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 our strategic plans, market opportunities, commercial agreements, product development initiatives, expected revenue growth and adjusted EBITDA margin for 2023, and planned expense reductions. These statements involve risks and uncertainties that could cause actual events to differ materially from expectations, including, but not limited to, changes in our business, customer relationships or product plans, external market conditions, and our ability to achieve our expected strategic, financial and operational plans. For additional discussion of risks and uncertainties that could cause actual results to differ from expectations, please refer to our Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings 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 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 or otherwise revise 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, adjusted EBITDA margin and FX adjusted EBITDA, 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 measure, net income (loss).
First Quarter 2023 Earnings
KEY FIRST QUARTER ACCOMPLISHMENTS

- **YouTube & NFL Sunday Ticket** Comscore Campaign Ratings (CCR) Win
- **Tubi & Roku – Cross Platform Coverage Expansion** via Comscore Campaign Ratings
- Several new Predictive Audiences platform integrations, **including one of the largest in the world**; **thousands of advertisers** now using Predictive Audiences
- **Warner Bros Discovery & IPG Currency Expansion**
- Continuing to add to the team with **proven CTV, cross-platform & programmatic veteran Adam Lowy** - EVP Commercial joining in Q1

**BUILDING THE LEADING AUDIENCE MEASUREMENT PLATFORM**
Provide clients with the most complete view of audiences — regardless of device or platform — for both content and ads.
STARTS WITH OUR UNMATCHED AUDIENCE SCALE

**SET-TOP BOXES**

- **75M+**
  - 1-in-3 U.S. Households

**CONNECTED TVs**

- **150M+**
  - Currently measuring
  - 74M+

**MOBILE DEVICES**

- **240M+**
  - Currently measuring
  - 0 to 445M

**DESKTOP DEVICES**

- **150M+**
  - 9 out of every 10 devices in U.S.

Data as of February 2023

STB data includes linear and on-demand
PERSONIFICATION

Adding measurement in people to our existing household-based measurement

- **Making Comscore easier** for our clients to work with by meeting them where they are today
- **Initial data** to clients this month
- **Full launch** in Comscore TV planned later this year
Enables publisher monetization, and the ability for advertisers to reach & engage their desired audiences.

COMSCORE DIGITAL BUSINESS TODAY

- 10,000+ Publisher Integrations
- $200M+ Digital Revenue
- 3500+ Clients
AUDIENCE ADDRESSABILITY GAP

Signal loss is making audiences harder for advertisers to reach

REACHABLE WITH IDS  NO IDS PRESENT

~60%

Percentage of programmatic inventory that has no IDs associated with it, including alternative IDs¹

That signal loss has driven a reduction in eCPM for publishers of -

30-50%*

Their audiences may not have changed, but the ability to target them via 3rd party cookies has, and has eroded their value

¹IAB 2022 State of Data Report; *Comscore Estimate
Our proprietary privacy-centric methodology for measuring digital audiences

Partnering with The Trade Desk to nest Unified ID 2.0 into our publisher technology to facilitate programmatic transactions against publisher audiences

Al-enabled Predictive Audiences already integrated for contextual and behavioral targeting on the buy side, now deploying to add value to publisher audiences, establishing a common taxonomy for audiences
Cross-Platform
What matters more than ever is **ACCURATE, CROSS-PLATFORM AUDIENCE MEASUREMENT.**
CROSS-PLATFORM AUDIENCES

$404B*  
TOTAL AD SPEND

$67B*  
LINEAR AD SPEND

$337B*  
DIGITAL & CTV AD SPEND

*eMarketer projected ad spend, 2024
Measuring more than 1 trillion events per month across mobile devices, CTV, laptops, mobile apps along with the experience to know what to do with all that data.

Our ability to measure audiences down to the zip-code level, providing targeted audience data with precision.

Our unique position to deliver on this due to the complete view of audiences we have.
First Quarter 2023 Financials
Cross Platform Solutions up over the prior year quarter:
- Local TV grew double digits
- National TV down due to one-time custom deliverable in prior year

Movies revenue up 7.3% year over year

Digital Ad Solutions down 5.1% on soft ad market and lower custom deliverables
First Quarter Adjusted EBITDA

Excluding FX, adjusted EBITDA up 4.7% over prior year.

Disciplined cost execution - core operating expenses* down 6% year over year.

Restructuring plan on track.

Accelerating operational transformation initiatives to drive future efficiencies.

* Core operating expenses are composed of cost of revenues, selling and marketing, research and development, and general and administrative expenses.
TOTAL REVENUE

Low to Mid Single Digit Growth (%)

2022: $376M

TOTAL ADJUSTED EBITDA MARGIN

Double Digit Margin Rate

2022: 9.8%

2023
Thank you!

comscore
To provide investors with additional information regarding our financial results, we are disclosing adjusted EBITDA, adjusted EBITDA margin and FX adjusted EBITDA, which are non-GAAP financial measures used by our management to understand and evaluate our core operating performance and trends. We believe that these 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 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), various cash flow metrics, and our other GAAP financial results. Set forth below are reconciliations of these non-GAAP measures to their most directly comparable GAAP financial measure, net (loss) income. These reconciliations should be carefully evaluated.

We do not provide GAAP net (loss) income on a forward-looking basis because we are unable to predict with reasonable certainty our future stock-based compensation expense, fair value adjustments, variable interest expense, litigation and restructuring expense, 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 (loss) income, on a forward-looking basis.
### Reconciliation of Non-GAAP Financial Measures

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

<table>
<thead>
<tr>
<th>(In thousands)</th>
<th>Three Months Ended March 31,</th>
<th>2022 (Unaudited)</th>
<th>2021 (Unaudited)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP net loss</td>
<td>$</td>
<td>(8,671)</td>
<td>(9,276)</td>
</tr>
<tr>
<td>Depreciation</td>
<td>4,724</td>
<td>4,191</td>
<td></td>
</tr>
<tr>
<td>Amortization of intangible assets</td>
<td>2,811</td>
<td>6,779</td>
<td></td>
</tr>
<tr>
<td>Income tax provision</td>
<td>1,214</td>
<td>1,383</td>
<td></td>
</tr>
<tr>
<td>Amortization expense of finance leases</td>
<td>429</td>
<td>704</td>
<td></td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>352</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>EBITDA</td>
<td></td>
<td>859</td>
<td>3,981</td>
</tr>
</tbody>
</table>

**Adjustments:**

<table>
<thead>
<tr>
<th></th>
<th>2022 (Unaudited)</th>
<th>2021 (Unaudited)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock-based compensation expense</td>
<td>1,117</td>
<td>2,536</td>
</tr>
<tr>
<td>Restructuring</td>
<td>998</td>
<td>—</td>
</tr>
<tr>
<td>Amortization of cloud computing implementation costs</td>
<td>359</td>
<td>359</td>
</tr>
<tr>
<td>Change in fair value of contingent consideration liability</td>
<td>96</td>
<td>2,348</td>
</tr>
<tr>
<td>Other expense (income), net (1)</td>
<td>1,815</td>
<td>(2,435)</td>
</tr>
<tr>
<td><strong>Non-GAAP adjusted EBITDA</strong></td>
<td>$ 5,244</td>
<td>$ 6,789</td>
</tr>
<tr>
<td><strong>Non-GAAP adjusted EBITDA margin (2)</strong></td>
<td>5.7%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

**Adjustments:**

<table>
<thead>
<tr>
<th></th>
<th>2022 (Unaudited)</th>
<th>2021 (Unaudited)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss (gain) from foreign currency transactions</td>
<td>1,466</td>
<td>(420)</td>
</tr>
<tr>
<td><strong>Non-GAAP FX adjusted EBITDA</strong></td>
<td>$ 6,710</td>
<td>$ 6,369</td>
</tr>
</tbody>
</table>

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(1) Adjustments to other expense (income), net reflect non-cash changes in the fair value of warrant liability included in other expense (income), net on our Condensed Consolidated Statements of Operations and Comprehensive Loss.

(2) Adjusted EBITDA margin is calculated by dividing adjusted EBITDA by revenue reported on our Condensed Consolidated Statements of Operations and Comprehensive Loss for the applicable period.