

INTEGRAL AD SCIENCE HOLDING CORP. (the "Company")
SUPPLEMENTAL INFORMATION REGARDING 2024 AND 2025

As of November 13, 2024, while the Company is not providing 2025 guidance, it is providing the following supplemental information regarding 2024 and 2025.

4Q 2024 and FY 2024 Revenue

- For Q4 2024 and FY 2024, the Company expects publisher growth to moderate from Q3 2024 levels, due to political revenue contribution in Q3 2024, resulting in expected mid-teens growth in publisher for both periods.
- For Q4 2024, the Company expects a slight acceleration in both measurement and optimization growth rates, compared to Q3 2024.
- For FY 2024, measurement growth, driven by social, is expected to be higher than the midpoint of the Company's total revenue outlook for FY 2024 of 11%.
- For FY 2024, optimization growth is expected to be in the single-digits, lower than the midpoint of the Company's total revenue outlook for FY 2024 of 11%.

Q4 2024 Operating Expenses and Capitalized Software

- The Company expects operating expenses, excluding stock-based compensation and one-time items, to increase sequentially in Q4 2024 from Q3 2024, due to increased headcount.
- The Company expects lower capitalized software expense as a percentage of revenue from Q3 2024 to Q4 2024 due to seasonality, similar to last year.

2025

- The Company is planning for double-digit revenue growth in 2025 and is expecting moderate growth in Q1 2025 with a ramp through the year.
- The Company is targeting FY adjusted EBITDA margin in 2025, similar to the forecasted margin of the Company's FY 2024 outlook, which will keep the Company well above the Rule of 40.
- The Company expects the sequential revenue deceleration from Q4 2024 to Q1 2025 to be slightly better than what the Company experienced from Q4 2023 to Q1 2024.

Forward-Looking Statements

This document contains forward-looking statements that are subject to risks and uncertainties. All statements other than statements of historical fact included in this document are forward-looking statements. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. For example, all statements we make relating to our financial condition, results of operations, future performance and outlook are forward-looking statements. All forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those that we expected, including: (i) the adverse effect on our business, operating results, financial condition, and prospects from various macroeconomic and industry factors, including instability in geopolitical or market conditions and trends in particular verticals; (ii) our failure to innovate or make the right investment decisions; (iii) our ability to provide digital or cross-platform analytics; (iv) our failure to maintain or achieve industry accreditation standards; (v) our dependence on integrations with advertising platforms, demand side providers ("DSPs") and proprietary platforms that we do not control; (vi) our ability to compete successfully with our current or future competitors in an intensely competitive market, including with respect to the Oracle opportunity; (vii) our inability to use software licensed from third parties; (viii) our international expansion; (ix) our ability to expand into new channels; (x) our ability to sustain our profitability and revenue growth rate; (xi) risks that our customers do not pay or choose to dispute their invoices; (xii) risks of material changes to revenue share agreements with certain DSPs; (xiii) our dependence on the overall demand for advertising; (xiv) our ability to effectively

manage our growth; (xv) our ability to successfully execute our international plans; (xvi) the risks associated with the seasonality of our market; (xvii) our ability to maintain high impression volumes; and (xviii) other factors disclosed in our filings with the SEC. Given these factors, as well as other variables that may affect our operating results, you should not rely on forward-looking statements, assume that past financial performance will be a reliable indicator of future performance, or use historical trends to anticipate results or trends in future periods.

We derive many of our forward-looking statements from our operating budgets and forecasts, which are based on many detailed assumptions. While we believe that our assumptions are reasonable, we caution that it is very difficult to predict the impact of known factors, and it is impossible for us to anticipate all factors that could affect our actual results. The forward-looking statements included in this report are made only as of the date hereof. We undertake no obligation to update or revise any forward-looking statement as a result of new information, future events or otherwise, except as otherwise required by law.