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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.

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 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 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

<table>
<thead>
<tr>
<th>2023 FINANCIALS</th>
<th>Q1 2024 FINANCIALS</th>
<th>Q1 BUSINESS STATS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$474.4MM</strong></td>
<td><strong>$114.5MM</strong></td>
<td><strong>86%/14%</strong></td>
</tr>
<tr>
<td>2023 Revenue</td>
<td>Q1'2024 Revenue</td>
<td>Marketer/ Publisher Revenue Mix</td>
</tr>
<tr>
<td>16% YoY Growth</td>
<td>8% YoY Growth</td>
<td></td>
</tr>
<tr>
<td><strong>79%</strong></td>
<td><strong>77%</strong></td>
<td><strong>69%/31%</strong></td>
</tr>
<tr>
<td>2023 Gross Profit Margin</td>
<td>Q1'2024 Gross Profit Margin</td>
<td>Americas / Rest of World Revenue Mix</td>
</tr>
<tr>
<td><strong>$159.5MM</strong></td>
<td><strong>$33.1MM</strong></td>
<td></td>
</tr>
<tr>
<td>2023 Adj. EBITDA&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>Q1'2024 Adj. EBITDA&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td><strong>34%</strong></td>
<td><strong>29%</strong></td>
<td><strong>227</strong></td>
</tr>
<tr>
<td>2023 Adj. EBITDA Margin&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>Q1'2024 Adj. EBITDA Margin&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>Large advertising customers&lt;sup&gt;(2)&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

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
- GROWTH AND DYNAMICS OF SOCIAL PLATFORMS
- SHIFT TO CTV
- GROWING PRIVACY REGULATION & DEPRECIATION OF COOKIES

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

Meta reported 3.24 billion Family Daily Active People

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

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

Shift to innovative strategies like contextual advertising

Fraud and media waste will cost marketers over $100B annually
PRODUCT SUITE DRIVES OUTCOMES FOR MARKETERS AND YIELD FOR PUBLISHERS

- ACTIONABLE DATA WITH REAL-TIME PROCESSING
- DIFFERENTIATED DATA WITH SCALE & AI/ML ENRICHMENT
- GROW MEASUREMENT VOLUME
- QUALITY MEDIA PERFORMS
- UPSELL OPTIMIZATION SOLUTION
- Measurement (post-bid)
- Optimization (pre-bid)
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

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.

3x

MORE ACCURATE, GARM ALIGNED REPORTING
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
PUBLISHER SOLUTIONS

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

- Demand-agnostic
- Only ad server specifically built for CTV publishers
- 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

- Social Platforms
- Measurement
- Emergence Channels
- Context Control
- Optimization
- Global Expansion

Optimization Actionable Data with Real-Time Processing
WE WORK WITH SOME OF THE WORLD’S BIGGEST COMPANIES

ADVERTISERS

AGENCIES

PUBLISHERS

PLATFORMS

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%\(^1\)
NEW PRODUCTS DRIVING OPTIMIZATION GROWTH

**Quality Sync (QSP)**

3x 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.

**MFA**

63% decrease in cost-per-conversion when traffic was served on quality sites vs traffic served on MFA sites.

**Attention**

Up to a 130% lift in conversion rates when comparing high attention impressions to low attention impressions.

**Mid-Tier**

Expanding 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.
EXPERIENCED LEADERS WITH PROVEN ABILITY TO EXECUTE

LISA UTZSCHNEIDER
Chief Executive Officer

TANIA SECOR
Chief Financial Officer

THOMAS JOSEPH
Chief Technology Officer

SARAH MARTINEZ
Chief Revenue Officer

LISA NADLER
Chief HR Officer

ROB JANECEK
Chief Information Officer

YOSSI ALMANI
Chief Legal Officer
FINANCIAL OVERVIEW
ATTRACTION 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

**GROSS PROFIT**

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

**ADJUSTED EBITDA**

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

**INTERNATIONAL REVENUE**

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

25% CAGR
23% CAGR
41% CAGR
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.
Q1 2024 RESULTS

**TOTAL REVENUE - QUARTERLY**

- **APAC**
  - Q1 '23: $106.1MM, 7%
  - Q1 '24: $114.5MM, 8%

- **EMEA**
  - Q1 '23: $23.2MM, 23%
  - Q1 '24: $24.8MM, 24%

- **AMERICAS**
  - Q1 '23: $76.8MM, 70%
  - Q1 '24: $65.2MM, 69%

**ADJUSTED EBITDA**

- **Q1 '23**
  - $34.1MM, 32% Adj. EBITDA Margin

- **Q1 '24**
  - $33.1MM, 29% Adj. EBITDA Margin

---

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**: 46% of total revenue
  - Q1’23: $51.0MM
  - Q1’24: $52.5MM
  - Growth: 3%

- **Measurement**: 40% of total revenue
  - Q1’23: $40.7MM
  - Q1’24: $46.3MM
  - Growth: 14%

- **Publisher**: 14% of total revenue
  - Q1’23: $14.4MM
  - Q1’24: $15.8MM
  - Growth: 10%
INCREASING PENETRATION OF LARGE AD CUSTOMERS

NUMBER OF LARGE AD CUSTOMERS (> $200K)

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

CAGR: 12%

AD REVENUE FROM LARGE CUSTOMERS ($ MILLIONS)

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

CAGR: 30%

AVG. AD REVENUE FROM LARGE CUSTOMERS ($ MILLIONS)

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

CAGR: 16%

LARGE CUSTOMERS REPRESENT 87% OF ADVERTISING REVENUE

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
- Viewability, IVT + Brand Safety (TMQ)

OPTIMIZATION

- Contextual Avoidance CPM
- Non-Contextual CPM
- Viewability, IVT Detection, Brand Safety

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

HIGH GROWTH
16%
FY 2023 YoY Revenue Growth

RE-OCCURRING REVENUE
222
Large Advertising Customers at 12/31/23\(^{(1)}\)

STRONG REVENUE RETENTION
116%
Net Revenue Retention at 12/31/23\(^{(2)}\)

HIGH PROFITABILITY AND ABILITY TO SCALE
34%
FY 2023 Adjusted EBITDA Margin\(^{(3)}\)

---

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

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

<table>
<thead>
<tr>
<th>$ IN THOUSANDS</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>
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</table>