COMSCORE

Q3 ’26 Earnings Update

November 3, 2026

Cautionary Note Regarding Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of federal and state securities laws, including, without limitation, our expectations, forecasts, plans and opinions regarding future value creation; the timing, scope and impact of our realignment plan and ROI-based operating model; the amount and potential use of expected cost savings from the realignment plan; planned operational improvements and organizational changes; future revenue opportunities and investments in growth; product launches and potential commercial deals; the impact of the Movies divestiture; full year 2026 revenue and adjusted EBITDA performance; Q4 2026 cash flows; and options to provide working capital flexibility. These statements involve risks and uncertainties that could cause actual events to differ materially from expectations, including, but not limited to, impediments to our ability to execute the realignment plan as currently contemplated; higher-than-expected costs to implement the plan; changes to the assumptions upon which the estimated charges and savings are based; unintended consequences from the plan that could negatively impact our business or strategy; cash flow and liquidity challenges related to plan implementation and the loss of non-strategic revenue; changes in our business, customer or vendor relationships, including evolving restrictions on data collection and matching; litigation and regulatory costs; external market conditions and financing availability; and our ability to achieve our expected strategic, financial and operational plans. For additional discussion of risk factors, please refer to our Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings that we make from time to time with the U.S. Securities and Exchange Commission (the "SEC"), which are available on the SEC's website (www.sec.gov).

Investors are cautioned not to place undue reliance on our forward-looking statements, which speak only as of the date such statements are made. Except as required by applicable law, Comscore does not intend or undertake, and expressly disclaims any duty or obligation, to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this presentation or to reflect the occurrence of unanticipated events.

This presentation contains information regarding adjusted EBITDA and adjusted EBITDA margin, which are non-GAAP financial measures used by our management to understand and evaluate our core operating performance and trends. Our use of these non-GAAP financial measures has limitations, and investors should not consider these measures in isolation or as a substitute for analysis of our results as reported under GAAP. Please see the appendix to this presentation for further explanation and reconciliations of these non-GAAP financial measures to their most directly comparable GAAP financial measures, net income (loss) and net income (loss) margin.

Q3'26 Update

Q3 '26:
Revenue: **$76.2M**
Adj. EBITDA: **$5.8M**

Focusing on Revenue Opportunities within Core Growth Areas

Realignment plan in early innings

Initial Steps Taken to Support Refocused Operating Model

Core Operating expenses **down 8%** YoY

Driving Focus - Eliminating Costs Tied to Non-Strategic Efforts

ROI Strategy underway – remaining focused on a leaner cost base and refining the path to long-term growth

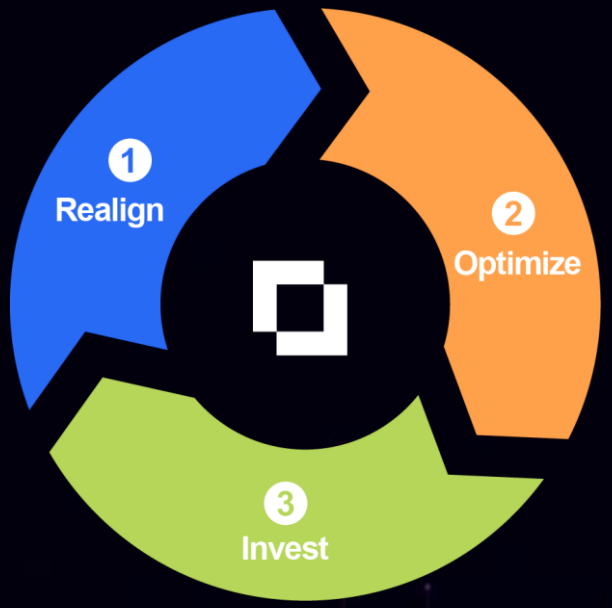
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OUR MISSION:

Setting the Standard for Modern Measurement

Cross-Channel Intelligence & Channel-Level Enablement
Delivering Value Across The Modern Media Ecosystem





ROI Strategy

Transformational strategy to address legacy operating issues, focus resources and capitalize on Comscore's unique strengths

Realign the Business

Realign the business around a more flexible cost base, clearer accountability and a culture focused on delivering commercial success

Realignment remains primary focus

Optimize the Organization

Optimize how we operate by streamlining legacy activities, improving economics and shifting toward scalable product development

Optimization is ramping

Invest in Future Growth

Invest in future growth by directing capacity toward largest opportunities that can drive long-term success

Shaping 2027 priorities

Realign the Business

GOALS

Lower & More Flexible Cost Base

Sharpen Organizational Culture & Focus

STEPS

- **Improve Cost Structure**
- **Redefine Culture**
- **Recenter Organizational Focus**

PROGRESS MADE IN Q3 ’26

- Majority of planned headcount reductions complete
- >$20M gross annual run-rate savings; began reinvesting in transformation initiatives
- Product-line structure live; building cross-functional accountability
- Offshoring of repeatable operations underway
- Declined international win on uncertain economics
- Building operating discipline, urgency, and ownership

Optimize the Organization

GOALS

Simplify How We Operate (Internally & Externally)

Strategic Product Development Mindset

STEPS

- **Streamline Legacy Business Costs**
- **Enhance Legacy Business Performance**
- **Sustainable/Scalable Product Development**

PROGRESS MADE IN Q3 ’26

- Secured savings by renegotiating one MVPD data contract; discussions with other data providers continue
- Sunsetting On Demand: not renewing contracts, fulfilling existing obligations as they run off
- Implemented guidelines to focus sales efforts on higher-value, more strategic opportunities
- Strengthened commercial discipline – contract standardization and economics

Invest in Future Growth

GOALS

Reallocate Investments (Harvest vs. Nurture)

Growth-Focused Thinking

STEPS

- **People, Culture, & Systems**
- **Strategy-Driven Long-Term Growth Opportunities**

PROGRESS MADE IN Q3 ’26

- AI-informed audience segments: 38% better results than pilot client's best-performing third-party data
- Rolling out 25 AI-informed intent segments to initial platforms this month
- Top-10 Creator: measuring exposure to brand integrations and the consumer response
- Local TV: advancing toward meaningful commitments from strategic buyers and sellers

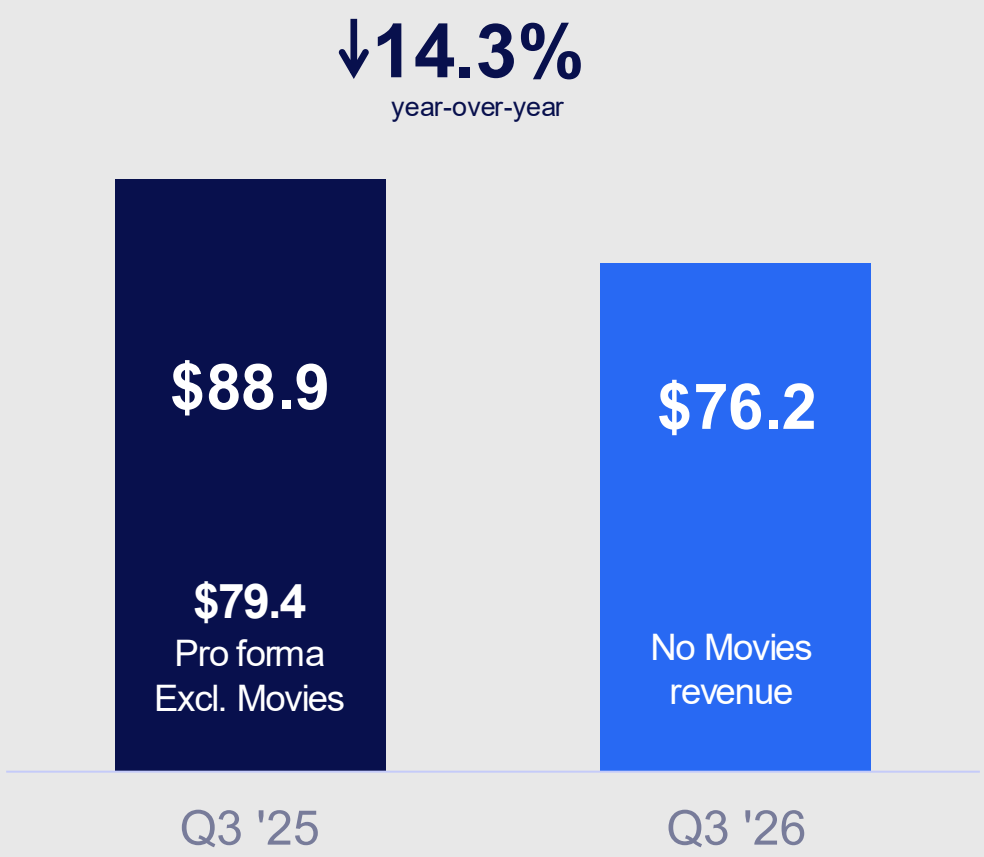
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Financials

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Q3 ’26 Revenue

(in millions)

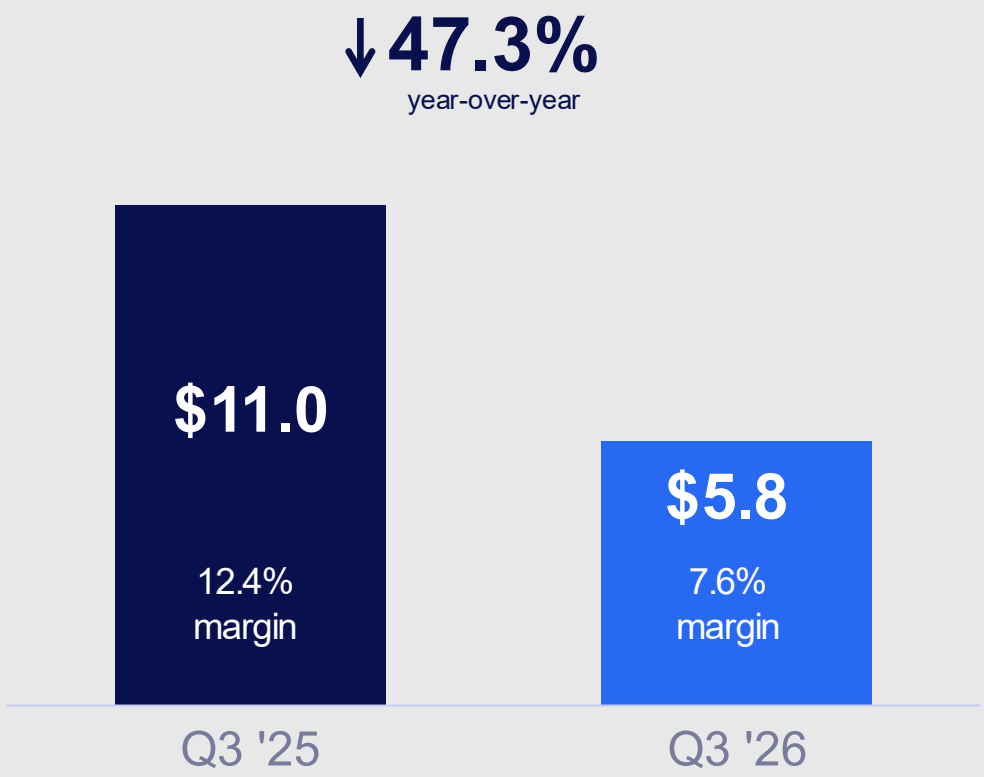


- ✔ **Total revenue down 4.1% on a pro forma basis, excluding Movies revenue of $9.5M in Q3 2025**
- ✔ **Content & Ad Measurement Solutions down 14.4% VPY:**
  - … Down 2.1% on a pro forma basis excl. Movies revenue
  - … Syndicated Audience revenue down 17.0%
    - … Down 2.4% on a pro forma basis excl. Movies revenue
    - … Lower renewals and lost business in syndicated digital
  - … Cross-Platform revenue roughly flat
    - … Lower usage in Proximic
    - … Offset by growth in CCM from new business
- ✔ **Research & Insight Solutions down 13.9% VPY:**
  - … Lower renewals and lower deliveries of certain custom digital products

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Q3 ’26 Adjusted EBITDA

(in millions)



- **Core operating expenses* down 8.0% VPY:**
  - Driven by lower employee costs, data costs and facilities expense
  - Movies divestiture and realignment plan contributed to cost reductions
- **Movies business delivered healthy margins contributing to Adj. EBITDA and cash flow**
- **Realignment plan implemented in August:**
  - Recognized $5.5 of restructuring expense
- **Due to realignment plan and declines in stock price and market cap, interim testing of goodwill resulted in a $57.3 non-cash impairment charge**

* Core operating expenses are composed of cost of revenues, selling and marketing, research and development, and general and administrative expenses as reported on the GAAP income statement

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Q3 ’26 Cash Position

(in millions)



- **Steps taken to strengthen balance sheet:**
  - Dec ’25 recapitalization; eliminated $18 in annual dividends
  - May ’26 divestiture of Movies business; proceeds used to pay off term loan, eliminating $7 in annual interest and loan amortization
  - Aug ’26 implementation of realignment plan
- **Q3 uses of cash included:**
  - $3.0 restructuring payments
  - $1.9 transaction cost payments for Movies divestiture
- **Expecting ~$3-4 of cash inflows in Q4 from receivables related to Movies divestiture**
- **Evaluating options to provide working capital flexibility**

FY 2026: **Outlook**

Revenue	**$315 Million - $325 Million**
Adjusted EBITDA Margin	**Low-to-Mid Single Digits**

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Thank you

Investor Contacts:

Jackie Marcus or Nick Nelson

Alpha IR Group

(617) 466-9257

Investor@comscore.com

Use of Non-GAAP Financial Measures

To provide investors with additional information regarding our financial results, we are disclosing in this presentation adjusted EBITDA and adjusted EBITDA margin, which are non-GAAP financial measures used by our management to understand and evaluate our core operating performance and trends. We believe that these non-GAAP financial measures provide useful information to investors and others in understanding and evaluating our operating results, as they permit our investors to view our core business performance using the same metrics that management uses to evaluate our performance. Nevertheless, our use of these non-GAAP financial measures has limitations as an analytical tool, and investors should not consider these measures in isolation or as a substitute for analysis of our results as reported under GAAP. Instead, you should consider these measures alongside GAAP-based financial performance measures, net income (loss), net income (loss) margin, various cash flow metrics, and our other GAAP financial results. Set forth below are reconciliations of these non-GAAP financial measures to their most directly comparable GAAP financial measures, net income (loss) and net income (loss) margin. These reconciliations should be carefully evaluated.

We do not provide GAAP net income (loss) and net income (loss) margin on a forward-looking basis because we are unable to predict with reasonable certainty our future stock-based compensation expense, fair value adjustments, litigation and restructuring expense, strategic transaction costs, foreign currency transaction impact, and any unusual gains or losses without unreasonable effort. These items are uncertain, depend on various factors, and could be material to results computed in accordance with GAAP. For this reason, we are unable without unreasonable effort to provide a reconciliation of adjusted EBITDA or adjusted EBITDA margin to the most directly comparable GAAP measure, GAAP net income (loss) and net income (loss) margin, on a forward-looking basis.

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Third Quarter Adjusted EBITDA Reconciliation

Reconciliation of Non-GAAP Financial Measures

The following table presents a reconciliation of GAAP net (loss) income and net (loss) income margin to non-GAAP adjusted EBITDA and adjusted EBITDA margin for each of the periods identified:

	Three Months Ended September 30,		Nine Months Ended September 30,	
(In thousands)	2026 (Unaudited)	2025 (Unaudited)	2026 (Unaudited)	2025 (Unaudited)
GAAP net (loss) income	$ (65,495)	$ 453	$ (86,528)	$ (13,032)
Depreciation	5,490	5,976	17,239	17,650
Amortization expense of finance leases	906	937	2,744	2,794
Amortization of intangible assets	633	633	1,897	1,897
Interest expense, net	171	1,699	2,942	5,010
Income tax (benefit) provision	(449)	(311)	(480)	570
EBITDA	(58,744)	9,387	(62,186)	14,889
Adjustments:				
Impairment of goodwill	57,300	—	57,300	—
Restructuring	5,496	—	5,496	—
Stock-based compensation expense	973	377	1,709	2,863
Strategic transaction costs [1]	588	538	2,909	538
Loss (gain) from foreign currency transactions	266	(136)	(1,494)	5,410
Transformation costs [2]	31	507	1,203	2,549
Amortization of cloud-computing implementation costs	25	362	735	1,071
Loss on extinguishment of debt	—	—	3,970	—
(Gain) loss on divestiture of business, net	(116)	—	2,566	—
Non-GAAP adjusted EBITDA	$ 5,819	$ 11,035	$ 12,208	$ 27,320
Net (loss) income margin [3]	(86.0)%	0.5 %	(35.9)%	(4.9)%
Non-GAAP adjusted EBITDA margin [4]	7.6 %	12.4 %	5.1 %	10.3 %

[1] Strategic transaction costs represent third-party professional fees and other charges incurred in connection with strategic transactions, including mergers, acquisitions, financings and dispositions, regardless of whether consummated, which the Company otherwise would not have incurred as part of its normal business operations.

[2] Transformation costs represent (1) expenses incurred prior to formal launch of identified strategic projects with anticipated long-term benefits to the Company, generally relating to third-party professional fees and non-capitalizable technology costs tied directly to the identified projects and (2) severance costs associated with the reorganization of teams in connection with the identified projects.

[3] Net (loss) income margin is calculated by dividing net (loss) income by revenues reported on the Condensed Consolidated Statements of Operations and Comprehensive (Loss) Income for the applicable period.

[4] Non-GAAP adjusted EBITDA margin is calculated by dividing adjusted EBITDA by revenues reported on the Condensed Consolidated Statements of Operations and Comprehensive (Loss) Income for the applicable period.