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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 February 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.

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 February 27, 2024 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.
OUR SOLUTIONS

IAS is a leading global media measurement and optimization platform

- MEASUREMENT
- OPTIMIZATION
- PUBLISHER
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)

Q4 2023 FINANCIALS

$134.3MM
Q4'2023 Revenue
14% YoY Growth

79%
Q4'2023 Gross Profit Margin

$47.5MM
Q4'2023 Adj. EBITDA (1)

35%
Q4'2023 Adj. EBITDA Margin (1)

Q4 BUSINESS STATS

87%/13%
Marketer/Publisher Revenue Mix

68%/32%
Americas/Rest of World Revenue Mix

116%
NRR

222
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

**CONSUMERS SHIFTING TO DIGITAL**
- **INCREASED DIGITAL AD INVENTORY**
- **IMPROVED ABILITY TO DRIVE ROI**

**GROWTH AND DYNAMICS OF SOCIAL PLATFORMS**
- More than 500 hours of content are uploaded to YouTube every minute

**SHIFT TO PROGRAMMATIC**
- U.S. programmatic digital display ad spending is expected to grow from $133 billion in 2023 to $169 billion in 2025

**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
- Roughly $1 in $3 spent on TV advertising will go to CTV in 2025, up from less than $1 in $10 in 2019

**GREATER MARKETER EMPHASIS ON ROI AND BRAND SAFETY**
- Fraud and media waste will cost marketers over $100B annually

**GROWING PRIVACY REGULATION & DEPRECIATION OF COOKIES**
- Shift to innovative strategies like contextual advertising

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

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

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

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.
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

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

54% Decrease in Block Rate Compared to Competitive Benchmark

IAS
PUBLISHER SOLUTIONS

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

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

INCREASE CTV YIELD AND DELIVER SEAMLESS AD BREAKS

- PUBLICA CTV UNIFIED AUCTION
- PUBLICA CTV AD SERVER
- PUBLICA SERVER SIDE AD INSERTION (SSAI)
- MEDIA QUALITY AND CONTEXTUAL VERIFICATION
- MEDIA QUALITY AND CONTEXTUAL OPTIMIZATION
ADVERTISER CUSTOMER JOURNEY

Measurement

SOCIAL PLATFORMS

MEASUREMENT

ACTIONABLE DATA WITH REAL-TIME PROCESSING

Optimization

CONTEXT CONTROL

GLOBAL EXPANSION

EMERGING CHANNELS

OPTIMIZATION
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, SAMSUNG, Disney, SHISEIDO, verizon, TOYOTA, CLOROX, Dell, Estée Lauder, Coca-Cola, T Mobile, Canva, sky, Pernod Ricard, WEWORK, LVMH, dyson, Honda, AT&amp;T, MARS, hp, Mastercard, sanofi, Microsoft, Singapore Airlines, Allstate, adidas, kenvue, McDonald’s, Beiersdorf, Liberty Mutual Insurance, Panasonic, Nestlé, GROUPE RENAULT, Visa, BMW, BMW Group, SAP, Johnson &amp; Johnson, intel, Airbnb, L’Oreal, Citi, Volkswagen, STAGWELL, JPMorgan Chase &amp; Co., Ferrero, Omnicom Group, Publicis Groupe, WPP, IPG, dentsu, WARNER BROS, DISCOVERY, REUTERs, HEARST television, DIRECTV, CONDÉ NAST, philo, VIZIO, PMC, IAS, GMS, Goodale, Mediarange, Earnest, Dash, MediaMath, Duvid, The Trade Desk, Amazon, Meta, TikTok, YouTube, Netflix, LinkedIn, Yahoo, Adverty, Roku, anzu, Microsoft, Casual Games, Frameplay</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

AND MANY MORE...

NOTE: IAS customers/partners not to be referenced without IAS permission
OUR CUSTOMERS: GLOBAL, LOYAL, AND DIVERSE

2,000+
Advertisers Globally

8.4
Average Customer Tenure
Since 2012 (Top 100) (1)

INDUSTRIES WE SERVE

- CPG
- Automotive
- Finance
- Retail
- Technology
- Travel
- Telecom
- Entertainment

1) From 2012 to 2023. Top 100 customers defined with the greatest total spend for the year in which the analysis is based.
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-TIER
- SOCIAL LIVE FEED
- RETAIL MEDIA
- EMERGING CHANNELS
- DATA x AI

FUTURE

LONG-TERM DURABLE GROWTH
EXPERIENCE 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 JANECEK
Chief Information Officer

YOSSI ALMANI
Chief Legal Officer
# ATTRACTIVE AND SUSTAINABLE FINANCIAL PROFILE

## TRACK RECORD OF PROFITABLE GROWTH
- Consistent 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\(^{(1)}\)

2020: $56
2021: $103
2022: $127
2023: $160

41% CAGR

GROSS PROFIT

2020: $200
2021: $269
2022: $333
2023: $375

23% CAGR

INTERNATIONAL REVENUE

2020: $101
2021: $119
2022: $129
2023: $147

13% 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.
STRONG Q4 2023 RESULTS

TOTAL REVENUE - QUARTERLY

<table>
<thead>
<tr>
<th>Region</th>
<th>Q4 '22</th>
<th>Q4 '23</th>
</tr>
</thead>
<tbody>
<tr>
<td>APAC</td>
<td>$117.4MM</td>
<td>$134.3MM</td>
</tr>
<tr>
<td>EMEA</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>AMERICAS</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>TOT AL REVENUE</td>
<td>68%</td>
<td>68%</td>
</tr>
</tbody>
</table>

ADJUSTED EBITDA\(^{(1)}\) - QUARTERLY

<table>
<thead>
<tr>
<th></th>
<th>Q4 '22</th>
<th>Q4 '23</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADJUSTED EBITDA</td>
<td>$40.0MM</td>
<td>$47.5MM</td>
</tr>
<tr>
<td>Adj. EBITDA Margin(^{(1)})</td>
<td>34%</td>
<td>35%</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
Q4 2023 REVENUE: GROWTH AND MIX

OPTIMIZATION
47% of total revenue (1)

MEASUREMENT
39% of total revenue (1)

PUBLISHER
13% of total revenue (1)

1) The sum of the total will not equal 100% due to rounding.
STRONG FY 2023 RESULTS

TOTAL REVENUE - ANNUAL

APAC | EMEA | AMERICAS

$408.3MM | $474.4MM

8% | 8% | 16%

24% | 23% | 26%

68% | 69% | 16%

FY 2022 | FY 2023

ADJUSTED EBITDA (1) - ANNUAL

$126.6MM | $159.5MM

31% Adj. EBITDA Margin (1)

34% Adj. EBITDA Margin (1)

FY 2022 | FY 2023

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.
INCREASING PENETRATION OF LARGE AD CUSTOMERS

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

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

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

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

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

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

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

Brand Safety, IVT + Viewability

OPTIMIZATION

Contextual
Avoidance
CPM

Contextual Avoidance

Non-Contextual
CPM

Viewability  IVT Detection  Brand Safety

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HIGH GROWTH</strong></td>
<td>16%</td>
<td>FY 2023 YoY Revenue Growth</td>
</tr>
<tr>
<td><strong>RE-OCCURRING REVENUE</strong></td>
<td>222</td>
<td>Large Advertising Customers at 12/31/23⁽¹⁾</td>
</tr>
<tr>
<td><strong>STRONG REVENUE RETENTION</strong></td>
<td>116%</td>
<td>Net Revenue Retention at 12/31/2023⁽²⁾</td>
</tr>
<tr>
<td><strong>HIGH PROFITABILITY AND ABILITY TO SCALE</strong></td>
<td>34%</td>
<td>FY 2023 Adjusted EBITDA Margin⁽³⁾</td>
</tr>
</tbody>
</table>

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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 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
## NON-GAAP RECONCILIATION OF ADJUSTED EBITDA

<table>
<thead>
<tr>
<th>$ IN THOUSANDS</th>
<th>THREE MONTHS ENDED DEC 31</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2023</td>
</tr>
<tr>
<td><strong>NET INCOME</strong></td>
<td></td>
</tr>
<tr>
<td>Net income</td>
<td>$10,164</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>14,593</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>15,462</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>2,489</td>
</tr>
<tr>
<td>Provision (benefit) from income taxes</td>
<td>3,858</td>
</tr>
<tr>
<td>Restructuring and severance costs</td>
<td>1,054</td>
</tr>
<tr>
<td>Acquisition and integration costs</td>
<td>-</td>
</tr>
<tr>
<td>Foreign exchange (gain) loss, net</td>
<td>(501)</td>
</tr>
<tr>
<td>Offering costs, impairments and other costs</td>
<td>396</td>
</tr>
<tr>
<td><strong>ADJUSTED EBITDA</strong></td>
<td>$47,515</td>
</tr>
<tr>
<td><strong>REVENUE</strong></td>
<td>$134,295</td>
</tr>
<tr>
<td>Net income margin</td>
<td>8%</td>
</tr>
<tr>
<td>Adjusted EBITDA margin</td>
<td>35%</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 DEC 31</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2023</td>
</tr>
<tr>
<td>NET INCOME</td>
<td>$7,238</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>54,966</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>81,103</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>12,236</td>
</tr>
<tr>
<td>Benefit from income taxes</td>
<td>(2,382)</td>
</tr>
<tr>
<td>Restructuring and severance costs</td>
<td>4,028</td>
</tr>
<tr>
<td>Acquisition and integration costs</td>
<td>–</td>
</tr>
<tr>
<td>Foreign exchange loss, net</td>
<td>430</td>
</tr>
<tr>
<td>Employee retention tax credit</td>
<td>–</td>
</tr>
<tr>
<td>Offering costs, impairments and other costs</td>
<td>1,913</td>
</tr>
<tr>
<td>ADJUSTED EBITDA</td>
<td>$159,532</td>
</tr>
<tr>
<td>REVENUE</td>
<td>$474,369</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income margin</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Adjusted EBITDA margin</td>
<td>34%</td>
<td>31%</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>12/31/2023</th>
<th>12/31/2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>**DEBT</td>
<td>$155,000</td>
<td>$225,000</td>
</tr>
<tr>
<td>LESS: CASH &amp; CASH EQUIVALENTS</td>
<td>$124,759</td>
<td>$86,877</td>
</tr>
<tr>
<td><strong>NET DEBT</strong></td>
<td>$30,241</td>
<td>$138,123</td>
</tr>
</tbody>
</table>