikTok
- Amazon
- YouTube
- the Trade Desk
- Netflix
- LinkedIn
- Yahoo!
- Adverty
- ad
- Microsoft
- Casual Games

AND MANY MORE...

NOTE: IAS customers/partners not to be referenced without IAS permission
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
GROWING WITH OUR CUSTOMERS

**LARGE CUSTOMERS**
- Increase wallet share
- Upsell/cross-sell
- International expansion
- New logos

**MID-TIER**
- Ease of activation
- Performance marketing
- New agency and DSP partnerships
- New contextual segments

**CHANNEL EXPANSION**
- TMQ
- Contextual
- Quality Sync
- Publica
- Data / AI

**EMERGING OPPORTUNITIES**
- Retail media
- Audio
- Gaming

55% increase in average annual spend in year 2 of new contracts
SOCIAL MEDIA – KEY GROWTH DRIVER

Recent Social Media Highlights

- **Meta** - Impressions +50% since launch of TMQ in February and added 21 new languages
- **YouTube** - Received MRC accreditation for YouTube video viewability
- **TikTok** - Added 12 GARM categories and 15 Vertical Sensitivity/Category Exclusion segments and 11 countries
- **Snap** - Announced first-to-market partnership
- **X** - Launched exclusive pre-bid product in February

Global digital social media spend of $280B in 2024, growing at 11%¹
<table>
<thead>
<tr>
<th>NEW PRODUCTS DRIVING OPTIMIZATION GROWTH</th>
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<tr>
<th><strong>Quality Sync (QSP)</strong></th>
<th><strong>MFA</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3x</strong> increase in QSP YOY revenue in Q1. QSP automatically match clients’ pre- and post-bid settings across DSPs, seamlessly syncing campaigns to stay on top of shifts in strategy</td>
<td><strong>63%</strong> decrease in cost-per-conversion when traffic was served on quality sites vs traffic served on MFA sites</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Attention</strong></th>
<th><strong>Mid-Tier</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to a <strong>130%</strong> lift in conversion rates when comparing high attention impressions to low attention impressions</td>
<td><strong>Expanding</strong> our mid-tier presence by adding new product capabilities, enhancing our go-to-market with the hiring of new programmatic specialists, and establishing new partnerships with mid-tier agencies and DSPs</td>
</tr>
</tbody>
</table>
EXPERIENCED LEADERS WITH PROVEN ABILITY TO EXECUTE

LISA UTZSCHNEIDER
Chief Executive Officer
Microsoft, Amazon, Yahoo!

TANIA SECOR
Chief Financial Officer
IPG, iGiterated data, GLG

THOMAS JOSEPH
Chief Technology Officer

SARAH MARTINEZ
Chief Revenue Officer
Yahoo!, Verizon Media

LISA NADLER
Chief HR Officer
Shutterstock

ROB JANECEK
Chief Information Officer
Thomson Reuters, LivePerson

YOSSI ALMANI
Chief Legal Officer
Affinity Solutions, Revlon
FINANCIAL OVERVIEW
## Attractive and Sustainable Financial Profile

| Track Record of Profitable Growth | Double-digit full-year revenue growth  
|                                  | Adjusted EBITDA margin of 34% in 2023 |
| Multiple Drivers of Sustainable Growth | Multiple expansion opportunities and favorable industry trends  
|                                      | Favorable pricing structure with cart value up to 6x base |
| Loyal Customer Base That Grows with IAS | Strong net revenue retention rate  
|                                         | Growing revenue per large customer  
|                                         | Average customer tenure of 8+ years |
| Strong FCF Generation and Capital Position | Attractive free cash flow generation  
|                                              | Strong capital position with excess cash and revolver capacity  
|                                              | Productivity gains enabling investment for growth |
PROVEN TRACK RECORD OF PROFITABLE GROWTH

($ Millions)

**Revenue**
- **2020:** $241
- **2021:** $324
- **2022:** $408
- **2023:** $474

25% CAGR

**Adjusted EBITDA**
- **2020:** $56
- **2021:** $103
- **2022:** $127
- **2023:** $160

41% CAGR

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

**Gross Profit**
- **2020:** $200
- **2021:** $269
- **2022:** $333
- **2023:** $375

23% CAGR

**International Revenue**
- **2020:** $101
- **2021:** $119
- **2022:** $129
- **2023:** $147

13% CAGR
Q1 2024 RESULTS

TOTAL REVENUE - QUARTERLY\(^1\)

- APAC: 7% (Q1 '23), 8% (Q1 '24)
- EMEA: 23% (Q1 '23), 24% (Q1 '24)
- AMERICAS: 70% (Q1 '23), 69% (Q1 '24)

$106.1MM (Q1 '23), $114.5MM (Q1 '24)

ADJUSTED EBITDA\(^2\) - QUARTERLY

- Q1 '23: $34.1MM, Adj. EBITDA Margin\(^1\): 32%
- Q1 '24: $33.1MM, Adj. EBITDA Margin\(^1\): 29%

1) The sum of the total may not equal 100% due to rounding.
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.
Q1 2024 REVENUE: GROWTH AND MIX

**Optimization**
- Q1'23: $51.0MM
- Q1'24: $52.5MM
- Growth: 3%

**Measurement**
- Q1'23: $40.7MM
- Q1'24: $46.3MM
- Growth: 14%

**Publisher**
- Q1'23: $14.4MM
- Q1'24: $15.8MM
- Growth: 10%
INCREASING PENETRATION OF LARGE AD CUSTOMERS

NUMBER OF LARGE AD CUSTOMERS ($>200K)\(^{(1)}\)

- 2020: 160
- 2021: 183
- 2022: 199
- 2023: 222

12% CAGR

AD REVENUE FROM LARGE CUSTOMERS ($ MILLIONS)\(^{(2)}\)

- 2020: $163
- 2021: $229
- 2022: $290
- 2023: $359

30% CAGR

AVG. AD REVENUE FROM LARGE CUSTOMERS ($ MILLIONS)\(^{(2)}\)

- 2020: $1.0
- 2021: $1.3
- 2022: $1.5
- 2023: $1.6

16% CAGR

LARGE CUSTOMERS REPRESENT 87% OF ADVERTISING REVENUE\(^{(3)}\)

\(^{(1)}\) KPIs are calculated using full year 2020, 2021, 2022, and 2023.

\(^{(2)}\) Advertising revenue from Measurement and Optimization, excludes Publisher.

\(^{(3)}\) For the full year ended 12/31/23.
MULTIPLE OFFERINGS WITH FIXED PRICING

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

MEASUREMENT

Measurement
CPM

OPTIMIZATION

Contextual
Avoidance
CPM

Non-Contextual
CPM

Viewability, IVT +
Brand Safety (TMQ)

Contextual Avoidance

Total Cart Value Multiplier of up to 6x

Viewability, IVT Detection, Brand Safety
FINANCIAL MODEL HIGHLIGHTS

1) Defined as those who spend at least $200,000 per year
2) Reflects net revenue retention for all customers who have at least $3,000 in annual spend (during the trailing twelve months). IAS defines net revenue retention as a metric to reflect the expansion or contraction of our customers’ revenue by measuring the period-over-period change in revenues from these customers.
3) Non-GAAP metric; see appendix for a reconciliation of adjusted EBITDA to GAAP net income and a calculation of adjusted EBITDA margin.
INVESTMENT HIGHLIGHTS

- Significant opportunity to address multiple large and growing markets
- Deeply integrated throughout ecosystem including today’s leading tech platforms
- Large global footprint with solutions in over 50 languages
- Attractive business model with balanced mix of growth and profitability
- Healthy balance sheet and cash flows
- Strong management team with deep industry and enterprise-level experience
APPENDIX
## NON-GAAP RECONCILIATION OF ADJUSTED EBITDA

<table>
<thead>
<tr>
<th>$ IN THOUSANDS</th>
<th>THREE MONTHS ENDED MAR 31</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2024</td>
</tr>
<tr>
<td>NET (LOSS) INCOME</td>
<td>$(1,255)</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>15,080</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>15,738</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>1,926</td>
</tr>
<tr>
<td>(Benefit) provision from income taxes</td>
<td>(134)</td>
</tr>
<tr>
<td>Acquisition, restructuring and integration costs</td>
<td>126</td>
</tr>
<tr>
<td>Foreign exchange loss (gain), net</td>
<td>1,569</td>
</tr>
<tr>
<td>Asset impairments and other costs</td>
<td>-</td>
</tr>
<tr>
<td><strong>ADJUSTED EBITDA</strong></td>
<td><strong>$33,050</strong></td>
</tr>
<tr>
<td>REVENUE</td>
<td>$114,530</td>
</tr>
<tr>
<td><strong>Net (loss) income margin</strong></td>
<td>(1)%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA margin</strong></td>
<td>29%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>3/31/2024</th>
<th>12/31/2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEBT</td>
<td>$125,000</td>
<td>$155,000</td>
</tr>
<tr>
<td>LESS: CASH &amp; CASH EQUIVALENTS</td>
<td>$83,947</td>
<td>$124,759</td>
</tr>
<tr>
<td>NET DEBT</td>
<td>$41,053</td>
<td>$30,241</td>
</tr>
</tbody>
</table>