

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>VEP Group, LLC</u> <hr/> (Last) (First) (Middle) C/O VISTA EQUITY PARTNERS 4 EMBARCADERO CENTER, 20TH FL. <hr/> (Street) SAN FRANCISCO CA 94111 <hr/> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>INTEGRAL AD SCIENCE HOLDING CORP [IAS]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
3. Date of Earliest Transaction (Month/Day/Year) 01/04/2024		6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person
4. If Amendment, Date of Original Filed (Month/Day/Year)		
Rule 10b5-1(c) Transaction Indication <input type="checkbox"/> Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock, \$0.001 par value	01/04/2024		S		1,650,000 ⁽¹⁾	D	\$14	65,010,001 ⁽²⁾	I	See Footnotes ⁽²⁾⁽³⁾⁽⁴⁾

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
					(A)	(D)	Date Exercisable	Expiration Date					

1. Name and Address of Reporting Person* <u>VEP Group, LLC</u> <hr/> (Last) (First) (Middle) C/O VISTA EQUITY PARTNERS 4 EMBARCADERO CENTER, 20TH FL. <hr/> (Street) SAN FRANCISCO CA 94111 <hr/> (City) (State) (Zip)
1. Name and Address of Reporting Person* <u>Vista Equity Partners Fund VI, L.P.</u> <hr/> (Last) (First) (Middle) C/O VISTA EQUITY PARTNERS 4 EMBARCADERO CENTER, 20TH FL. <hr/> (Street) SAN FRANCISCO CA 94111 <hr/> (City) (State) (Zip)
1. Name and Address of Reporting Person* <u>Vista Equity Partners Fund VI-A, L.P.</u>

(Last) (First) (Middle)

C/O VISTA EQUITY PARTNERS
4 EMBARCADERO CENTER, 20TH FL.

(Street)

SAN FRANCISCO CA 94111

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[VEPF VI FAF, L.P.](#)

(Last) (First) (Middle)

C/O VISTA EQUITY PARTNERS
4 EMBARCADERO CENTER, 20TH FL.

(Street)

SAN FRANCISCO CA 94111

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[Vista Equity Partners Fund VI GP, L.P.](#)

(Last) (First) (Middle)

C/O VISTA EQUITY PARTNERS
4 EMBARCADERO CENTER, 20TH FL.

(Street)

SAN FRANCISCO CA 94111

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[VEPF VI GP, Ltd.](#)

(Last) (First) (Middle)

C/O VISTA EQUITY PARTNERS
4 EMBARCADERO CENTER, 20TH FL.

(Street)

SAN FRANCISCO CA 94111

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[VEPF MANAGEMENT, L.P.](#)

(Last) (First) (Middle)

C/O VISTA EQUITY PARTNERS
4 EMBARCADERO CENTER, 20TH FL.

(Street)

SAN FRANCISCO CA 94111

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[VISTA EQUITY PARTNERS
MANAGEMENT, LLC](#)

(Last) (First) (Middle)

C/O VISTA EQUITY PARTNERS
4 EMBARCADERO CENTER, 20TH FL.

(Street)	SAN FRANCISCO		CA	94111
(City)	(State)	(Zip)		
1. Name and Address of Reporting Person*				
<u>SMITH ROBERT F</u>				
(Last)	(First)	(Middle)		
C/O VISTA EQUITY PARTNERS				
401 CONGRESS DRIVE, SUITE 3100				
(Street)	AUSTIN		TX	78701
(City)	(State)	(Zip)		

Explanation of Responses:

1. Represents (i) 1,020,868 shares of Common Stock, \$0.001 par value ("Common Stock") sold by Vista Equity Partners Fund VI, L.P. ("VEPF VI"), (ii) 616,709 shares of Common Stock sold by Vista Equity Partners Fund VI-A, L.P. ("VEPF VI-A") and (iii) 12,423 shares of Common Stock sold by VEPF VI FAF, L.P. ("VEPF FAF," and collectively with VEPF VI and VEPF VI-A, the "Vista Funds").
2. Consists of (i) 40,222,196 shares of Common Stock held by VEPF VI, (ii) 24,298,354 shares of Common Stock held by VEPF VI-A and (iii) 489,451 shares of Common Stock held by VEPF FAF.
3. Vista Equity Partners Fund VI GP, L.P. ("Fund VI GP") is the sole general partner of each of the Vista Funds. Fund VI GP's sole general partner is VEPF VI GP, Ltd. ("Fund VI UGP"). Robert F. Smith is the sole director and one of 11 members of Fund VI UGP. VEPF Management, L.P. ("Management Company") is the sole management company of each of the Vista Funds. The Management Company's sole general partner is VEP Group, LLC ("VEP Group"), and the Management Company's sole limited partner is Vista Equity Partners Management, LLC ("VEPM"). VEP Group is the Senior Managing Member of VEPM. Robert F. Smith is the sole Managing Member of VEP Group. Consequently, Mr. Smith, Fund VI GP, Fund VI UGP, the Management Company, VEPM and VEP Group may be deemed the beneficial owners of the shares held by the Vista Funds.
4. Each of the Vista Funds, Fund VI GP, Fund VI UGP, the Management Company, VEP Group, VEPM and Mr. Smith expressly disclaim beneficial ownership except to the extent of its or his pecuniary interest and the inclusion of the reported securities in this report shall not be deemed an admission by any of the foregoing of beneficial ownership of any or all of the reported securities for purposes of Section 16 or for any other purpose.

<u>/s/ Robert F. Smith, Managing Member of the Senior Managing Member of the General Partner of VEP Group, LLC</u>	<u>01/04/2024</u>
<u>/s/ Robert F. Smith, a Director of the General Partner of the General Partner of Vista Equity Partners Fund VI, L.P.</u>	<u>01/04/2024</u>
<u>/s/ Robert F. Smith, a Director of the General Partner of the General Partner of Vista Equity Partners Fund VI-A, L.P.</u>	<u>01/04/2024</u>
<u>/s/ Robert F. Smith, a Director of the General Partner of the General Partner of VEPF VI FAF, L.P.</u>	<u>01/04/2024</u>
<u>/s/ Robert F. Smith, a Director of the General Partner of Vista Equity Partners Fund VI GP, L.P.</u>	<u>01/04/2024</u>
<u>/s/ Robert F. Smith, a Director of VEPF VI GP, Ltd.</u>	<u>01/04/2024</u>
<u>/s/ Robert F. Smith, Managing Member of the General Partner of VEPF Management, L.P.</u>	<u>01/04/2024</u>
<u>/s/ Robert F. Smith, Managing Member of the General Partner of Vista Equity Partners Management, LLC</u>	<u>01/04/2024</u>
<u>/s/ Robert F. Smith</u>	<u>01/04/2024</u>
** Signature of Reporting Person	Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.