

***A. Overview of the Transaction***

Barclays has been invited to bid on a [SIZE] share or $Value [TRANSACTION TYPE] Block Trade (the "Offering") of DoubleVerify Holdings, Inc. ("DoubleVerify" or the "Company"). The deal will be [PRIMARY/SECONDARY] with [SELLING SHAREHOLDERS] acting as the selling shareholder(s). Barclays is bidding to serve as [ROLE] on the transaction. Barclays will bid on the trade on 13 November 2023 and the transaction will be completed on [TRADE DATE]. [UNDERWRITER/AUDITOR NAME] will act as the auditor. [COMPANY COUNSEL NAME] will act as the Company's counsel and [UNDERWRITER/AUDITOR COUNSEL NAME] will act as the underwriters' counsel.

***B. Company Overview***

DoubleVerify Holdings, Inc. was founded in 2008 and is headquartered in New York, New York. The company operates as a software platform providing digital media measurement and analytics, with a focus on creating secure and effective digital transactions for global advertisers. Its operations span nearly 100 countries, with offices or commercial activities in 21 locations across 17 countries, including Israel, the United Kingdom, Singapore, Australia, Brazil, Germany, and Japan. The company’s primary market involves digital advertising, where it competes within a landscape of other measurement providers such as Moat, Grapeshot, and Integral Ad Science. Its competitive position is based on industry accreditation, independent measurement standards, and the ability to support large, global clients.

The company's solutions include the DV Authentic Ad, a proprietary metric assessing digital media quality, and the DV Pinnacle platform, which delivers real-time analytics. Its product suite encompasses Activation and Measurement solutions, including brand safety, fraud detection, viewability, and cross-platform measurement. Notable innovations include the Authentic Brand Suitability, DV Authentic Attention, and solutions for CTV, social media, and sustainability measurement. These offerings are designed to address evolving digital media channels and enhance advertisers’ ability to optimize digital campaigns.

Financially, DoubleVerify reported revenue of $452.4 million in 2022, representing a 36% increase from $332.7 million in 2021. Its net income for 2022 was $43.3 million, up from $29.3 million in 2021. The company’s Adjusted EBITDA was $141.6 million in 2022, with an EBITDA margin of 31%. The firm maintains a strong balance sheet with no long-term debt and $268 million in cash at year-end 2022, reflecting its profitability and operational scale.

***D. Structure and Timing of the Transaction***

|  |  |
| --- | --- |
| **Summary Terms** | |
| **Company & Offering Details** |  |
| Issuer | Not Specified |
| Ticker / Exchange | Not Specified |
| Security Type | Registered Block Trade |
| Bid Date | 13 November 2023 |
| Trade Date | 13 November 2023 |
| Settlement Date | 15 November 2023 |
| Expected Offering Size (Shares / $) | Not Specified |
| Primary / Secondary Mix | Secondary |
| Selling Shareholder(S) | Not Specified |
| Use Of Proceeds | Not applicable |
| Lock-Up | Not specified |
| Current Stock Price | Not specified |
| Current Basic Market Cap | Not specified |