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 August 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.
WHAT WE DO

IAS is a leading global media measurement and optimization platform

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.
IAS AT A GLANCE

2022 FINANCIALS
- Revenue: $408.3MM (26% YoY Growth)
- Gross Profit Margin: 81%
- Adj. EBITDA: $126.6MM (31% Margin)

2023 YTD
- Revenue: $219.7MM (16% YoY Growth)
- Gross Profit Margin: 79%
- Adj. EBITDA: $71.4MM (33% Margin)

Q2 2023 FINANCIALS
- Revenue: $113.7MM (13% YoY Growth)
- Gross Profit Margin: 79%
- Adj. EBITDA: $37.4MM (33% Margin)

Q2 BUSINESS STATS
- Market/Publisher Revenue Mix: 86%/14%
- Americas/Rest of World Revenue Mix: 70%/30%
- NRR: 115%

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.
GLOBAL MEDIA MEASUREMENT AND OPTIMIZATION PLATFORM

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

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
600+ contextual categories
multimedia classification, sentiment & emotion

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

PUBLISHERS & PLATFORMS

Over 1400+ direct integrations with major DSPs, publishers, and platforms
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 June 2023 4) YouTube, May 2023 5) eMarketer, 2022 6) eMarketer, 2022

**CONSUMERS SHIFTING TO DIGITAL**

- Increased digital ad inventory
- Improved ability to target

**GROWTH AND DYNAMICS OF SOCIAL PLATFORMS**

- More than 500 hours of content are uploaded to YouTube every minute (4)

**SHIFT TO PROGRAMMATIC**

- ~91% of U.S. digital display ad dollars are transacted via programmatic (2)
- Meta reported 3.07 billion Family Daily Active People (3)

**SHIFT TO CTV**

- U.S. CTV ad spend is expected to more than double from $21.2 billion in 2022 to $43.6 billion in 2026 (5)
- Roughly $1 in $3 spent on TV advertising will go to CTV in 2025, up from less than $1 in $10 in 2019 (6)

**GROWING PRIVACY REGULATION & DEPRECIATION OF COOKIES**

- Fraud and media waste will cost marketers over $100B annually (1)

**IMPROVED ABILITY TO TARGET**

- Greater marketer emphasis on ROAS

**Shift to innovative strategies like contextual advertising**
GLOBAL SOLUTION PORTFOLIO

MEASUREMENT
- Total Media Quality
- Attention
- Social and Emerging channels

OPTIMIZATION
- Context Control
- Total Visibility
- Quality Sync

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

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

SOFTWARE CLASSIFICATION OF CONTENT AT SCALE WITH SENTIMENT AND EMOTION

- 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

PRE-BID VERIFICATION

CONTEXT CONTROL AVOIDANCE AND TARGETING

TOTAL VISIBILITY

QUALITY SYNC

ACROSS ALL MAJOR DIGITAL CHANNELS AND PLATFORMS

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

SENTIMENT & EMOTION

- Negative
- Neutral
- Positive

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

CATEGORIES

Golf
PUBLISHER SOLUTIONS

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

PUBLICA SERVER SIDE AD INSERTION (SSAI)

PUBLICA CTV AD SERVER

PUBLICA CTV UNIFIED AUCTION

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
ADVERTISER CUSTOMER JOURNEY

- Actionable Data with Real-Time Processing
- Global Expansion
- Context Control
- Measurement
- Optimization
- Emergent Channels
- Social Platforms
- Advertiser Customer Journey
- Social Platforms
- Context Control
- Measurement
- Optimization
- Emergent Channels
- Global Expansion
- Advertiser Customer Journey

IAS
WE WORK WITH SOME OF THE WORLD’S BIGGEST COMPANIES

<table>
<thead>
<tr>
<th>ADVERTISERS</th>
<th>AGENCIES</th>
<th>PUBLISHERS</th>
<th>PLATFORMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>STELLANTIS</td>
<td>OmnicomGroup</td>
<td>gmg</td>
<td>Meta</td>
</tr>
<tr>
<td>SAMSUNG</td>
<td>Publicis Groupe</td>
<td>Bloomberg</td>
<td>Display &amp; Video 360</td>
</tr>
<tr>
<td>Disney</td>
<td>WPP</td>
<td>GANNETT</td>
<td>TikTok</td>
</tr>
<tr>
<td>verizon</td>
<td>IPG</td>
<td>SAMSUNG TV Plus</td>
<td>Amazon</td>
</tr>
<tr>
<td>TOYOTA</td>
<td>dentsu</td>
<td>WARNER BROS</td>
<td>Snapchat</td>
</tr>
<tr>
<td>CLOROX</td>
<td>HEARST</td>
<td>DISCOVERY</td>
<td>YouTube</td>
</tr>
<tr>
<td>LAY’S</td>
<td>WPP</td>
<td>REUTERS</td>
<td>TikTok</td>
</tr>
<tr>
<td>Pernod Ricard</td>
<td>AUTOGRAPH</td>
<td>SONY</td>
<td>Youtube</td>
</tr>
<tr>
<td>WELLS FARGO</td>
<td>WPP</td>
<td>DENTON</td>
<td>TikTok</td>
</tr>
<tr>
<td>CHASE</td>
<td>WPP</td>
<td>WARNER BROS</td>
<td>TikTok</td>
</tr>
<tr>
<td>HERSHEY'S</td>
<td>WPP</td>
<td>WARNER BROS</td>
<td>TikTok</td>
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<tr>
<td>HYUNDAI</td>
<td>WPP</td>
<td>WARNER BROS</td>
<td>TikTok</td>
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<td>KERING</td>
<td>WPP</td>
<td>WARNER BROS</td>
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<tr>
<td>BT</td>
<td>WPP</td>
<td>WARNER BROS</td>
<td>TikTok</td>
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<tr>
<td>LinkedIn</td>
<td>WPP</td>
<td>WARNER BROS</td>
<td>TikTok</td>
</tr>
<tr>
<td>PROGRESSIVE</td>
<td>WPP</td>
<td>WARNER BROS</td>
<td>TikTok</td>
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<tr>
<td>HALEON</td>
<td>WPP</td>
<td>WARNER BROS</td>
<td>TikTok</td>
</tr>
<tr>
<td>JPMorgan Chase &amp; Co.</td>
<td>WPP</td>
<td>WARNER BROS</td>
<td>TikTok</td>
</tr>
</tbody>
</table>

AND MANY MORE...

NOTE: IAS customers not to be referenced without IAS permission
OUR CUSTOMER: GLOBAL, LOYAL, DIVERSIFIED, AND LARGE

2,000+
Customers Globally

7.8
Average Customer Tenure
Since 2012 (Top 100) (1)

INDUSTRIES WE SERVE

<table>
<thead>
<tr>
<th>Industry</th>
<th>CPG</th>
<th>Automotive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>Retail</td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td>Travel</td>
<td>Entertainment</td>
</tr>
</tbody>
</table>

1. From 2012 to 2022. Top 100 customers defined with the greatest total spend for the year in which the analysis is based

Countries where IAS solutions are activated
Local office presence in 16 cities
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
MULTIPLE LEVERS OF GROWTH

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

LONG-TERM DURABLE GROWTH
EXPERIENCED LEADERS WITH PROVEN ABILITY TO EXECUTE

LISA UTZSCHNEIDER
Chief Executive Officer

TANIA SECOR
Chief Financial Officer

THOMAS JOSEPH
Chief Technology Officer

YANNIS DOSIOS
Chief Commercial Officer

LISA NADLER
Chief HR Officer

ROB JANECZEK
Chief Information Officer
FINANCIAL OVERVIEW
## Attractive and Sustainable Financial Profile

| Track Record of Profitable Growth | 11 straight quarters of double-digit revenue growth  
<table>
<thead>
<tr>
<th></th>
<th>Adjusted EBITDA margin of 33% in Q2’23</th>
</tr>
</thead>
</table>
| 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 | Net revenue retention rate of 115%+ past 8 quarters  
|                                   | 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)

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.
STRONG Q2 2023 RESULTS

TOTAL REVENUE - QUARTERLY

<table>
<thead>
<tr>
<th>Region</th>
<th>Q2 '22</th>
<th>Q2 '23</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>APAC</td>
<td>$100.3M</td>
<td>$113.7M</td>
<td>13%</td>
</tr>
<tr>
<td>EMEA</td>
<td>24%</td>
<td>23%</td>
<td>1%</td>
</tr>
<tr>
<td>Americas</td>
<td>69%</td>
<td>70%</td>
<td>11%</td>
</tr>
</tbody>
</table>

ADJUSTED EBITDA(1) - QUARTERLY

<table>
<thead>
<tr>
<th>Q2 '22</th>
<th>Q2 '23</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>$31.6M</td>
<td>$37.4M</td>
<td>18%</td>
</tr>
</tbody>
</table>

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.
Q2 2023 REVENUE: GROWTH AND MIX

- **MEASUREMENT**: 40% of total revenue
  - Q2 '22: $36.6MM
  - Q2 '23: $44.9MM

- **OPTIMIZATION**: 46% of total revenue
  - Q2 '22: $47.9MM
  - Q2 '23: $52.8MM

- **PUBLISHER**: 14% of total revenue
  - Q2 '22: $15.8MM
  - Q2 '23: $15.9MM
INCREASING PENETRATION OF LARGE AD CUSTOMERS

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 REVENUE³
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

Brand Safety, IVT + Viewability

Contextual Avoidance

Non-Contextual CPM

Viewability
IVT Detection
Brand Safety

Total Cart Value Multiplier of up to 6x
FINANCIAL MODEL HIGHLIGHTS

HIGH GROWTH

Q2'23 YoY Revenue Growth

13%

RE-OCCURRING REVENUE

Large Advertising Customers (1)

208

STRONG REVENUE RETENTION

Net Revenue Retention at 6/30/2023 (2)

115%

HIGH PROFITABILITY WITH STRONG ABILITY TO SCALE

Q2'23 Adjusted EBITDA Margin (3)

33%

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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 in over 111 countries¹ & 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

¹ As of 12/31/22
## NON-GAAP RECONCILIATION OF ADJUSTED EBITDA

<table>
<thead>
<tr>
<th></th>
<th>THREE MONTHS ENDED JUNE 30</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2023</td>
</tr>
<tr>
<td><strong>NET INCOME (loss)</strong></td>
<td>$7,677</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>13,521</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>40,435</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>3,221</td>
</tr>
<tr>
<td>Provision (benefit) from income taxes</td>
<td>(29,107)</td>
</tr>
<tr>
<td>Acquisition, restructuring, and integration costs</td>
<td>809</td>
</tr>
<tr>
<td>Foreign exchange gain, net</td>
<td>–</td>
</tr>
<tr>
<td>Asset impairments and other costs</td>
<td>1,468</td>
</tr>
<tr>
<td><strong>ADJUSTED EBITDA</strong></td>
<td>$37,393</td>
</tr>
</tbody>
</table>

**REVENUE**

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net income margin</strong></td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA margin</strong></td>
<td>33%</td>
<td>31%</td>
</tr>
</tbody>
</table>

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

### $ IN THOUSANDS

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET INCOME (LOSS)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>50,396</td>
<td>62,286</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>44,752</td>
<td>58,766</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>9,053</td>
<td>19,244</td>
</tr>
<tr>
<td>Provision (benefit) from income taxes</td>
<td>(2,288)</td>
<td>(3,538)</td>
</tr>
<tr>
<td>Restructuring and severance costs</td>
<td>10,321</td>
<td>4,249</td>
</tr>
<tr>
<td>Acquisition and integration costs</td>
<td>97</td>
<td>3,092</td>
</tr>
<tr>
<td>Foreign exchange loss, net</td>
<td>4,798</td>
<td>–</td>
</tr>
<tr>
<td>Employee retention tax credit</td>
<td>(6,981)</td>
<td>–</td>
</tr>
<tr>
<td>Facility exit costs</td>
<td>–</td>
<td>6,600</td>
</tr>
<tr>
<td>Debt extinguishment costs</td>
<td>–</td>
<td>3,721</td>
</tr>
<tr>
<td>IPO readiness costs</td>
<td>–</td>
<td>1,094</td>
</tr>
<tr>
<td>Asset impairments and other costs</td>
<td>1,058</td>
<td>223</td>
</tr>
<tr>
<td><strong>ADJUSTED EBITDA</strong></td>
<td>$126,579</td>
<td>$103,300</td>
</tr>
<tr>
<td><strong>REVENUE</strong></td>
<td>$408,348</td>
<td>$323,513</td>
</tr>
<tr>
<td>Net income (loss) margin</td>
<td>4%</td>
<td>(16)%</td>
</tr>
<tr>
<td>Adjusted EBITDA margin 1)</td>
<td>31%</td>
<td>32%</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>6/30/2023</th>
<th>12/31/2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEBT</td>
<td>$195,000</td>
<td>$225,000</td>
</tr>
<tr>
<td>LESS: CASH &amp; CASH EQUIVALENTS</td>
<td>$98,799</td>
<td>$86,877</td>
</tr>
<tr>
<td>NET DEBT</td>
<td>$96,201</td>
<td>$138,123</td>
</tr>
</tbody>
</table>