Q2 ’26 Earnings Update

August 12, 2026

COMSCORE

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, cost and impact of our realignment plan and ROI-based operating model; the amount and potential use of expected cost savings from the realignment plan; industry trends; future growth opportunities, including investments in AI solutions, creator opportunities and activation platform expansion; product innovation and potential commercial deals; the impact of the Movies divestiture; and full year 2026 revenue and adjusted EBITDA performance. 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 and customer relationships, external market conditions, 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.

Q2’26 Highlights

Q2 ’26:
Revenue: **$79.2M**
Adj. EBITDA: **$1.3M**

Results Reflect Need for Change

Welcomed **Matt McLaughlin** as new CEO

Reinvigorating with New Leader

Completed sale of Movies business to sharpen focus

Refocusing on Core Strengths

Eliminated $40M in debt and ~$7M in annual principal and interest payments

Improved Financial Flexibility

Announced ROI Strategy to realign the business, optimize how we operate, and invest in focused long-term growth opportunities

Comscore Today

Strengths

+ Unique data assets, intelligence algorithms and client relationships built over decades
+ Trusted, independent measurement across channels and platforms
+ Leadership focus on operating discipline, accountability and product-led execution

Weaknesses

– Cost structure not built for today's realities
– Legacy business segments face secular pressure as consumer media consumption shifts
– Newer products yet to achieve scale
– Organizational alignment has limited our ability to fully capitalize on our strengths

Opportunities

+ Expand activation footprint into enterprise buying platforms
+ Expand digital advertiser measurement footprint and strengthen publisher solutions with AI and Creator metrics
+ Capitalize on Local TV product strength and win market share

Threats

– Pace of change accelerating
– AI lowering barriers for entry
– Client consolidation compressing pricing
– Large platforms promoting their own measurement tools

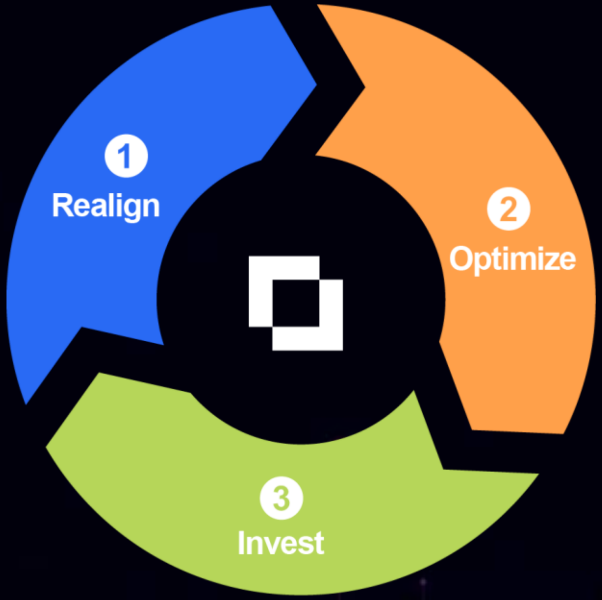
Operating Model Limited Capacity To Grow

- Misaligned & wrongly sized operating model
- Challenged Linear TV business saddled with largest fixed data expense
- Capacity spread across too many complex opportunities
- Prioritized near-term revenue opportunities regardless of size
- Trimmed expenses to protect operating cycle
- Limited ability to scale and focus on long-term growth

Must Change **Our Definition of Success**

Lower, More Flexible Cost Base	Simplify How We Operate (Internally & Externally)	Reallocate Investments (Harvest vs. Nurture)
Sharpen Organization Culture & Focus	Strategic Product Development Mindset	Long-Term Growth Thinking

▶ Convert Strategy into Measurable Long-Term Profitable Growth



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

Optimize the Organization

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

Invest in Future Growth

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

Realign the Business

- **Improve Cost Structure**
  - Streamline corporate costs
  - Additional offshoring of repeatable operations
  - Reduce international footprint
- **Redefine Culture**
  - Build operating discipline, urgency, accountability, and ownership mindsets
  - Shift from isolated functional activity to cross-functional product-line accountability
- **Recenter Organizational Focus**
  - Align incentives and decision-making around portfolio discipline and product-led strategy
  - Create clearer commercial accountability for new revenue, renewals, upsell, customer value and sustainable economics

Lower,
More Flexible
Cost Base

Sharpen
Organizational
Culture & Focus

Optimize the Organization

- **Streamline Legacy Business Costs**
  - Shift legacy activities to more disciplined cash generation
  - Sunset expensive, underused product features
  - Align data costs to current business value and strategic opportunity
- **Enhance Legacy Business Profits**
  - Optimize pricing and packaging
  - New value standards for contracting, customization and servicing
  - Scale through improved enablement efficiencies
- **Sustainable/Scalable Product Development**
  - Realign product development toward reusable, scalable solutions rather than bespoke activity
  - Focus resources on opportunities that create the greatest long-term value for the enterprise

Simplify How We Operate
(Internally & Externally)

Strategic Product Development Mindset

Invest in Future Growth

- **People, Culture & Systems**
  - Align compensation, incentives, culture, and talent with the skills required to execute the strategy
  - Invest in infrastructure and systems that can reduce cost, complexity, and operational friction
- **Strategy-Driven Long-Term Growth Opportunities**
  - AI solutions
    - Leverage intent signals inherent in AI tools to surface real consumer behavior for publishers and advertisers
  - Creator opportunity
    - Make creator media more plannable by helping creators demonstrate audience value and helping advertisers evaluate reach across disparate channels
  - Activation platform expansion
    - Expand activation availability across buying workflows and connect planning, activation, and measurement more effectively

Reallocate Investments
(Harvest vs. Nurture)

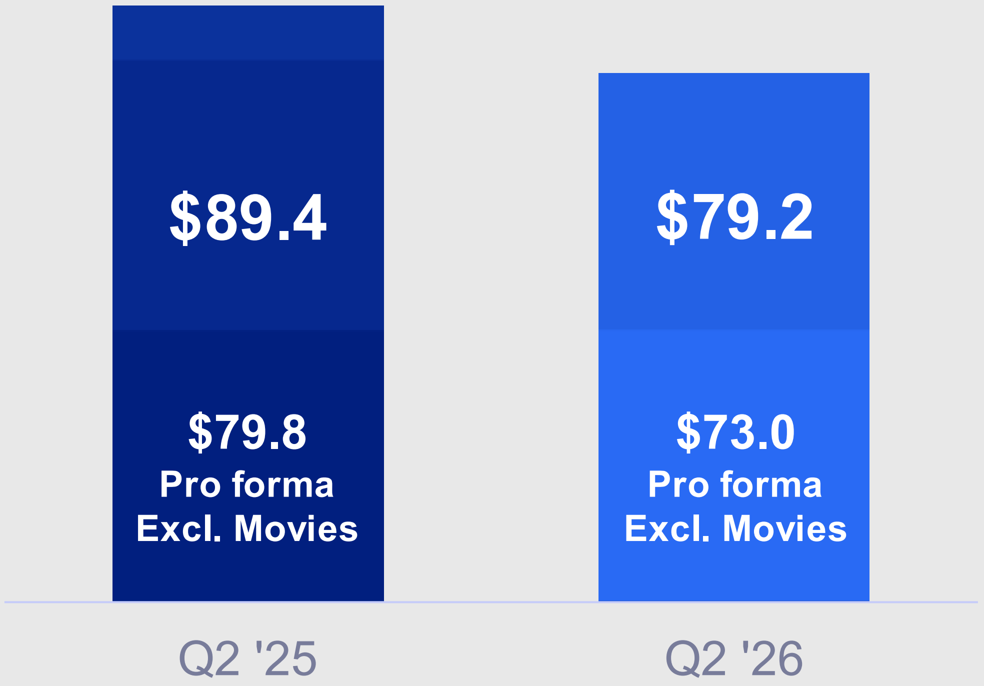
Long-Term Growth Thinking

Financials

Q2 ’26 Revenue

(in millions)

↓11.3%
year-over-year



- ✔ **Content & Ad Measurement Solutions down 11.7% VPY:**
  - Syndicated Audience revenue down 13.6%
    - Movies divestiture
    - Lower renewals in National TV and Syndicated Digital
    - One-time deliverable recognized last year for Local TV
  - Cross-Platform revenue down 2.1%
    - Lower usage in Proximic
    - Partially offset by growth from new business in CCM
- ✔ **Research & Insight Solutions down 9.2% VPY:**
  - Lower renewals and timing of certain deliveries

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Q2 ’26 Adjusted EBITDA

(in millions)

↓85.0%
year-over-year

- **Core operating expenses* down 2.8% VPY:**
  - Lower employee compensation costs
  - Partially offset by higher professional fees related to the Movies divestiture
- **Movies business delivered healthy margins contributing to Adj. EBITDA and cash flow**
- **Largest costs (data costs and employee compensation) are more fixed in nature**
  - Underperformance on the top line puts more pressure on Adj. EBITDA and cash flow

* 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

ROI Strategy: **Expected Financial Impact**

FY 2026 OUTLOOK	
Revenue	**$315 - $325 Million**
Adjusted EBITDA Margin	**Low-to-Mid Single Digits**

- Expect between $20 - $25 million in annual run-rate cost savings from the realignment plan, which should be complete by Q3 2027
- Estimated one-time cost associated with the plan is $7 - $9 million – majority to be paid by end of 2026
- Portion of savings will be used to hire key leaders critical to ROI Strategy and invest in retained employees and other transformative priorities
- Expect to enter 2027 with a leaner, more flexible cost model – a foundation for stabilization of the business and future growth

Change Required Opportunity Significant

- Acting with purpose and urgency
- The changes we are making are designed to focus resources on opportunities that can be meaningfully larger than where we are focused today
- Well-positioned to connect linear and digital content audiences and ad exposures through channel-level precision and cross-channel intelligence

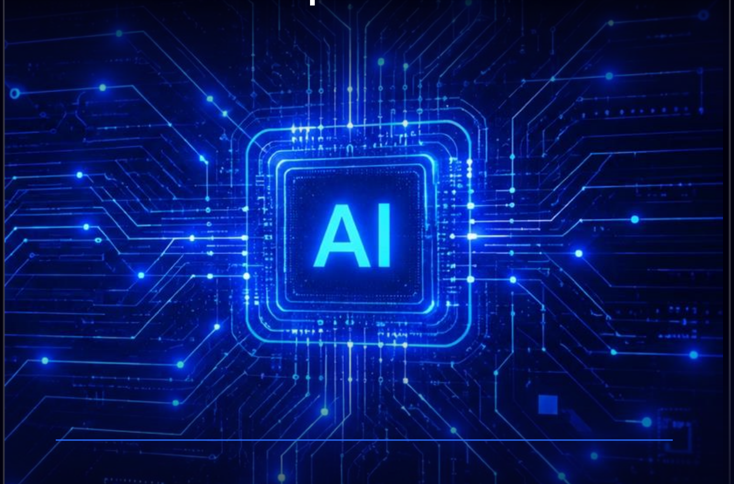
Lower, More Flexible Cost Base	Simplify How We Operate (Internally & Externally)	Reallocate Investments (Harvest vs. Nurture)
Sharpen Organizational Culture & Focus	Strategic Product Development Mindset	Long-Term Growth Thinking

Investing Already: Seeding the Future

TV: Grow Share

Accelerated development of next-gen ratings solution desired by large local broadcast partners and agencies

AI: Capitalize Now



Validated the utility of our panel-driven AI prompt and response dataset to AEO and GEO platforms currently using synthetic data

Encouraging Progress Directed Toward Meaningful Commercial Activity

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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

Traditional TV | Audio | Creator | CTV | Digital | Social | Shopping | Search | AI LLMs

Thank you

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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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Second Quarter Adjusted EBITDA Reconciliation

Reconciliation of Non-GAAP Financial Measures

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

	Three Months Ended June 30,		Six Months Ended June 30,	
(In thousands)	2026 (Unaudited)	2025 (Unaudited)	2026 (Unaudited)	2025 (Unaudited)
GAAP net loss	$ (14,785)	$ (9,492)	$ (21,033)	$ (13,485)
Depreciation	5,801	5,869	11,749	11,674
Interest expense, net	1,021	1,553	2,771	3,311
Amortization expense of finance leases	919	948	1,838	1,857
Amortization of intangible assets	632	632	1,264	1,264
Income tax (benefit) provision	(887)	2,455	(31)	881
EBITDA	(7,299)	1,965	(3,442)	5,502
Adjustments:				
Loss on extinguishment of debt	3,608	—	3,970	—
Loss on divestiture of business, net	2,682	—	2,682	—
Strategic transaction costs [(1)]	1,807	—	2,321	—
Transformation costs [(2)]	796	1,035	1,172	2,042
Amortization of cloud-computing implementation costs	355	364	710	709
Stock-based compensation (benefit) expense	(89)	1,748	736	2,486
(Gain) loss from foreign currency transactions	(520)	3,803	(1,760)	5,546
Non-GAAP adjusted EBITDA	$ 1,340	$ 8,915	$ 6,389	$ 16,285
Net loss margin [(3)]	(18.7)%	(10.6)%	(12.8)%	(7.7)%
Non-GAAP adjusted EBITDA margin [(4)]	1.7 %	10.0 %	3.9 %	9.3 %

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