
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 10-Q

(Mark One)

**QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES
EXCHANGE ACT OF 1934**

For the quarterly period ended June 30, 2024

or

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES
EXCHANGE ACT OF 1934**

For the transition period from _____ to _____

Commission File Number: 001-40349

DoubleVerify Holdings, Inc.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation or organization)

82-2714562
(I.R.S. Employer
Identification Number)

462 Broadway
New York, NY, 10013
(Address of Principal Executive Offices)

(212) 631-2111
(Registrant's telephone number)

Securities registered pursuant to Section 12(b) of the Act:

<u>Title of Each Class</u>	<u>Trading symbol</u>	<u>Name of Exchange on which registered</u>
Common Stock, par value \$0.001 per share	DV	New York Stock Exchange

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes No

Indicate by check mark whether the registrant has submitted electronically every Interactive Data File required to be submitted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit such files). Yes No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, a smaller reporting company, or an emerging growth company. See the definitions of "large accelerated filer," "accelerated filer," "smaller reporting company," and "emerging growth company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer Accelerated filer
Non-accelerated filer Smaller reporting company Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes No

As of July 22, 2024, there were 170,044,811 shares of the registrant's common stock, par value \$0.001 per share, outstanding.

DoubleVerify Holdings, Inc.
Quarterly Report on Form 10-Q
For the Quarter Ended June 30, 2024

TABLE OF CONTENTS

Part I
FINANCIAL INFORMATION (Unaudited)

	<u>Page</u>
Item 1.	
Condensed Consolidated Financial Statements	4
Condensed Consolidated Balance Sheets as of June 30, 2024 and December 31, 2023	4
Condensed Consolidated Statements of Operations and Comprehensive Income for the three and six months ended June 30, 2024 and 2023	5
Condensed Consolidated Statements of Stockholders' Equity for the three and six months ended June 30, 2024 and 2023	6
Condensed Consolidated Statements of Cash Flows for the six months ended June 30, 2024 and 2023	7
Notes to Condensed Consolidated Financial Statements	8
Item 2.	
Management's Discussion and Analysis of Financial Condition and Results of Operations	22
Item 3.	
Quantitative and Qualitative Disclosures about Market Risk	31
Item 4.	
Controls and Procedures	31
 <u>Part II</u> <u>OTHER INFORMATION</u> 	
Item 1.	
Legal Proceedings	32
Item 1A.	
Risk Factors	32
Item 2.	
Unregistered Sales of Equity Securities and Use of Proceeds	32
Item 3.	
Defaults Upon Senior Securities	32
Item 4.	
Mine Safety Disclosures	32
Item 5.	
Other Information	32
Item 6.	
Exhibits	33
Signatures	34

Special Note Regarding Forward-Looking Statements

This Quarterly Report on Form 10-Q (“Quarterly Report”) includes “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended (the “Securities Act”) and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). All statements other than statements of historical facts included in this Quarterly Report, including, without limitation, statements regarding our future financial position, business strategy, budgets, projected costs, savings and plans and objectives of management for future operations, are forward-looking statements. In addition, forward-looking statements generally can be identified by the use of forward-looking terminology such as “may,” “will,” “expect,” “intend,” “estimate,” “plan,” “anticipate,” “believe” or “continue” or the negative thereof or variations thereon or similar terminology. Although we believe that the expectations reflected in such forward-looking statements are reasonable, we can give no assurance that such expectations will prove to have been correct.

You should read the “Special Note Regarding Forward-Looking Statements” and “Risk Factors” sections of our Annual Report on Form 10-K for the year ended December 31, 2023 and filed with the Securities and Exchange Commission (“SEC”), on February 28, 2024, for a discussion of important factors that could cause actual results to differ materially from the results described in or implied by the forward-looking statements contained in this report. There may be other factors not presently known to us or which we currently consider to be immaterial that may cause our actual results to differ materially from the forward-looking statements.

All forward-looking statements attributable to us or persons acting on our behalf apply only as of the date of this Quarterly Report and are expressly qualified in their entirety by the cautionary statements included in this Quarterly Report and in the Annual Report on Form 10-K for the year ended December 31, 2023. We undertake no obligation to publicly update or revise any forward-looking statements to reflect events or circumstances after the date made or to reflect the occurrence of unanticipated events.

“DoubleVerify,” “the DV Authentic Ad,” “Authentic Brand Suitability,” “DV Pinnacle” and other trademarks of ours appearing in this report are our property and we deem them particularly important to the marketing activities conducted by each of our businesses. Solely for convenience, the trademarks, service marks and trade names referred to in this report are without the ® and ™ symbols, but such references are not intended to indicate, in any way, that we will not assert, to the fullest extent under applicable law, our rights to these trademarks, service marks and trade names. This report contains additional trade names and trademarks of other companies. We do not intend our use or display of other companies’ trade names or trademarks to imply an endorsement or sponsorship of us by such companies, or any relationship with any of these companies.

Unless the context otherwise requires, the terms “DoubleVerify,” “we,” “us,” “our,” and the “Company,” as used in this report refer to DoubleVerify Holdings, Inc. and its consolidated subsidiaries.

PART I. FINANCIAL INFORMATION

Item 1. Financial Statements

DoubleVerify Holdings, Inc.
CONDENSED CONSOLIDATED BALANCE SHEETS (UNAUDITED)

<i>(in thousands, except per share data)</i>	<u>As of</u> <u>June 30, 2024</u>	<u>As of</u> <u>December 31, 2023</u>
Assets:		
Current assets		
Cash and cash equivalents	\$ 256,066	\$ 310,131
Short-term investments	82,754	—
Trade receivables, net of allowances for doubtful accounts of \$9,564 and \$9,442 as of June 30, 2024 and December 31, 2023, respectively	187,761	206,941
Prepaid expenses and other current assets	32,977	15,930
Total current assets	559,558	533,002
Property, plant and equipment, net	64,521	58,020
Operating lease right-of-use assets, net	66,155	60,470
Goodwill	431,496	436,008
Intangible assets, net	125,420	140,883
Deferred tax assets	23,766	13,077
Other non-current assets	1,727	1,571
Total assets	\$ 1,272,643	\$ 1,243,031
Liabilities and Stockholders' Equity:		
Current liabilities		
Trade payables	\$ 10,604	\$ 12,932
Accrued expenses	44,136	44,264
Operating lease liabilities, current	10,113	9,029
Income tax liabilities	832	5,833
Current portion of finance lease obligations	2,393	2,934
Other current liabilities	11,447	8,863
Total current liabilities	79,525	83,855
Operating lease liabilities, non-current	76,265	71,563
Finance lease obligations	1,844	2,865
Deferred tax liabilities	7,031	8,119
Other non-current liabilities	2,815	2,690
Total liabilities	167,480	169,092
Commitments and contingencies (Note 15)		
Stockholders' equity		
Common stock, \$0.001 par value, 1,000,000 shares authorized, 172,634 shares issued and 171,244 outstanding as of June 30, 2024; 1,000,000 shares authorized, 171,168 shares issued and 171,146 outstanding as of December 31, 2023	173	171
Additional paid-in capital	926,062	878,331
Treasury stock, at cost, 1,390 shares and 22 shares as of June 30, 2024 and December 31, 2023, respectively	(25,443)	(743)
Retained earnings	213,613	198,983
Accumulated other comprehensive loss, net of income taxes	(9,242)	(2,803)
Total stockholders' equity	1,105,163	1,073,939
Total liabilities and stockholders' equity	\$ 1,272,643	\$ 1,243,031

See accompanying Notes to unaudited Condensed Consolidated Financial Statements.

DoubleVerify Holdings, Inc.
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS AND COMPREHENSIVE INCOME (UNAUDITED)

<i>(in thousands, except per share data)</i>	<u>Three Months Ended June 30,</u>		<u>Six Months Ended June 30,</u>	
	<u>2024</u>	<u>2023</u>	<u>2024</u>	<u>2023</u>
Revenue	\$ 155,890	\$ 133,744	\$ 296,672	\$ 256,338
Cost of revenue (exclusive of depreciation and amortization shown separately below)	26,102	26,191	52,720	50,143
Product development	39,806	31,941	76,200	60,496
Sales, marketing and customer support	44,863	31,537	82,735	57,249
General and administrative	23,066	19,755	45,141	39,943
Depreciation and amortization	11,004	9,676	21,932	18,659
Income from operations	11,049	14,644	17,944	29,848
Interest expense	233	247	465	503
Other income, net	(2,064)	(2,476)	(4,336)	(5,210)
Income before income taxes	12,880	16,873	21,815	34,555
Income tax expense	5,406	4,034	7,185	9,541
Net income	\$ 7,474	\$ 12,839	\$ 14,630	\$ 25,014
Earnings per share:				
Basic	\$ 0.04	\$ 0.08	\$ 0.09	\$ 0.15
Diluted	\$ 0.04	\$ 0.07	\$ 0.08	\$ 0.15
Weighted-average common stock outstanding:				
Basic	171,628	166,540	171,467	166,088
Diluted	175,961	172,488	176,850	172,129
Comprehensive income:				
Net income	\$ 7,474	\$ 12,839	\$ 14,630	\$ 25,014
Other comprehensive (loss) income:				
Foreign currency cumulative translation adjustment	(1,814)	(377)	(6,439)	816
Total comprehensive income	\$ 5,660	\$ 12,462	\$ 8,191	\$ 25,830

See accompanying Notes to unaudited Condensed Consolidated Financial Statements.

DoubleVerify Holdings, Inc.
CONDENSED CONSOLIDATED STATEMENTS OF STOCKHOLDERS' EQUITY (UNAUDITED)

<i>(in thousands)</i>	Common Stock		Treasury Stock		Additional Paid-in Capital	Retained Earnings	Accumulated Other Comprehensive (Loss) Income Net of Income Taxes	Total Stockholders' Equity
	Shares	Amount	Shares	Amount				
Balance as of January 1, 2024	171,168	\$ 171	22	\$ (743)	\$ 878,331	\$ 198,983	\$ (2,803)	\$ 1,073,939
Foreign currency translation adjustment	—	—	—	—	—	—	(4,625)	(4,625)
Shares repurchased for settlement of employee tax withholdings	—	—	48	(1,792)	—	—	—	(1,792)
Stock-based compensation expense	—	—	—	—	20,718	—	—	20,718
Common stock issued upon exercise of stock options	153	—	—	—	1,695	—	—	1,695
Common stock issued upon vesting of restricted stock units	435	1	—	—	(1)	—	—	—
Treasury stock reissued upon settlement of equity awards	—	—	(38)	1,389	(1,389)	—	—	—
Net income	—	—	—	—	—	7,156	—	7,156
Balance as of March 31, 2024	171,756	\$ 172	32	(1,146)	899,354	206,139	(7,428)	1,097,091
Foreign currency translation adjustment	—	—	—	—	—	—	(1,814)	(1,814)
Shares repurchased for settlement of employee tax withholdings	—	—	30	(660)	—	—	—	(660)
Stock-based compensation expense	—	—	—	—	25,315	—	—	25,315
Common stock issued under employee purchase plan	124	—	—	—	1,914	—	—	1,914
Common stock issued upon exercise of stock options	126	—	—	—	870	—	—	870
Common stock issued upon vesting of restricted stock units	628	1	—	—	(1)	—	—	—
Shares repurchased under the Repurchase Program	—	—	1,369	(25,027)	—	—	—	(25,027)
Treasury stock reissued upon settlement of equity awards	—	—	(41)	1,390	(1,390)	—	—	—
Net income	—	—	—	—	—	7,474	—	7,474
Balance as of June 30, 2024	172,634	\$ 173	1,390	\$ (25,443)	\$ 926,062	\$ 213,613	\$ (9,242)	\$ 1,105,163
Balance as of January 1, 2023	165,448	\$ 165	31	\$ (796)	\$ 756,299	\$ 127,517	\$ (6,326)	\$ 876,859
Foreign currency translation adjustment	—	—	—	—	—	—	1,193	1,193
Shares repurchased for settlement of employee tax withholdings	—	—	30	(787)	—	—	—	(787)
Stock-based compensation expense	—	—	—	—	11,992	—	—	11,992
Common stock issued upon exercise of stock options	527	1	—	—	1,765	—	—	1,766
Common stock issued upon vesting of restricted stock units	182	—	—	—	—	—	—	—
Treasury stock reissued upon settlement of equity awards	—	—	(35)	914	(914)	—	—	—
Net income	—	—	—	—	—	12,175	—	12,175
Balance as of March 31, 2023	166,157	\$ 166	26	(669)	769,142	139,692	(5,133)	903,198
Foreign currency translation adjustment	—	—	—	—	—	—	(377)	(377)
Shares repurchased for settlement of employee tax withholdings	—	—	57	(1,966)	—	—	—	(1,966)
Stock-based compensation expense	—	—	—	—	15,399	—	—	15,399
Common stock issued under employee purchase plan	49	—	—	—	1,138	—	—	1,138
Common stock issued upon exercise of stock options	711	1	—	—	3,990	—	—	3,991
Common stock issued upon vesting of restricted stock units	333	—	—	—	—	—	—	—
Treasury stock reissued upon settlement of equity awards	—	—	(67)	2,107	(2,107)	—	—	—
Net income	—	—	—	—	—	12,839	—	12,839
Balance as of June 30, 2023	167,250	\$ 167	16	\$ (528)	\$ 787,562	\$ 152,531	\$ (5,510)	\$ 934,222

See accompanying Notes to unaudited Condensed Consolidated Financial Statements.

DoubleVerify Holdings, Inc.
CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS
(UNAUDITED)

<i>(in thousands)</i>	Six Months Ended June 30,	
	2024	2023
Operating activities:		
Net income	\$ 14,630	\$ 25,014
Adjustments to reconcile net income to net cash provided by operating activities		
Bad debt expense	1,453	3,706
Depreciation and amortization expense	21,932	18,659
Amortization of debt issuance costs	147	147
Non-cash lease expense	3,191	3,293
Deferred taxes	(11,530)	(16,639)
Stock-based compensation expense	44,956	26,980
Interest (income) expense, net	(784)	25
Loss on disposal of fixed assets	—	5
Other	1,582	209
Changes in operating assets and liabilities		
Trade receivables	16,397	(12,214)
Prepaid expenses and other assets	(17,208)	(11,168)
Trade payables	(2,076)	2,126
Accrued expenses and other liabilities	(5,035)	(7,979)
Net cash provided by operating activities	<u>67,655</u>	<u>32,164</u>
Investing activities:		
Purchase of property, plant and equipment	(13,558)	(7,671)
Purchase of short-term investments	(81,937)	—
Net cash used in investing activities	<u>(95,495)</u>	<u>(7,671)</u>
Financing activities:		
Proceeds from revolving credit facility	—	50,000
Payments to revolving credit facility	—	(50,000)
Proceeds from common stock issued upon exercise of stock options	2,565	5,757
Proceeds from common stock issued under employee purchase plan	1,914	1,138
Finance lease payments	(1,562)	(1,028)
Shares repurchased under the Repurchase Program	(25,027)	—
Shares repurchased for settlement of employee tax withholdings	(2,452)	(2,753)
Net cash (used in) provided by financing activities	<u>(24,562)</u>	<u>3,114</u>
Effect of exchange rate changes on cash and cash equivalents and restricted cash	(850)	15
Net (decrease) increase in cash, cash equivalents, and restricted cash	<u>(53,252)</u>	<u>27,622</u>
Cash, cash equivalents, and restricted cash - Beginning of period	310,257	267,938
Cash, cash equivalents, and restricted cash - End of period	<u>\$ 257,005</u>	<u>\$ 295,560</u>
Cash and cash equivalents	\$ 256,066	\$ 295,437
Restricted cash (included in prepaid expenses and other current assets on the Condensed Consolidated Balance Sheets)	939	123
Total cash and cash equivalents and restricted cash	<u>\$ 257,005</u>	<u>\$ 295,560</u>
Supplemental cash flow information:		
Cash paid for taxes	\$ 29,491	\$ 41,284
Cash paid for interest	\$ 350	\$ 389
Non-cash investing and financing activities:		
Right-of-use assets obtained in exchange for new operating lease liabilities, net of impairments and tenant improvement allowances	\$ 9,211	\$ 1,261
Acquisition of equipment under finance lease	\$ —	\$ 5,479
Capital assets financed by accounts payable and accrued expenses	\$ 18	\$ 480
Stock-based compensation included in capitalized software development costs	\$ 1,064	\$ 411

See accompanying Notes to unaudited Condensed Consolidated Financial Statements.

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

1. Description of Business

DoubleVerify Holdings, Inc. (the “Company”) is one of the industry’s leading media effectiveness platforms that leverages artificial intelligence (“AI”) to drive superior outcomes for global brands. By creating more effective, transparent ad transactions, we make the digital advertising ecosystem stronger, safer and more secure, thereby preserving the fair value exchange between buyers and sellers of digital media. The Company’s solutions provide advertisers unbiased data analytics that enable advertisers to increase the effectiveness, quality and return on their digital advertising investments. The DV Authentic Ad is our proprietary metric of digital media quality, which measures whether a digital ad was delivered in a brand suitable environment, fully viewable, by a real person and in the intended geography. The Company’s software interface, DV Pinnacle, delivers these metrics to our customers in real time, allowing them to access critical performance data on their digital transactions. The Company’s software solutions are integrated across the entire digital advertising ecosystem, including programmatic platforms, social media channels and digital publishers. The Company’s solutions are accredited by the Media Rating Council, which allows the Company’s data to be used as a single source standard in the evaluation and measurement of digital ads.

The Company was incorporated on August 16, 2017, is registered in the state of Delaware and is the parent company of DoubleVerify Midco, Inc. (“MidCo”), which is in turn the parent company of DoubleVerify Inc. On August 18, 2017, DoubleVerify Inc. entered into an agreement and plan of merger (the “Agreement”), whereby the Company and Pixel Merger Sub, Inc. (“Merger Sub”), a wholly-owned subsidiary of the Company, agreed to provide for the merger of the Merger Sub with DoubleVerify Inc. pursuant to the terms and conditions of the Agreement.

On the effective date, Merger Sub was merged with and into DoubleVerify Inc. whereupon the separate corporate existence of Merger Sub ceased and DoubleVerify Inc. continued as the surviving corporation.

Through the merger, the Company acquired 100% of the outstanding equity instruments of DoubleVerify Inc., (the “Acquisition”) resulting in a change of control at the parent level. The merger resulted in the application of acquisition accounting under the provisions of Financial Accounting Standards Board (“FASB”) Topic Accounting Standards Codification (“ASC”) 805, “Business Combinations.”

The Company is headquartered in New York, New York and has wholly-owned subsidiaries in numerous jurisdictions, including Israel, the United Kingdom, the United Arab Emirates, Germany, Singapore, Australia, Canada, Brazil, Belgium, Mexico, France, Japan, Spain, Finland, Italy and India, and operates in one reportable segment.

2. Basis of Presentation and Summary of Significant Accounting Policies

Basis of Preparation and Principles of Consolidation

The accompanying Condensed Consolidated Balance Sheets as of June 30, 2024 and December 31, 2023, the Condensed Consolidated Statements of Operations and Comprehensive Income for the three and six months ended June 30, 2024 and 2023, the Condensed Consolidated Statements of Stockholders’ Equity for the three and six months ended June 30, 2024 and 2023, and the Condensed Consolidated Statements of Cash Flows for the six months ended June 30, 2024 and 2023 reflect all adjustments that are of a normal recurring nature and that are considered necessary for a fair presentation of the results for the periods shown in accordance with accounting principles generally accepted in the United States of America (“GAAP”) and the applicable rules and regulations of the SEC for interim financial reporting periods. Accordingly, certain information and footnote disclosures have been condensed or omitted pursuant to SEC rules that would ordinarily be required under GAAP for complete financial statements. These unaudited interim Condensed Consolidated Financial Statements should be read in conjunction with the Company’s audited consolidated financial statements and related notes included in its Annual Report on Form 10-K for the year ended December 31, 2023.

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

Use of Estimates and Judgments in the Preparation of the Condensed Consolidated Financial Statements

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the reported amounts of revenue and expense during the reporting periods. Significant estimates and judgments are inherent in the analysis and measurement of items including, but not limited to: revenue recognition criteria including the determination of principal versus agent revenue considerations, income taxes, the valuation and recoverability of goodwill and intangible assets, the assessment of potential loss from contingencies, assumptions in valuing acquired assets and liabilities assumed in business combinations, the allowance for doubtful accounts, and assumptions used in determining the fair value of stock-based compensation. Management bases its estimates and assumptions on historical experience and on various other factors that are believed to be reasonable under the circumstances. Due to the inherent uncertainty involved in making estimates, actual results reported in future periods may be affected by changes in those estimates. These estimates are based on the information available as of the date of the Condensed Consolidated Financial Statements.

Short-term Investments

Debt Securities

The Company's accounting for debt securities varies depending on the legal form of the security, our intended holding period for the security, and the nature of the transaction. Investments in marketable debt securities include U.S. treasury bills. The Company considers all of its marketable debt securities as available for use in current operations and, therefore, classifies these securities as Short-term investments on the Condensed Consolidated Balance Sheets. Marketable debt securities are classified as available-for-sale and are initially recorded at fair value. Unrealized gains and losses related to available-for-sale debt securities are recorded as a separate component of Other comprehensive (loss) income, net of tax on the Condensed Consolidated Statements of Operations and Comprehensive Income until realized. Interest on marketable debt securities classified as available-for-sale is included as a component of Other income, net on the Condensed Consolidated Statements of Operations and Comprehensive Income. Refer to Footnote 8, Fair Value Measurement, for further information.

The Company accounts for credit losses on available-for-sale debt securities in accordance with ASC 326, "Financial Instruments - Credit Losses" ("ASC 326"). The Company uses ASC 326 to assess the investment portfolio for impairment at the individual security level and evaluates all securities in an unrealized loss position to determine if the impairment is credit related (realized loss recorded in earnings) or non-credit related (unrealized loss).

Recently Issued Accounting Pronouncements

Segment Reporting – Improvements to Reportable Segment Disclosures

In November 2023, the FASB issued Accounting Standards Update ("ASU") No. 2023-07, "Segment Reporting (Topic 280): Improvements to Reportable Segment Disclosures", which expands annual and interim disclosure requirements for reportable segments, primarily through enhanced disclosures about significant segment expenses. The updated standard is effective for fiscal years beginning after December 15, 2023 and interim periods within fiscal years beginning after December 15, 2024. Early adoption is permitted and the update requires retrospective application to all prior periods presented. The Company is currently in the process of evaluating the impact of this standard on the Company's Condensed Consolidated Financial Statements.

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

Income Taxes – Improvements to Income Tax Disclosures

In December 2023, the FASB issued ASU No. 2023-09, “Income Taxes (Topic 740): Improvements to Income Tax Disclosures” (“ASU 2023-09”), which expands annual disclosure requirements related to the rate reconciliation and income taxes paid disclosures. ASU 2023-09 requires consistent categories and greater disaggregation of information in the rate reconciliation and income taxes paid to be disaggregated by jurisdiction. The updated standard is effective for fiscal years beginning after December 15, 2024. Early adoption is permitted and the update may be applied on a prospective basis with retrospective application permitted. The Company is currently in the process of evaluating the impact of this standard on the Company’s Condensed Consolidated Financial Statements.

3. Revenue

The following table disaggregates revenue between advertiser customers, where revenue is generated based on the number of ads measured for Measurement or measured and purchased for Activation, and Supply-side customers, where revenue is generated based on contracts with minimum guarantees or contracts that contain overages after minimum guarantees are achieved.

Disaggregated revenue by customer type was as follows:

<i>(in thousands)</i>	Three Months Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Activation	\$ 87,471	\$ 77,942	\$ 166,793	\$ 147,834
Measurement	54,817	44,989	104,092	86,374
Supply-side customer	13,602	10,813	25,787	22,130
Total revenue	<u>\$ 155,890</u>	<u>\$ 133,744</u>	<u>\$ 296,672</u>	<u>\$ 256,338</u>

Contract assets relate to the Company’s conditional right to consideration for completed performance under the contract (e.g., unbilled receivables). Trade receivables, net of allowance for doubtful accounts, include unbilled receivable balances of \$54.6 million and \$55.0 million as of June 30, 2024 and December 31, 2023, respectively.

Remaining Performance Obligations

As of June 30, 2024, the Company had \$16.9 million of remaining performance obligations which are expected to be recognized over the next one to three years. These non-cancelable supply-side arrangements have original expected durations longer than one year and for which the consideration is not variable. These obligations relate primarily to the Company’s supply-side revenue which represented \$25.8 million, or 8.7% of the Company’s total revenue for the six months ended June 30, 2024. The vast majority of the Company’s revenue is derived primarily from our advertising customers and partners based on the volume of media transactions, or ads, that our software platform measures, and not from supply-side arrangements. In determining the remaining performance obligations, the Company applied the allowable practical expedient and did not disclose information about (1) contracts remaining performance obligations that have original expected durations of one year or less and (2) contracts for which the Company recognizes revenue at the amount to which it has the right to invoice for services performed.

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

4. Business Combinations

Scibids Technology SAS

On August 14, 2023, the Company acquired all of the outstanding stock of Scibids Technology SAS (“Scibids”), a global leader in AI technology for digital campaign optimization. The acquisition combines DoubleVerify’s proprietary data with Scibids’ AI-powered optimization technology to provide advertiser customers with enhanced insights and control over their advertising performance.

The total purchase price of \$121.1 million, net of cash acquired, includes measurement period adjustments of \$0.3 million recorded during the three months ended June 30, 2024. The effect of these adjustments on the preliminary purchase price allocation was a decrease to the purchase consideration of \$0.3 million and a corresponding decrease recorded to Goodwill on the Condensed Consolidated Balance Sheets.

The preliminary allocations of the purchase price for Scibids are subject to revisions as additional information is obtained about the facts and circumstances that existed as of the acquisition date. The revisions may have a significant impact on the accompanying Condensed Consolidated Financial Statements. The allocations of the purchase price will be finalized once all information is obtained and assessed, not to exceed one year from the acquisition date. As of June 30, 2024, the purchase price allocation for Scibids is subject to the finalization of working capital adjustments.

5. Goodwill and Intangible Assets

The following is a summary of changes to the goodwill carrying value from December 31, 2023 to June 30, 2024:

(in thousands)

Goodwill at December 31, 2023	\$ 436,008
Measurement period adjustments	(300)
Foreign exchange impact	(4,212)
Goodwill at June 30, 2024	<u>\$ 431,496</u>

The following table summarizes the Company’s intangible assets and related accumulated amortization:

(in thousands)

	June 30, 2024			December 31, 2023		
	Gross Carrying Amount	Accumulated Amortization	Net Carrying Amount	Gross Carrying Amount	Accumulated Amortization	Net Carrying Amount
Trademarks and brands	\$ 11,733	\$ (5,561)	\$ 6,172	\$ 11,734	\$ (5,140)	\$ 6,594
Customer relationships	160,520	(69,985)	90,535	161,173	(62,955)	98,218
Developed technology	92,243	(63,530)	28,713	93,013	(56,942)	36,071
Non-compete agreements	64	(64)	—	66	(66)	—
Total intangible assets	<u>\$ 264,560</u>	<u>\$ (139,140)</u>	<u>\$ 125,420</u>	<u>\$ 265,986</u>	<u>\$ (125,103)</u>	<u>\$ 140,883</u>

Amortization expense related to intangible assets for the three months ended June 30, 2024 and June 30, 2023 was \$7.1 million and \$6.4 million, respectively. Amortization expense related to intangible assets amounted to \$14.4 million and \$12.6 million for the six months ended June 30, 2024 and June 30, 2023, respectively.

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

Estimated future expected amortization expense of intangible assets as of June 30, 2024 is as follows:

<i>(in thousands)</i>	
2024 (for remaining six months)	\$ 14,247
2025	26,702
2026	21,948
2027	18,045
2028	14,913
2029	12,562
Thereafter	17,003
Total	<u>\$ 125,420</u>

The weighted-average remaining useful life by major asset classes as of June 30, 2024 is as follows:

	<i>(In years)</i>
Trademarks and brands	8
Customer relationships	6
Developed technology	2

There were no impairments of Goodwill or Intangible assets identified during the six months ended June 30, 2024 and June 30, 2023.

6. Property, Plant and Equipment

Property, plant and equipment, including equipment under finance lease obligations and capitalized software development costs, consisted of the following:

	<i>As of</i>	
	<u>June 30, 2024</u>	<u>December 31, 2023</u>
<i>(in thousands)</i>		
Computers and peripheral equipment	\$ 26,360	\$ 25,013
Office furniture and equipment	3,554	3,170
Leasehold improvements	34,766	32,595
Capitalized software development costs	44,865	35,039
<i>Less accumulated depreciation and amortization</i>	<i>(45,024)</i>	<i>(37,797)</i>
Total property, plant and equipment, net	<u>\$ 64,521</u>	<u>\$ 58,020</u>

For the three months ended June 30, 2024 and June 30, 2023, total depreciation expense was \$3.9 million and \$3.3 million, respectively. For the six months ended June 30, 2024 and June 30, 2023, total depreciation expense was \$7.5 million and \$6.1 million, respectively.

Property and equipment under finance lease obligations, consisting of computer equipment, totaled \$17.8 million as of June 30, 2024 and December 31, 2023, respectively. As of June 30, 2024 and December 31, 2023, accumulated depreciation related to property and equipment under finance lease obligations totaled \$14.0 million and \$12.9 million, respectively. Refer to Note 7, Leases.

There were no impairments of Property, plant and equipment identified during the six months ended June 30, 2024 and June 30, 2023.

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

7. Leases

The following table presents lease cost and cash paid for amounts included in the measurement of lease liabilities for finance and operating leases for the three and six months ended June 30, 2024 and 2023, respectively.

<i>(in thousands)</i>	Three Months Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Lease cost:				
Operating lease cost (1)	\$ 2,690	\$ 2,582	\$ 5,327	\$ 5,169
Finance lease cost:				
Depreciation of finance lease assets (2)	493	314	1,112	531
Interest on finance lease liabilities (3)	57	43	121	66
Short-term lease cost (1)	327	243	644	489
Sublease income (1)	—	(267)	—	(534)
Total lease cost	<u>\$ 3,567</u>	<u>\$ 2,915</u>	<u>\$ 7,204</u>	<u>\$ 5,721</u>
Other information:				
Cash paid for amounts included in the measurement of lease liabilities				
Operating cash outflows from operating leases	\$ 2,522	\$ 1,516	\$ 5,038	\$ 2,852
Operating cash outflows from finance leases	\$ 81	\$ 17	\$ 155	\$ 40
Financing cash outflows from finance leases	\$ 747	\$ 515	\$ 1,562	\$ 1,028

- (1) Included in Cost of revenue, Sales, marketing and customer support, Product development and General and administrative expenses in the accompanying Condensed Consolidated Statements of Operations and Comprehensive Income.
- (2) Included in Depreciation and amortization in the accompanying Condensed Consolidated Statements of Operations and Comprehensive Income.
- (3) Included in Interest expense in the accompanying Condensed Consolidated Statements of Operations and Comprehensive Income.

The following table presents weighted-average remaining lease terms and weighted-average discount rates for finance and operating leases as of June 30, 2024 and 2023, respectively:

	June 30,	
	2024	2023
Weighted-average remaining lease term - operating leases (in years)	12.5	13.8
Weighted-average remaining lease term - finance leases (in years)	1.9	2.6
Weighted-average discount rate - operating leases	4.8%	4.5%
Weighted-average discount rate - finance leases	5.5%	5.2%

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

Maturities of lease liabilities as of June 30, 2024 were as follows:

<i>(in thousands)</i>	June 30, 2024	
	Operating Leases	Finance Leases
2024 (for remaining six months)	\$ 5,327	\$ 1,497
2025	10,153	2,150
2026	9,414	819
2027	8,863	
2028	7,722	
2029	8,145	
Thereafter	67,156	
Total lease payments	116,780	4,466
Less amount representing interest	(30,402)	(229)
Present value of total lease payments	<u>\$ 86,378</u>	<u>\$ 4,237</u>

As of June 30, 2024, the Company has entered into additional international office space leases that have not yet commenced with contractual commitments of \$1.5 million. These operating leases will commence in fiscal year 2025 with lease terms of two to three years.

There were no impairments of Operating lease right-of-use assets identified during the six months ended June 30, 2024 and June 30, 2023.

8. Fair Value Measurement

The following tables present the Company's financial instruments that are measured at fair value on a recurring basis:

<i>(in thousands)</i>	As of June 30, 2024			
	Quoted Market Prices in Active Markets for Identical Assets (Level 1)	Significant Other Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)	Total Fair Value Measurements
Assets:				
Cash equivalents	\$ 707	\$ —	\$ —	\$ 707
Short-term investments	\$ 82,754	\$ —	\$ —	\$ 82,754

<i>(in thousands)</i>	As of December 31, 2023			
	Quoted Market Prices in Active Markets for Identical Assets (Level 1)	Significant Other Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)	Total Fair Value Measurements
Assets:				
Cash equivalents	\$ 61,463	\$ —	\$ —	\$ 61,463

As of June 30, 2024, Cash equivalents consisted of money market funds of \$0.7 million. As of December 31, 2023, Cash equivalents consisted of treasury bills with original maturities at the date of purchase of three months or less and money market funds of \$61.5 million.

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

Short-term investments consisted of treasury bills of \$82.8 million as of June 30, 2024. As of June 30, 2024, all of the Company's Short-term investments are contractually due within one year.

As of June 30, 2024 and December 31, 2023, the amortized cost of the Company's treasury bills approximated fair value. The Company did not record any unrealized gains, unrealized losses, or credit losses for the three and six months ended June 30, 2024.

9. Long-term Debt

On October 1, 2020, DoubleVerify Inc., as borrower (the "Borrower"), and MidCo, as guarantor, entered into an amendment and restatement agreement with the banks and other financial institutions party thereto, as lenders, and Capital One, National Association, as administrative agent, letter of credit issuer and swing lender, and others, to (i) amend and restate the Company's prior credit agreement, as amended and restated on October 1, 2020 (the "Credit Agreement") and (ii) replace the Company's prior credit facilities with a new senior secured revolving credit facility (the "New Revolving Credit Facility") in an aggregate principal amount of \$150.0 million (with a letter of credit facility of up to \$15.0 million as a sublimit). Subject to certain terms and conditions, the Borrower is entitled to request additional term loan facilities or increases in the revolving credit commitments under the New Revolving Credit Facility. The New Revolving Credit Facility is payable in quarterly installments for interest, with the principal balance due in full at maturity on October 1, 2025. Additional fees paid quarterly include fees for the unused revolving facility and unused letter of credit. The commitment fee on any unused balance is payable periodically and may range from 0.25% to 0.40% based upon the Borrower's total net leverage ratio calculated in accordance with the Credit Agreement.

On March 29, 2023, the Company entered into an amendment to the New Revolving Credit Facility to replace the LIBOR based interest rate with a Secured Overnight Financing Rate ("SOFR") based interest rate. The New Revolving Credit Facility bears interest at SOFR plus 2.00% or the Alternate Base Rate plus 1.00% (at the Company's option), which may vary from time to time based on the Borrower's total net leverage ratio calculated in accordance with the Credit Agreement.

The New Revolving Credit Facility contains a number of significant negative covenants. Subject to certain exceptions, these covenants require the Borrower to comply with certain requirements and restrictions on its ability to, among other things: incur indebtedness; create liens; engage in mergers or consolidations; make investments, loans and advances; pay dividends or other distributions and repurchase capital stock; sell assets; engage in certain transactions with affiliates; enter into sale and leaseback transactions; and make certain accounting changes. As a result of these restrictions, substantially all of the net assets of the Borrower are restricted from distribution to the Company or any holders of its equity.

The New Revolving Credit Facility has a first priority lien on substantially all of the assets of MidCo, the Borrower and Ad-Juster Inc., the Company's indirect subsidiary. The New Revolving Credit Facility requires the Borrower to remain in compliance with a maximum total net leverage ratio and a minimum fixed charge coverage ratio, each as defined in the Credit Agreement.

As of June 30, 2024, the maximum total net leverage ratio and minimum fixed charge coverage ratio was 3.5x and 1.25x, respectively. The Borrower was in compliance with all covenants under the New Revolving Credit Facility as of June 30, 2024.

As of June 30, 2024 and December 31, 2023, there was no outstanding debt under the New Revolving Credit Facility.

10. Income Tax

The Company's quarterly income tax provision is calculated using an estimated annual effective income tax rate ("ETR") based on historical information and forward-looking estimates. The Company's estimated annual ETR may fluctuate due to changes in forecasted annual pre-tax income, and changes to forecasted permanent book to tax differences (e.g., non-deductible expenses).

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

The Company's ETR for a particular reporting period may fluctuate as the result of changes to the valuation allowance for net deferred tax assets, the impact of anticipated tax settlements with federal, state, or foreign tax authorities, or the impact of tax law changes. The Company identifies items that are unusual and non-recurring in nature and treats these as discrete events. The tax effect of these discrete events is booked entirely in the quarter in which they occur.

During the three and six months ended June 30, 2024, the Company recorded an income tax provision of \$5.4 million and \$7.2 million, respectively, resulting in an effective tax rate of 42.0% and 32.9%, that includes the effects of various permanent book-to-tax adjustments, foreign tax rate differences, U.S. tax on foreign operations, and U.S. state/local taxes. During the three and six months ended June 30, 2023, the Company recorded an income tax provision of \$4.0 million and \$9.5 million, respectively, resulting in an effective tax rate of 23.1% and 27.2%.

A valuation allowance has been established against a small amount of foreign capital losses and certain U.S. tax loss carryforwards. All other net deferred tax assets have been determined to be more likely than not realizable. The Company regularly reviews its deferred tax assets for recoverability and would establish a valuation allowance if it believed that such assets may not be recovered, taking into consideration historical operating results, expectations of future earnings, changes in its operations, and the expected timing of the reversals of existing temporary differences.

The Company accounts for uncertainty in income taxes utilizing ASC 740-10, "Income Taxes." ASC 740-10 clarifies whether or not to recognize assets or liabilities for tax positions taken that may be challenged by a tax authority. It prescribes a recognition threshold and measurement attribute for financial statement disclosure of tax positions taken or expected to be taken. This interpretation also provides guidance on derecognition, classification, interest and penalties, accounting in interim periods, and disclosures. The application of ASC 740-10 requires judgment related to the uncertainty in income taxes and could impact the Company's effective tax rate.

The Company and its subsidiaries file income tax returns with the Internal Revenue Service ("IRS") in various state and international jurisdictions. The Company's Israeli subsidiary is under audit by the Israeli Tax Authority for the 2021 and later tax years. The Company is also under audit by the Commonwealth of Massachusetts for the 2019 and 2020 tax years. These examinations may lead to ordinary course adjustments or proposed adjustments to the Company's taxes. Aside from the aforementioned, the Company is not currently under audit in any other jurisdiction.

11. Earnings Per Share

The following table reconciles the numerators and denominators used in computations of the basic and diluted EPS for the three and six months ended June 30, 2024 and June 30, 2023:

	Three Months Ended		Six Months Ended	
	June 30,		June 30,	
	2024	2023	2024	2023
Numerator:				
Net Income (basic and diluted)	\$ 7,474	\$ 12,839	\$ 14,630	\$ 25,014
Denominator:				
Weighted-average common shares outstanding	171,628	166,540	171,467	166,088
Dilutive effect of share-based awards	4,333	5,948	5,383	6,041
Weighted-average dilutive shares outstanding	<u>175,961</u>	<u>172,488</u>	<u>176,850</u>	<u>172,129</u>
Basic earnings per share	<u>\$ 0.04</u>	<u>\$ 0.08</u>	<u>\$ 0.09</u>	<u>\$ 0.15</u>
Diluted earnings per share	<u>\$ 0.04</u>	<u>\$ 0.07</u>	<u>\$ 0.08</u>	<u>\$ 0.15</u>

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

Approximately 8.9 million and 3.9 million weighted average shares issuable under stock-based awards were not included in the diluted EPS calculation in the three and six months ended June 30, 2024, respectively, because they were antidilutive. Approximately 8.6 million and 7.7 million weighted average shares issuable under stock-based awards were not included in the diluted EPS calculation in the three and six months ended June 30, 2023, respectively, because they were also antidilutive.

12. Stock-Based Compensation

Employee Equity Incentive Plan

On September 20, 2017, the Company established its 2017 Omnibus Equity Incentive Program (the “2017 Plan”) which provides for the granting of equity-based awards to certain employees, directors, independent contractors, consultants and agents. Under the 2017 Plan, the Company may grant non-qualified stock options, stock appreciation rights, restricted stock units, and other stock-based awards.

On April 19, 2021, the Company established its 2021 Omnibus Equity Incentive Plan (“2021 Equity Plan”). The 2021 Equity Plan provides for the grant of stock options (including qualified incentive stock options and nonqualified stock options), stock appreciation rights, restricted stock, restricted stock units, dividend equivalents, and other stock or cash settled incentive awards.

Stock Options

Options become exercisable subject to vesting schedules up to four years from the date of the grant and subject to certain timing restrictions upon an employee’s separation of service and no later than 10 years after the grant date.

A summary of stock option activity as of and for the six months ended June 30, 2024 is as follows:

	<u>Stock Option</u>			
	<u>Number of Options</u>	<u>Weighted Average Exercise Price</u>	<u>Weighted Average Remaining Contractual Life (Years)</u>	<u>Aggregate Intrinsic Value</u>
Outstanding as of December 31, 2023	9,992	\$ 17.01	6.91	\$ 197,598
Options granted	—	—		
Options exercised	(363)	7.09		
Options forfeited	(46)	31.01		
Outstanding as of June 30, 2024	<u>9,583</u>	<u>\$ 17.32</u>	<u>6.42</u>	<u>\$ 61,419</u>
Options expected to vest as of June 30, 2024	<u>2,194</u>	<u>\$ 25.96</u>	<u>7.94</u>	<u>\$ 1,271</u>
Options exercisable as of June 30, 2024	<u>7,297</u>	<u>\$ 14.61</u>	<u>5.94</u>	<u>\$ 60,147</u>

Stock options include grants to executives that contain both market-based and performance-based vesting conditions. There were no stock options granted that contain both market-based and performance-based vesting conditions during the six months ended June 30, 2024. During the six months ended June 30, 2024, 50 stock options were exercised and 1,323 market-based and performance-based stock options remain outstanding as of June 30, 2024.

The total intrinsic value of options exercised during the six months ended June 30, 2024 and June 30, 2023 was \$8.3 million and \$34.1 million, respectively.

The Company’s board of directors (the “Board”) did not declare or pay dividends on any Company stock during the six months ended June 30, 2024 and June 30, 2023.

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

Restricted Stock Units (“RSUs”)

RSUs are subject to vesting schedules up to four years from the date of the grant and subject to certain restrictions upon employee separation.

A summary of RSUs activity as of and for the six months ended June 30, 2024 is as follows:

	RSUs	
	Number of Shares	Weighted Average Grant Date Fair Value
Outstanding as of December 31, 2023	4,720	\$ 28.03
Granted	2,727	32.97
Vested	(1,063)	28.96
Forfeited	(152)	29.00
Outstanding as of June 30, 2024	6,232	\$ 30.01

The total grant date fair value of RSUs that vested during the six months ended June 30, 2024 was \$30.8 million.

Performance Stock Units (“PSUs”)

PSUs are subject to vesting and performance periods of up to approximately three years from the date of the grant.

A summary of PSUs activity as of and for the six months ended June 30, 2024 is as follows:

	PSUs	
	Number of Shares ⁽¹⁾	Weighted Average Grant Date Fair Value
Outstanding as of December 31, 2023	480	\$ 41.31
Granted	186	41.28
Vested	—	—
Forfeited	—	—
Outstanding as of June 30, 2024	666	\$ 41.30

⁽¹⁾ For awards for which the performance period is complete, the number of outstanding PSUs is based on the actual shares that will vest upon completion of the service period. For awards for which the performance period is not yet complete, the number of outstanding PSUs is based on the participants earning 100% of their target PSUs.

The fair market value of PSUs with market-based and service-based vesting conditions granted for the years presented has been estimated on the grant date using the Monte Carlo Simulation model with the following assumptions:

	2024
Risk-free interest rate (percentage)	3.9 - 4.1
Expected dividend yield (percentage)	—
Expected volatility (percentage)	46.7

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

Stock-based Compensation Expense

Total stock-based compensation expense recorded in the Condensed Consolidated Statements of Operations and Comprehensive Income was as follows:

<i>(in thousands)</i>	Three Months Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Product development	\$ 9,734	\$ 5,975	\$ 17,107	\$ 10,354
Sales, marketing and customer support	7,503	4,746	13,439	8,253
General and administrative	7,478	4,446	14,410	8,373
Total stock-based compensation	<u>\$ 24,715</u>	<u>\$ 15,167</u>	<u>\$ 44,956</u>	<u>\$ 26,980</u>

As of June 30, 2024, unrecognized stock-based compensation expense was \$203.2 million, which is expected to be recognized over a weighted-average period of 1.4 years.

Employee Stock Purchase Plan (“ESPP”)

In March 2021, the Board approved the Company’s 2021 ESPP. Purchases are accomplished through participation in discrete offering periods. The ESPP is available to U.S.-based employees and most of the Company’s non-U.S.-based employees. The current offering period began on June 1, 2024 and will end on November 30, 2024. The Company expects the program to continue consecutively for six-month offering periods for the foreseeable future.

Under the ESPP, eligible employees are able to acquire shares of the Company’s common stock by accumulating funds through payroll deductions. The purchase price for shares of common stock purchased under the ESPP is 85% of the lesser of the fair market value of the common stock on (i) the first trading day of the applicable offering period and (ii) the last trading day of the applicable offering period. Employees are required to hold shares purchased for a minimum of six months following the purchase date.

Stock-based compensation expense for the ESPP is recognized on a straight-line basis over the requisite service period of each award. Stock-based compensation expense related to the ESPP totaled \$0.3 million and \$0.5 million for the three and six months ended June 30, 2024, respectively. Stock-based compensation expense related to the ESPP totaled \$0.2 million and \$0.3 million for the three and six months ended June 30, 2023, respectively.

13. Stockholders’ Equity**Repurchase Program**

On May 16, 2024, the Company announced that the Board authorized the repurchase of up to \$150.0 million of the Company’s outstanding common stock (the “Repurchase Program”). Under the Repurchase Program, the Company may repurchase for cash from time to time shares of its common stock through open market purchases pursuant to Rule 10b-18 and/or Rule 10b5-1 plans, in compliance with applicable securities laws and other legal requirements. The Repurchase Program does not obligate the Company to repurchase any specific number of shares, has no time limit, and may be modified, suspended, or discontinued at any time at the Company’s discretion.

During the three months ended June 30, 2024, the Company repurchased 1.4 million shares of its common stock for an aggregate repurchase amount of \$25.0 million, which included immaterial amounts of broker commissions. As of June 30, 2024, \$125.0 million remained available and authorized for repurchase under the Repurchase Program. Activity under the Repurchase Program was recognized in the Condensed Consolidated Balance Sheets on a trade-date basis.

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

14. Supplemental Financial Statement Information***Accrued Expenses***

Accrued expenses as of June 30, 2024 and December 31, 2023 were as follows:

<i>(in thousands)</i>	<i>As of</i>	
	<u>June 30, 2024</u>	<u>December 31, 2023</u>
Vendor payments	\$ 6,060	\$ 6,286
Employee commissions and bonuses	18,105	20,809
Payroll and other employee related expense	13,489	10,602
401k and pension expense	1,857	2,982
Other taxes	4,625	3,585
Total accrued expenses	<u>\$ 44,136</u>	<u>\$ 44,264</u>

Other Income, Net

The components of Other income, net recorded in the Condensed Consolidated Statements of Operations and Comprehensive Income were as follows:

<i>(in thousands)</i>	Three Months Ended		Six Months Ended	
	June 30,		June 30,	
	<u>2024</u>	<u>2023</u>	<u>2024</u>	<u>2023</u>
Interest income	\$ (3,311)	\$ (2,686)	\$ (6,590)	\$ (5,442)
Foreign currency exchange loss	1,239	209	2,217	229
Other miscellaneous expense, net	8	1	37	3
Other income, net	<u>\$ (2,064)</u>	<u>\$ (2,476)</u>	<u>\$ (4,336)</u>	<u>\$ (5,210)</u>

15. Commitments and Contingencies***Contingencies******Litigation***

From time to time, the Company is subject to various legal proceedings and claims, either asserted or unasserted, that arise in the ordinary course of business. The Company records liabilities for contingencies including legal costs when it is probable that a liability has been incurred and when the amount can be reasonably estimated. Legal costs are expensed as incurred. Although the outcome of the various legal proceedings and claims cannot be predicted with certainty, management does not believe that any of these proceedings or other claims will have a material effect on the Company's business, financial condition, results of operations or cash flows.

16. Segment Information

The Company has determined that it operates as one operating and reportable segment. The Company's chief operating decision maker reviews financial information on a consolidated basis, together with certain operating and performance measures principally to make decisions about how to allocate resources and measure performance.

DoubleVerify Holdings, Inc.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)
(Amounts in thousands, except per share data, unless otherwise stated)

17. Subsequent Events

In July 2024, the Company repurchased 1.3 million shares of its common stock for an aggregate repurchase amount of \$25.0 million, which included immaterial amounts of broker commissions. As of July 30, 2024, \$100.0 million remained available and authorized for repurchase under the Repurchase Program.

Item 2: Management’s Discussion and Analysis of Financial Condition and Results of Operations

The following discussion and analysis of our financial condition and results of operations should be read in conjunction with our interim Condensed Consolidated Financial Statements and related notes appearing elsewhere in this Quarterly Report and our audited financial statements and notes contained in our Annual Report on Form 10-K for the year ended December 31, 2023. In addition to our historical condensed consolidated financial information, the following discussion contains forward-looking statements that reflect our plans, estimates, and beliefs. Our actual results could differ materially from those discussed in the forward-looking statements. Factors that could cause or contribute to these differences include those discussed in our Annual Report on Form 10-K for the year ended December 31, 2023 and elsewhere in this Quarterly Report, including under the heading “Special Note Regarding Forward-Looking Statements.”

Company Overview

We are one of the industry’s leading media effectiveness platforms that leverages AI to drive superior outcomes for global brands. By creating more effective, transparent ad transactions, we make the digital advertising ecosystem stronger, safer and more secure, thereby preserving the fair value exchange between buyers and sellers of digital media.

Our software platform is integrated across the entire digital advertising ecosystem, including programmatic platforms, social media channels, and digital publishers. We deliver unique data analytics through our customer interface, DV Pinnacle, to provide detailed insights into our customers’ media performance on both direct and programmatic media buying platforms and across all key digital media channels, formats, and devices. In 2023, our coverage spanned 110 countries where our customers activate our services. Our customers include many of the largest global advertisers and digital ad platforms and publishers. We provide a consistent, cross-platform measurement standard across all major forms of digital media, making it easier for advertisers and supply-side customers to benchmark performance across all of their digital ads and optimize business outcomes in real-time.

We derive revenue primarily from our advertiser customers based on the volume of media transactions, or ads, that our software platform measures (“Media Transactions Measured”). Advertisers utilize the DV Authentic Ad, our definitive metric of digital media quality, to evaluate the existence of fraud, brand safety, viewability and geography for each digital ad. Advertisers pay us an analysis fee (“Measured Transaction Fee”) per thousand impressions based on the volume of Media Transactions Measured on their behalf. The price of most of our solutions is fixed. On platforms that charge based on percent of media spend, our pricing includes caps which effectively mirror our standard fixed fees. We maintain an expansive set of direct integrations across the entire digital advertising ecosystem, including with leading programmatic, CTV, and social platforms, which enable us to deliver our metrics to the platforms where our customers buy ads. Further, our services are not reliant on any single source of impressions and we can service our customers as their digital advertising needs change.

We generate revenue from supply-side customers based on monthly or annual contracts with minimum guarantees and tiered pricing when guarantees are met.

Components of Our Results of Operations

We manage our business operations and report our financial results in a single segment.

Revenue

Our customers use our solutions to measure the effectiveness of their digital advertisements. We generate revenue from our advertising customers based primarily on the volume of Media Transactions Measured on our software platform, and for supply-side customers, based on contracts with minimum guarantees or contracts that have tiered pricing after minimum guarantees are achieved. Our existing customer base has remained largely stable, and our gross revenue retention rate was over 95% for the three months ended June 30, 2024. We define our gross revenue retention rate as the total prior period revenue earned from advertiser customers, less the portion of prior period revenue attributable to lost advertiser customers, divided by the total prior period revenue from advertiser customers, excluding a portion of our revenues that cannot be allocated to specific advertiser customers.

[Table of Contents](#)

For the three months ended June 30, 2024 and June 30, 2023, we generated 91% and 92% of our revenue, respectively, from advertiser customers. For each of the six months ended June 30, 2024 and June 30, 2023, we generated 91% of our revenue from advertiser customers. Advertisers can purchase our services to measure the quality and performance of ads after they are purchased directly from digital properties, including publishers and social media platforms, which we track as Measurement revenue. Advertisers can also purchase our services through programmatic and social media platforms to evaluate the quality of ad inventories before they are purchased, which we track as Activation revenue. We generate the majority of our revenue from advertisers by charging a Measured Transaction Fee based on the volume of Media Transactions Measured on behalf of our customers. We recognize revenue from advertisers in the period in which we provide our measurement and activation solutions.

For the three months ended June 30, 2024 and June 30, 2023, we generated 9% and 8% of our revenue, respectively, from supply-side customers who use our data analytics to validate the quality of their ad inventory and provide data to their customers to facilitate targeting and purchasing of digital ads, which we refer to as Supply-side revenue. For each of the six months ended June 30, 2024 and June 30, 2023, Supply-side revenue comprised 9% of revenue. We generate revenue for certain supply-side arrangements that include minimum guaranteed fees that reset monthly and are recognized on a straight-line basis over the access period, which is usually twelve months. For contracts that contain overages, once the minimum guaranteed amount is achieved, overages are recognized as earned over time based on a tiered pricing structure.

The following table disaggregates revenue between advertiser customers, where revenue is generated based on number of ads measured for Measurement or measured and purchased for Activation, and Supply-side customers.

	Three Months Ended June 30,		Change \$	Change %	Six Months Ended June 30,		Change \$	Change %
	2024	2023			2024	2023		
	<i>(In Thousands)</i>				<i>(In Thousands)</i>			
Revenue by customer type:								
Activation	\$ 87,471	\$ 77,942	\$ 9,529	12 %	\$ 166,793	\$ 147,834	\$ 18,959	13 %
Measurement	54,817	44,989	9,828	22	104,092	86,374	17,718	21
Supply-side customer	13,602	10,813	2,789	26	25,787	22,130	3,657	17
Total revenue	<u>\$ 155,890</u>	<u>\$ 133,744</u>	<u>\$ 22,146</u>	<u>17 %</u>	<u>\$ 296,672</u>	<u>\$ 256,338</u>	<u>\$ 40,334</u>	<u>16 %</u>

Operating Expenses

Our operating expenses consist of the following categories:

Cost of revenue. Cost of revenue consists primarily of costs from revenue-sharing arrangements with our partners, platform hosting fees, data center costs, software and other technology expenses, other costs directly associated with data infrastructure, and personnel costs, including salaries, bonuses, stock-based compensation and benefits, directly associated with the support and delivery of our software platform and data solutions.

Product development. Product development expenses consist primarily of personnel costs, including salaries, bonuses, stock-based compensation and benefits, third party vendors and outsourced engineering services, and allocated overhead. Overhead costs such as information technology infrastructure, rent and occupancy charges are allocated based on headcount. Product development expenses are expensed as incurred, except to the extent that such costs are associated with software development that qualifies for capitalization, which are then recorded as capitalized software development costs included in Property, plant and equipment, net on our Condensed Consolidated Balance Sheets. Capitalized software development costs are amortized to depreciation and amortization.

Sales, marketing, and customer support. Sales, marketing, and customer support expenses consist primarily of personnel costs directly associated with sales, marketing, and customer support departments, including salaries, bonuses, commissions, stock-based compensation and benefits, and allocated overhead. Overhead costs such as information technology infrastructure, rent and occupancy charges are allocated based on headcount. Sales and marketing expense also includes costs for promotional marketing activities, advertising costs, and attendance at events and trade shows. Sales commissions are expensed as incurred.

[Table of Contents](#)

General and administrative. General and administrative expenses consist primarily of personnel expenses associated with our executive, finance, legal, human resources and other administrative employees. General and administrative expenses also include professional fees for external accounting, legal, investor relations and other consulting services, expenses to operate as a public company, including costs to comply with rules and regulations applicable to companies listed on a U.S. securities exchange, costs related to compliance and reporting obligations pursuant to the rules and regulations of the SEC, other overhead expenses including insurance, as well as third-party costs related to acquisitions.

Interest expense. Interest expense for the three months ended June 30, 2024 and June 30, 2023 consists primarily of debt issuance costs, commitment fees associated with the unused portion of the New Revolving Credit Facility, interest on balances that were outstanding under the New Revolving Credit Facility and interest on finance leases. The New Revolving Credit Facility bears interest at SOFR plus an applicable margin per annum. See “Liquidity and Capital Resources—Debt Obligations.”

Other income, net. Other income, net consists primarily of interest earned on interest-bearing monetary assets and gains and losses on foreign currency transactions.

Results of Operations

Comparison of the Three and Six Months Ended June 30, 2024 and June 30, 2023

The following table shows our Condensed Consolidated Results of Operations:

	Three Months Ended June 30,		Change \$	Change %	Six Months Ended June 30,		Change \$	Change %
	2024	2023			2024	2023		
	<i>(In Thousands)</i>				<i>(In Thousands)</i>			
Revenue	\$ 155,890	\$ 133,744	\$ 22,146	17 %	\$ 296,672	\$ 256,338	\$ 40,334	16 %
Cost of revenue (exclusive of depreciation and amortization shown separately below)	26,102	26,191	(89)	(0)	52,720	50,143	2,577	5
Product development	39,806	31,941	7,865	25	76,200	60,496	15,704	26
Sales, marketing and customer support	44,863	31,537	13,326	42	82,735	57,249	25,486	45
General and administrative	23,066	19,755	3,311	17	45,141	39,943	5,198	13
Depreciation and amortization	11,004	9,676	1,328	14	21,932	18,659	3,273	18
Income from operations	11,049	14,644	(3,595)	(25)	17,944	29,848	(11,904)	(40)
Interest expense	233	247	(14)	(6)	465	503	(38)	(8)
Other income, net	(2,064)	(2,476)	(412)	(17)	(4,336)	(5,210)	(874)	(17)
Income before income taxes	12,880	16,873	(3,993)	(24)	21,815	34,555	(12,740)	(37)
Income tax expense	5,406	4,034	1,372	34	7,185	9,541	(2,356)	(25)
Net income	\$ 7,474	\$ 12,839	\$ (5,365)	(42)%	\$ 14,630	\$ 25,014	\$ (10,384)	(42)%

[Table of Contents](#)

The following table sets forth our Condensed Consolidated Results of Operations for the specified periods as a percentage of our revenue for those periods presented:

	Three Months Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Revenue	100 %	100 %	100 %	100 %
Cost of revenue (exclusive of depreciation and amortization shown separately below)	17	20	18	20
Product development	26	24	26	24
Sales, marketing and customer support	29	24	28	22
General and administrative	15	15	15	16
Depreciation and amortization	7	7	7	7
Income from operations	7	11	6	12
Interest expense	—	—	—	—
Other income, net	(1)	(2)	(1)	(2)
Income before income taxes	8	13	7	13
Income tax expense	3	3	2	4
Net income	5 %	10 %	5 %	10 %

Note: Percentages may not sum due to rounding.

Revenue

Total revenue increased by \$22.1 million, or 17%, from \$133.7 million in the three months ended June 30, 2023 to \$155.9 million in the three months ended June 30, 2024. Total revenue increased by \$40.3 million, or 16%, from \$256.3 million in the six months ended June 30, 2023 to \$296.7 million in the six months ended June 30, 2024.

Total Advertiser revenue increased by \$19.4 million, or 16%, in the three months ended June 30, 2024 as compared to the three months ended June 30, 2023, driven primarily by an 22% increase in Media Transactions Measured, partially offset by a 5% decrease in Measured Transaction Fees. Total Advertiser revenue increased by \$36.7 million, or 16%, in the six months ended June 30, 2024 as compared to the six months ended June 30, 2023, driven primarily by an 20% increase in Media Transactions Measured, partially offset by a 4% decrease in Measured Transaction Fees.

Activation revenue increased by \$9.5 million, or 12%, in the three months ended June 30, 2024 as compared to the three months ended June 30, 2023, driven primarily by greater adoption of our programmatic solutions, including Scibids Technology SAS (“Scibids”), as well as our Authentic Brand Suitability (ABS) solution. For the six months ended June 30, 2024, Activation revenue increased by \$19.0 million, or 13%, compared to the same period in 2023 driven by the same factors.

Measurement revenue increased \$9.8 million, or 22%, in the three months ended June 30, 2024 as compared to the three months ended June 30, 2023, driven primarily by the increased adoption of our social measurement solutions by existing and new customers both within and outside the United States. For the six months ended June 30, 2024, Measurement revenue increased by \$17.7 million, or 21%, compared to the same period in 2023 driven by the same factors.

Supply-side revenue increased \$2.8 million, or 26%, in the three months ended June 30, 2024 as compared to the three months ended June 30, 2023, driven primarily by increased revenue from platform customers. For the six months ended June 30, 2024, Supply-side revenue increased by \$3.7 million, or 17%, compared to the same period in 2023 driven by the same factors.

Cost of Revenue (exclusive of depreciation and amortization shown below)

Cost of revenue decreased by \$0.1 million, or less than 1%, from \$26.2 million in the three months ended June 30, 2023 to \$26.1 million in the three months ended June 30, 2024. The decrease was primarily due to savings from eliminating duplicative costs as the Company migrated to cloud services for better scale and flexibility, along with efficiencies gained from DV's AI-powered video classification technology, partially offset by growth in Activation revenue which drove increases in partner costs from revenue-sharing arrangements. Cost of revenue increased by \$2.6 million, or 5%, from \$50.1 million in the six months ended June 30, 2023 to \$52.7 million in the six months ended June 30, 2024. The increase was primarily due to continued investments in cloud services to provide scale and flexibility necessary to support future growth, as well as growth in Activation revenue which drove increases in partner costs from revenue-sharing arrangements.

Product Development Expenses

Product development expenses increased by \$7.9 million, or 25%, from \$31.9 million in the three months ended June 30, 2023 to \$39.8 million in the three months ended June 30, 2024. The increase was primarily due to an increase in personnel costs, including stock-based compensation, of \$6.6 million, and an increase in third-party software costs and professional fees of \$1.6 million primarily to support product development efforts. Product development expenses increased by \$15.7 million, or 26%, from \$60.5 million in the six months ended June 30, 2023 to \$76.2 million in the six months ended June 30, 2024. The increase was primarily due to an increase in personnel costs, including stock-based compensation, of \$12.9 million, and an increase in third-party software costs and professional fees of \$2.8 million primarily to support product development efforts.

Sales, Marketing and Customer Support Expenses

Sales, marketing and customer support expenses increased by \$13.3 million, or 42%, from \$31.5 million in the three months ended June 30, 2023 to \$44.9 million in the three months ended June 30, 2024. The increase was primarily due to an increase in personnel costs, including stock-based compensation and sales commissions, of \$9.9 million, an increase in marketing activities, including advertising, promotions, events and other activities of \$0.7 million, and an increase in personnel travel and entertainment expenses to support marketing and sales activities of \$1.3 million. Sales, marketing and customer support expenses increased by \$25.5 million, or 45%, from \$57.2 million in the six months ended June 30, 2023 to \$82.7 million in the six months ended June 30, 2024. The increase was primarily due to an increase in personnel costs, including stock-based compensation and sales commissions, of \$19.6 million, an increase in marketing activities, including advertising, promotions, events and other activities of \$1.0 million, and an increase in personnel travel and entertainment expenses to support marketing and sales activities of \$2.1 million.

General and Administrative Expenses

General and administrative expenses increased by \$3.3 million, or 17%, from \$19.8 million in the three months ended June 30, 2023 to \$23.1 million in the three months ended June 30, 2024. The increase was primarily due to an increase in personnel costs, including stock-based compensation, of \$3.7 million, partially offset by a reduction in general corporate insurance costs of \$0.3 million. General and administrative expenses increased by \$5.2 million, or 13%, from \$39.9 million in the six months ended June 30, 2023 to \$45.1 million in the six months ended June 30, 2024. The increase was primarily due to an increase in personnel costs, including stock-based compensation, of \$6.4 million, partially offset by a reduction in general corporate insurance costs of \$0.9 million.

Depreciation and Amortization

Depreciation and amortization increased by \$1.3 million, or 14%, from \$9.7 million in the three months ended June 30, 2023, to \$11.0 million in the three months ended June 30, 2024. The increase was primarily due to an increase in intangible assets related to the acquisition of Scibids. Depreciation and amortization increased by \$3.3 million, or 18%, from \$18.7 million in the six months ended June 30, 2023, to \$21.9 million in the six months ended June 30, 2024. The increase was primarily due to an increase in intangible assets related to the acquisition of Scibids.

Interest Expense

Interest expense was materially unchanged at \$0.2 million in the three months ended June 30, 2023 and \$0.2 million in the three months ended June 30, 2024. Interest expense was materially unchanged at \$0.5 million in the six months ended June 30, 2023 and \$0.5 million in the six months ended June 30, 2024.

Other Income, Net

Other income, net decreased by \$0.4 million, from income of \$2.5 million in the three months ended June 30, 2023 to income of \$2.1 million in the three months ended June 30, 2024. The decrease was primarily due to an increase in losses from changes in foreign exchange rates, partially offset by an increase in interest earned on interest-bearing monetary assets. Other income, net decreased by \$0.9 million, from income of \$5.2 million in the six months ended June 30, 2023 to income of \$4.3 million in the six months ended June 30, 2024. The decrease was primarily due to an increase in losses from changes in foreign exchange rates, partially offset by an increase in interest earned on interest-bearing monetary assets.

Income Tax Expense

Income tax expense increased by \$1.4 million from a \$4.0 million expense in the three months ended June 30, 2023 to a \$5.4 million expense in the three months ended June 30, 2024. The increase was primarily due to an increase in permanent book-to-tax income adjustments. Income tax expense decreased by \$2.4 million from a \$9.5 million expense in the six months ended June 30, 2023 to a \$7.2 million expense in the six months ended June 30, 2024. The decrease was primarily due to a decrease in pre-tax book income and permanent book-to-tax income adjustments.

Adjusted EBITDA

In addition to our results determined in accordance with GAAP, management believes that certain non-GAAP financial measures, including Adjusted EBITDA and Adjusted EBITDA Margin, are useful in evaluating our business. We calculate Adjusted EBITDA Margin as Adjusted EBITDA divided by total revenue. The following table presents a reconciliation of Adjusted EBITDA, a non-GAAP financial measure, to the most directly comparable financial measure prepared in accordance with GAAP.

	Three Months Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
	<i>(In Thousands)</i>		<i>(In Thousands)</i>	
Net income	\$ 7,474	\$ 12,839	\$ 14,630	\$ 25,014
Net income margin	5%	10%	5%	10%
Depreciation and amortization	11,004	9,676	21,932	18,659
Stock-based compensation	24,715	15,167	44,956	26,980
Interest expense	233	247	465	503
Income tax expense	5,406	4,034	7,185	9,541
M&A and restructuring (recoveries) costs (a)	(11)	700	—	700
Offering and secondary offering costs (b)	10	122	68	309
Other recoveries (c)	—	(266)	—	(533)
Other income (d)	(2,064)	(2,476)	(4,336)	(5,210)
Adjusted EBITDA	<u>\$ 46,767</u>	<u>\$ 40,043</u>	<u>\$ 84,900</u>	<u>\$ 75,963</u>
Adjusted EBITDA margin	30%	30%	29%	30%

(a) M&A and restructuring (recoveries) costs for the three and six months ended June 30, 2024 and June 30, 2023 consist of transaction costs related to the acquisition of Scibids.

(b) Offering and secondary offering costs for the three and six months ended June 30, 2024 and June 30, 2023 consist of third-party costs incurred for underwritten secondary public offerings by certain stockholders of the Company.

(c) Other recoveries for the three and six months ended June 30, 2023 consist of sublease income for leased office space.

- (d) Other income for the three and six months ended June 30, 2024 and June 30, 2023 consist of interest income earned on interest-bearing monetary assets, and the impact of changes in foreign currency exchange rates.

We use Adjusted EBITDA and Adjusted EBITDA Margin as measures of operational efficiency to understand and evaluate our core business operations. We believe that these non-GAAP financial measures are useful to investors for period to period comparisons of our core business and for understanding and evaluating trends in operating results on a consistent basis by excluding items that we do not believe are indicative of our core operating performance.

These non-GAAP financial measures have limitations as analytical tools and should not be considered in isolation or as substitutes for an analysis of our results as reported under GAAP. Some of the limitations of these measures are:

- they do not reflect changes in, or cash requirements for, working capital needs;
- Adjusted EBITDA does not reflect capital expenditures or future requirements for capital expenditures or contractual commitments;
- they do not reflect income tax expense or the cash requirements to pay income taxes;
- they do not reflect interest expense or the cash requirements necessary to service interest or principal debt payments; and
- although depreciation and amortization are non-cash charges related mainly to intangible assets, certain assets being depreciated and amortized will have to be replaced in the future, and Adjusted EBITDA does not reflect any cash requirements for such replacements.

In addition, other companies in our industry may calculate these non-GAAP financial measures differently, therefore limiting their usefulness as a comparative measure. You should compensate for these limitations by relying primarily on our GAAP results and using the non-GAAP financial measures only supplementally.

Liquidity and Capital Resources

Our operations are financed primarily through cash generated from operations. As of June 30, 2024, we had cash and cash equivalents of \$256.1 million and net working capital, consisting of current assets (excluding cash and cash equivalents) less current liabilities, of \$224.0 million.

We believe existing cash and cash generated from operations, together with the \$150.0 million undrawn balance under the New Revolving Credit Facility as of June 30, 2024, will be sufficient to meet working capital and capital expenditure requirements on a short-term and long-term basis.

Total future capital requirements and the adequacy of available funds will depend on many factors, including those discussed above as well as the risks and uncertainties set forth under “Risk Factors” in our Annual Report on Form 10-K for the year ended December 31, 2023.

Debt Obligations

As of June 30, 2024, there was no outstanding debt under the New Revolving Credit Facility.

Repurchase Program

On May 16, 2024, the Company announced that its Board of Directors authorized the repurchase of up to \$150.0 million of the Company’s outstanding common stock (the “Repurchase Program”). Under the Repurchase Program, the Company may repurchase for cash from time to time shares of its common stock through open market purchases pursuant to Rule 10b-18 and/or Rule 10b5-1 plans, in compliance with applicable securities laws and other legal requirements. The Repurchase Program does not obligate the Company to repurchase any specific number of shares, has no time limit, and may be modified, suspended, or discontinued at any time at the Company’s discretion. Repurchases under the Repurchase Program commenced in June 2024.

[Table of Contents](#)

During the three months ended June 30, 2024, the Company repurchased 1.4 million shares of its common stock for an aggregate repurchase amount of \$25.0 million.

In July 2024, the Company repurchased 1.3 million shares of its common stock for an aggregate repurchase amount of \$25.0 million. As of July 30, 2024, \$100.0 million remained available and authorized for repurchase under the Repurchase Program.

Cash Flows

The following table summarizes our cash flows for the periods indicated:

	Six Months Ended June 30.	
	2024	2023
	<i>(In Thousands)</i>	
Cash flows provided by operating activities	\$ 67,655	\$ 32,164
Cash flows used in investing activities	(95,495)	(7,671)
Cash flows (used in) provided by financing activities	(24,562)	3,114
Effect of exchange rate changes on cash and cash equivalents and restricted cash	(850)	15
(Decrease) increase in cash, cash equivalents, and restricted cash	<u>\$ (53,252)</u>	<u>\$ 27,622</u>

Operating Activities

Our cash flows from operating activities are primarily influenced by growth in our operations and by changes in our working capital. In particular, trade receivables increase in conjunction with our rapid growth in sales and decrease based on timing of cash receipts from our customers. The timing of payments of trade payables also impacts our cash flows from operating activities. We typically pay suppliers in advance of collections from our customers. Our collection and payment cycles can vary from period to period.

For the six months ended June 30, 2024, cash provided by operating activities was \$67.7 million, attributable to net income of \$14.6 million, adjusted for non-cash charges of \$60.9 million and \$7.9 million use of cash from changes in operating assets and liabilities. Non-cash charges primarily consisted of \$21.9 million in depreciation and amortization and \$45.0 million in stock-based compensation, offset by \$11.5 million in deferred taxes. The main drivers of the changes in operating assets and liabilities were a \$0.8 million increase in trade receivables, prepaid expenses and other assets due mainly to increases in prepayments, and a \$7.1 million decrease in trade payables, accrued expenses and other liabilities primarily related to the timing of income tax payments.

For the six months ended June 30, 2023, cash provided by operating activities was \$32.2 million, attributable to net income of \$25.0 million, adjusted for non-cash charges of \$36.4 million and \$29.2 million use of cash from changes in operating assets and liabilities. Non-cash charges primarily consisted of \$18.7 million in depreciation and amortization and \$27.0 million in stock-based compensation, offset by \$16.6 million in deferred taxes. The main drivers of the changes in operating assets and liabilities were a \$23.4 million increase in trade receivables, prepaid assets and other assets due mainly to increases in sales and prepayments, and a \$5.9 million decrease in trade payables, accrued expenses and other liabilities primarily related to income tax payments.

Investing Activities

For the six months ended June 30, 2024, cash used in investing activities was \$95.5 million, including \$81.9 million attributable to investments in short-term financial instruments and \$13.6 million attributable to purchases of property, plant and equipment, and capitalized software development costs. For the six months ended June 30, 2023, cash used in investing activities of \$7.7 million was attributable to purchases of property, plant and equipment, and capitalized software development costs.

Financing Activities

For the six months ended June 30, 2024, cash used in financing activities of \$24.6 million was primarily due to \$25.0 million related to shares repurchased under the Repurchase Program. For the six months ended June 30, 2023, cash provided by financing activities of \$3.1 million was primarily due to \$5.8 million proceeds from common stock issued upon exercise of stock options, offset by \$2.8 million related to shares repurchased for settlement of employee tax withholding.

Critical Accounting Policies and Estimates

Management's discussion and analysis of our financial condition and results of operations is based on our Condensed Consolidated Financial Statements, which have been prepared in accordance with GAAP. The preparation of these financial statements requires us to make estimates and assumptions for the reported amounts of assets and liabilities and related disclosures at the dates of the financial statements, and revenue and expenses during the reporting periods. Our estimates are based on our historical experience and on various other factors that we believe are reasonable for making judgments about the carrying value of assets and liabilities that are not readily apparent from other sources. We evaluate these estimates on an ongoing basis. Actual results may differ from these estimates under different assumptions or conditions, and any such differences may be material.

Some of the judgments that management makes in applying its accounting estimates in these areas are discussed in Note 2 to our audited Consolidated Financial Statements appearing in our Annual Report on Form 10-K for the year ended December 31, 2023. Since the date of our most recent Annual Report on Form 10-K, there have been no material changes to our critical accounting policies and estimates.

Item 3: Quantitative and Qualitative Disclosures about Market Risk

Market risks at June 30, 2024 have not materially changed from those discussed in the Annual Report on Form 10-K for the year ended December 31, 2023 under the heading “Quantitative and Qualitative Disclosures about Market Risk.”

Item 4. Controls and Procedures

Evaluation of Disclosure Controls and Procedures

Management, with the participation of our Chief Executive Officer and Chief Financial Officer, evaluated the effectiveness of our disclosure controls and procedures, as defined in Rule 13a-15(e) and 15d-15(e) under the Exchange Act, as of June 30, 2024. Our disclosure controls and procedures are designed to provide reasonable assurance that information required to be disclosed in the reports we file or submit under the Exchange Act is recorded, processed, summarized, and reported as and when required, and that such information is accumulated and communicated to our management, including our Chief Executive Officer and Chief Financial Officer, to allow timely decisions regarding its required disclosure. Based on this evaluation, our Chief Executive Officer and Chief Financial Officer concluded that our disclosure controls and procedures were effective as of June 30, 2024.

Changes in Internal Control over Financial Reporting

There have been no changes in our internal control over financial reporting during the quarter ended June 30, 2024 that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

Limitations on the Effectiveness of Controls and Procedures

Management recognizes that a control system, no matter how well designed and implemented, can provide only reasonable, not absolute, assurance that the control system’s objectives will be met. Further, the design of a control system must reflect the fact that there are resource constraints and the benefits of controls must be considered relative to their costs. Because of the inherent limitations in all control systems, no evaluation of controls can provide absolute assurance that all control issues and instances of fraud or error, if any, have been detected. The inherent limitations include the realities that judgments in decision-making can be faulty and that breakdowns can occur because of simple errors or mistakes. Additionally, controls can also be circumvented by the individual acts of some persons, by collusion of two or more people, or by management override of the controls. The design of any system of controls also is based in part upon certain assumptions about the likelihood of future events, and there can be no assurance that any design will succeed in achieving its stated goal under all potential future conditions. Also, projections of any evaluation of effectiveness to future periods are subject to the risk that controls may become inadequate because of changes in conditions or that the degree of compliance with the policies or procedures may deteriorate. Because of the inherent limitations in a cost-effective control system, misstatements due to error or fraud may occur and not be detected.

PART II — OTHER INFORMATION

Item 1. Legal Proceedings

We are not currently a party to any legal proceedings that would, either individually or in the aggregate, be expected to have a material adverse effect on our business, financial condition or cash flows. We may, from time to time, be involved in legal proceedings arising in the normal course of business. The outcome of legal proceedings is unpredictable and may have an adverse impact on our business or financial condition.

Item 1A. Risk Factors

There have been no material changes to the risk factors described in the section titled “Risk Factors” in the Annual Report on Form 10-K for the year ended December 31, 2023.

Item 2. Unregistered Sales of Equity Securities and Use of Proceeds

(a) Recent Sales of Unregistered Securities

Not applicable.

(b) Use of Proceeds

Not applicable.

(c) Issuer Purchases of Equity Securities

The following table summarizes share repurchase activity for the three months ended June 30, 2024:

Period	Total Number of Shares Purchased ⁽¹⁾ (in thousands)	Average Price Paid Per Share ⁽²⁾	Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs ⁽¹⁾ (in thousands)	Maximum Approximate Dollar Value of Shares that May Yet Be Purchased Under the Plans or Programs ⁽¹⁾ (in thousands)
April 1 - 30	—	\$ —	—	\$ —
May 1 - 31	—	—	—	150,000
June 1 - 30	1,369	\$ 18.27	1,369	\$ 125,000
Total for the three months ended June 30, 2024	1,369		1,369	

⁽¹⁾ On May 16, 2024, the Company announced that its Board of Directors had authorized the repurchase of up to \$150 million of the Company’s outstanding common stock (the “Repurchase Program”). Under the Repurchase Program, the Company may repurchase for cash from time to time shares of its common stock through open market purchases pursuant to Rule 10b-18 and/or Rule 10b5-1 plans, in compliance with applicable securities laws and other legal requirements. The Repurchase Program does not obligate the Company to repurchase any specific number of shares, has no time limit, and may be modified, suspended, or discontinued at any time at the Company’s discretion.

⁽²⁾ Excludes other costs such as broker commissions.

Item 3. Defaults Upon Senior Securities

Not applicable.

Item 4. Mine Safety Disclosures

Not applicable.

Item 5. Other Information

Not applicable.

[Table of Contents](#)

Item 6. Exhibits

Exhibit No.	Description
31.1†	Certification of Chief Executive Officer pursuant to Rule 13a-14(a) and Rule 15d-14(a) of the Exchange Act, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
31.2†	Certification of Chief Financial Officer pursuant to Rule 13a-14(a) and Rule 15d-14(a) of the Exchange Act, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
32.1†*	Certification of Chief Executive Officer pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002
32.2†*	Certification of Chief Financial Officer pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002
101.INS†	XBRL Instance Document – the instance document does not appear in the Interactive Data File because its XBRL tags are embedded within the Inline XBRL document
101.SCH†	XBRL Taxonomy Extension Schema Document
101.CAL†	XBRL Taxonomy Extension Calculation Linkbase Document
101.DEF†	XBRL Taxonomy Extension Definition Linkbase Document
101.LAB†	XBRL Taxonomy Extension Label Linkbase Document
101.PRE†	XBRL Taxonomy Extension Presentation Linkbase Document
104†	Cover Page Interactive Data File (formatted in Inline XBRL and contained in Exhibit 101)

† Filed herewith.

* Pursuant to SEC Release No. 33-8212, this certification will be treated as “accompanying” this Quarterly Report and not “filed” as part of such report for purposes of Section 18 of the Exchange Act, or otherwise subject to the liability of Section 18 of the Exchange Act, and this certification will not be deemed to be incorporated by reference into any filing under the Securities Act, except to the extent that the registrant specifically incorporates it by reference.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: July 30, 2024

DOUBLEVERIFY HOLDINGS, INC.

By: /s/ Mark Zagorski
Name: Mark Zagorski
Title: Chief Executive Officer and Director
(Principal Executive Officer)

By: /s/ Nicola Allais
Name: Nicola Allais
Title: Chief Financial Officer
(Principal Financial Officer and Principal Accounting Officer)

**Certification of Principal Executive Officer
pursuant to
Exchange Act Rules 13a-14(a) and 15d-14(a),
as adopted pursuant to
Section 302 of the Sarbanes-Oxley Act of 2002**

I, Mark Zagorski, certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of DoubleVerify Holdings, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
 - a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
 - b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
 - c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
 - d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
 - a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
 - b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: July 30, 2024

/s/ Mark Zagorski

Mark Zagorski
Chief Executive Officer
(Principal Executive Officer)

**Certification of Principal Financial Officer
pursuant to
Exchange Act Rules 13a-14(a) and 15d-14(a),
as adopted pursuant to
Section 302 of the Sarbanes-Oxley Act of 2002**

I, Nicola Allais, certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of DoubleVerify Holdings, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
 - a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
 - b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
 - c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
 - d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
 - a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
 - b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: July 30, 2024

/s/ Nicola Allais

Nicola Allais
Chief Financial Officer
(Principal Financial Officer)

**Certifications of Principal Executive Officer
pursuant to
18 U.S.C. Section 1350,
as adopted pursuant to
Section 906 of the Sarbanes-Oxley Act of 2002**

Pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, I, Mark Zagorski, Chief Executive Officer (Principal Executive Officer) of DoubleVerify Holdings, Inc. (the “Company”), hereby certify that, to the best of my knowledge:

- 1) The Company’s Quarterly Report on Form 10-Q for the quarter ended June 30, 2024 (the “Report”), to which this certification is attached as Exhibit 32.1, fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934; and
- 2) The information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

Date: July 30, 2024

/s/ Mark Zagorski

Mark Zagorski
Chief Executive Officer
(Principal Executive Officer)

**Certifications of Principal Financial Officer
pursuant to
18 U.S.C. Section 1350,
as adopted pursuant to
Section 906 of the Sarbanes-Oxley Act of 2002**

Pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, I, Nicola Allais, Chief Financial Officer (Principal Financial Officer) of DoubleVerify Holdings, Inc. (the "Company"), hereby certify that, to the best of my knowledge:

- 1) The Company's Quarterly Report on Form 10-Q for the quarter ended June 30, 2024 (the "Report"), to which this certification is attached as Exhibit 32.2, fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934; and
- 2) The information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

Date: July 30, 2024

/s/ Nicola Allais

Nicola Allais
Chief Financial Officer
(Principal Financial Officer)
