

Third Quarter 2022 Earnings Call

Jon Carpenter
CHIEF EXECUTIVE OFFICER

Mary Margaret Curry
CHIEF FINANCIAL OFFICER

NOVEMBER 8, 2022



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 2022, planned expense reductions, adjusted EBITDA margin goal for 2023, and future cash flows. 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, the impact of the Covid-19 pandemic and related government mandates, 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 that Comscore makes 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. 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 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 measure, net income (loss).

Digital

150M+ Desktops
200M+ Mobile Phones & Tablets
50M+ CTV Devices

TV

75M+ TVs
1 in 3 TV Households Measured
210 Local Markets
250 Networks

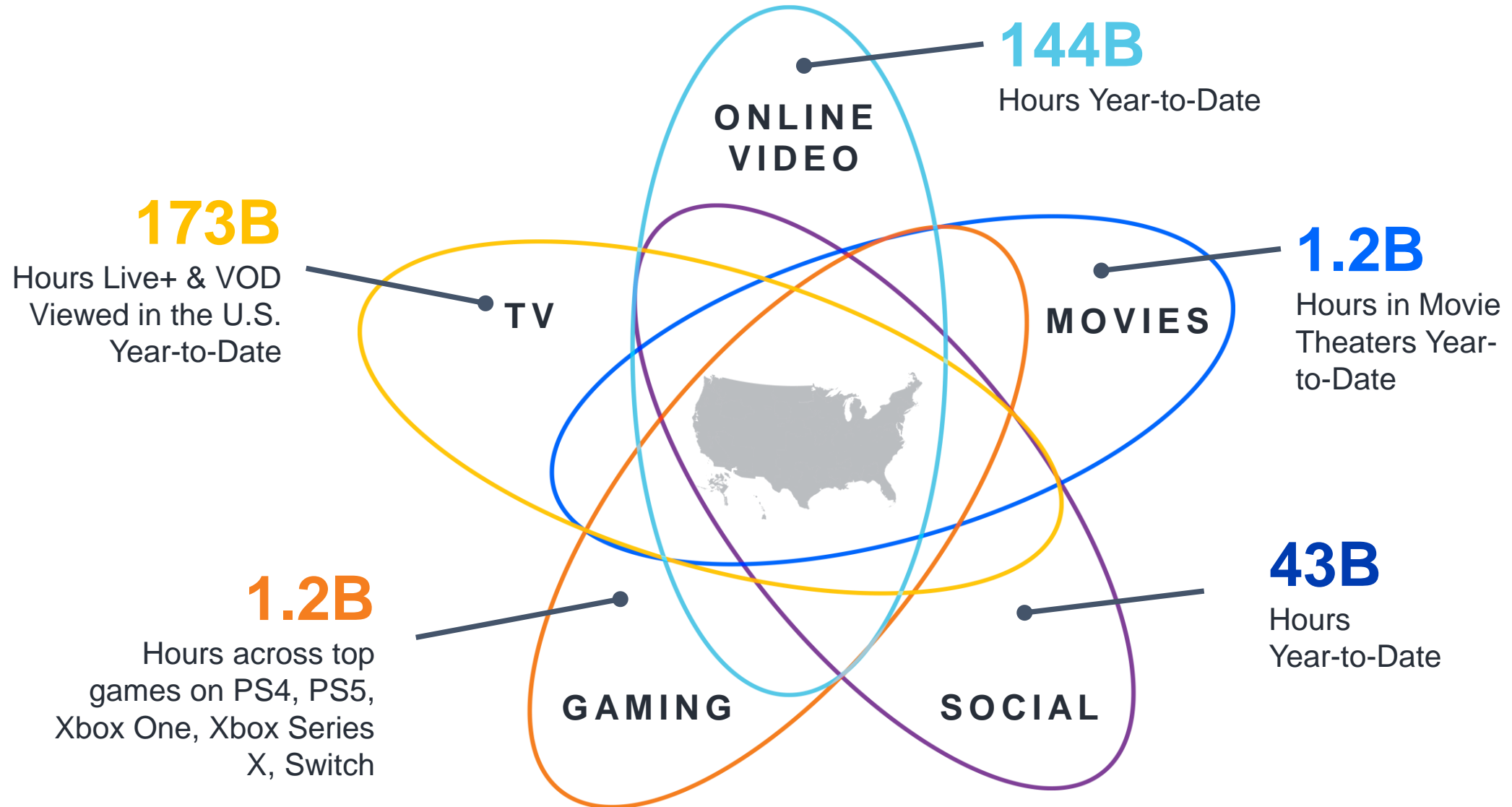


Social

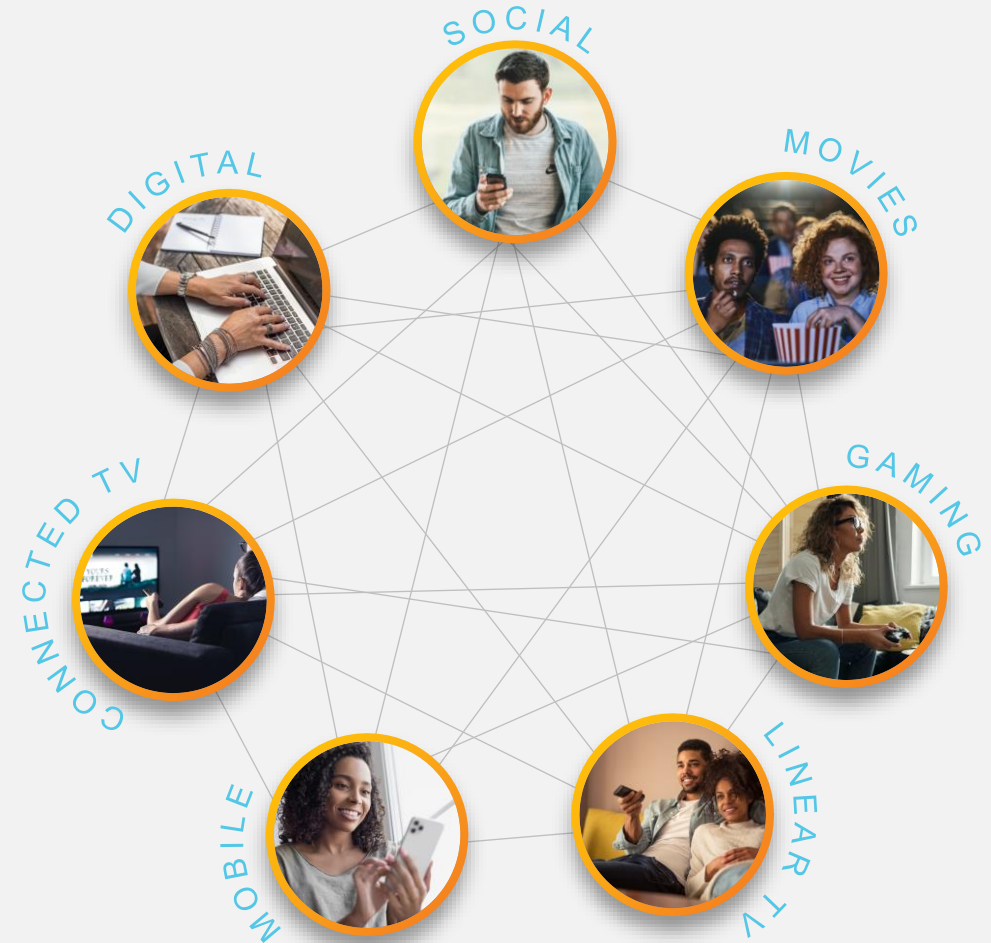
9 Platforms
70 Countries

Movies

175k+ Movie Screens Measured
33k+ Movie Theaters Measured
75 Countries



Comscore provides
a holistic view of audiences
across platforms & devices
that helps drive outcomes for
our clients.



Local TV Currency

~\$24B*

...US Local AD Spend

~\$400-500M**

local measurement revenue
...Dominant Player Share of Market

comscore

~10%

of dominant player

FOCUS

1.

Product execution:
speed of data delivery
(first step early Q4 2022)

2.

Driving demand from the buy-side
(agencies & advertisers)

3.

Expansion within existing station groups
& converting additional

4.

Interoperability:
integrating advanced audiences & deeper
integrations into buy & sell-side workflows



COMSCORE TV

Now delivering audience data in 48 hours in **every** local market

The *only* measurement provider delivering this quickly in **every** local market



dentsu

Announced Local TV Currency partnership in September

INDUSTRY FIRST

Local TV ad buys on Advanced Audiences: something only Comscore can do in all 210 local markets

PAST: AGE & GENDER



Female
18-49

Publishers & advertisers transact based on standard demos

PRESENT: ADVANCED AUDIENCES



Female
18-49
Who own a home...
Income above \$100k...

And intend to buy a new TV

Publishers & advertisers transact based on advanced audiences, reaching exactly the people they're looking for



Expanded relationship with Scripps to include all local stations

Added **16** new markets to our existing relationship

All Scripps stations now using Comscore as Currency

3-year agreement



- ✓ Accelerating Growth
- ✓ Driving Adoption
- ✓ Currency Momentum



COMSCORE DIGITAL

Massive, privacy-forward datasets
powering digital businesses



DIGITAL

Deduplicated &
person-level view
of 1T+ events per
month



CTV

Census level CTV
data from direct
integrations and
tagging
implementations



SOCIAL

Always-on
analytics across
9 platforms,
70 countries
& 20M+ brands

PRIORITIES

1.

Driving product synergy

Through delivery of Total Digital solution

2.

Powering the cookie-free future

Leveraging our unique data assets/
methods to support the ecosystem amid
massive change

3.

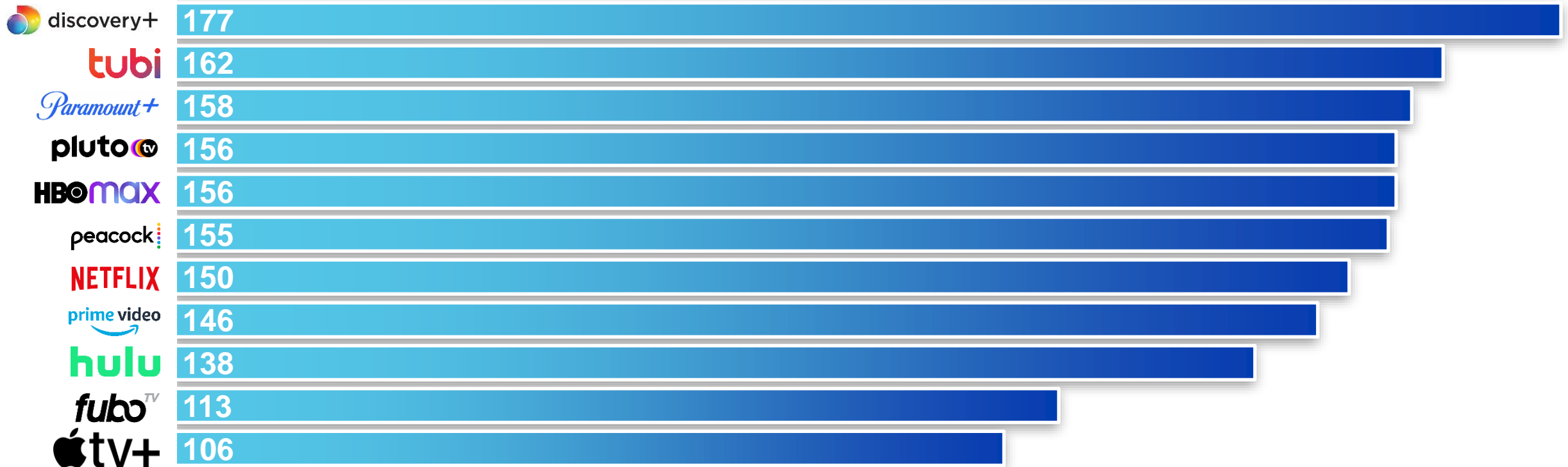
Relentless Customer Focus

Product innovation, platform automation
to deliver faster solutions

COMSCORE TOTAL DIGITAL

Brings together digital, CTV, and social data in one place to deliver a complete view of audiences

CROSS-VISITATION INDEX - TIKTOK



Contextual Targeting 101**BRAND SAFETY & SUITABILITY****IAB CATEGORIES & KEYWORDS****Cookie-free Audience Targeting****PREDICTIVE AUDIENCES**

- Age & Gender
- Automotive
- B2B
- CPG
- Financial
- Gaming
- Location
- Media Behaviors
- Political
- Retail

Cross Platform Activation

DESKTOP



MOBILE



AUDIO



CONNECTED TV



GAMING



WALLED GARDEN

2022 Predictive Audiences

2022 v 2021 Revenue Growth

100+%



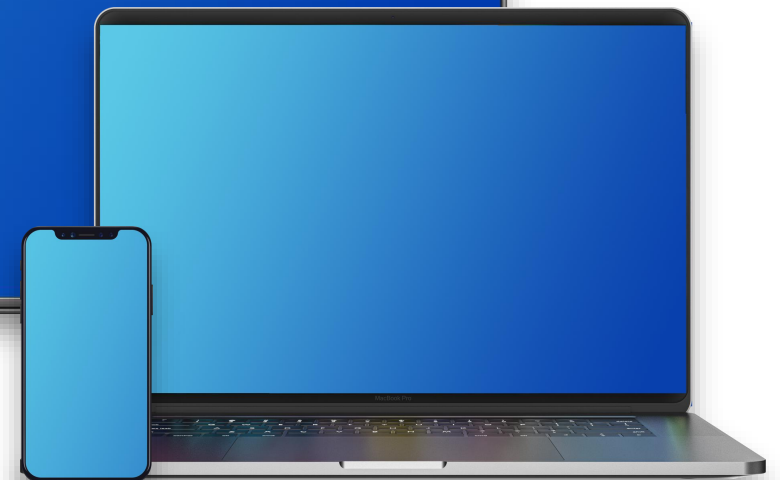
+

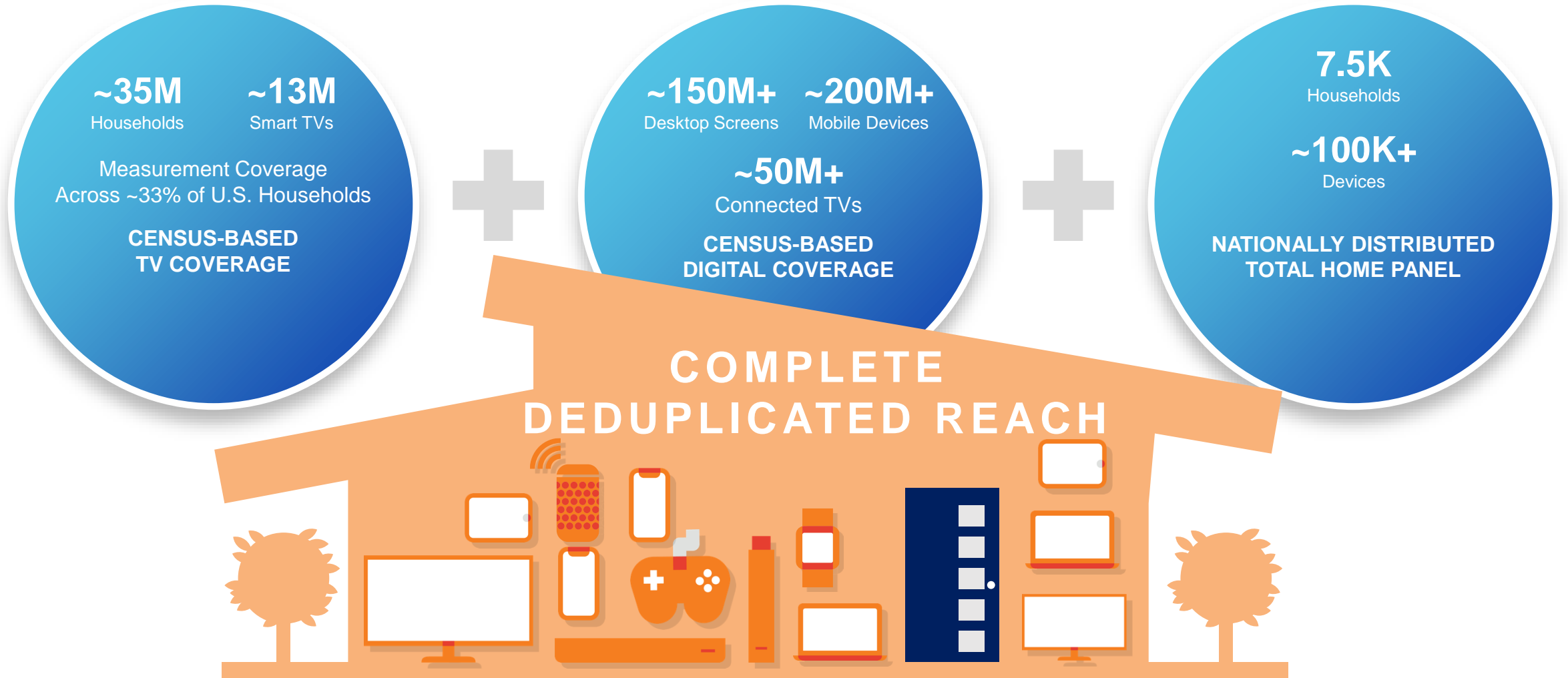


Cookie-free measurement update

- ✓ Pilot successfully delivered
- ✓ Results show that this privacy-forward approach to measurement works
- ✓ Pilot & results in-line with our innovative approach to cookie-less measurement – UDM 2.0

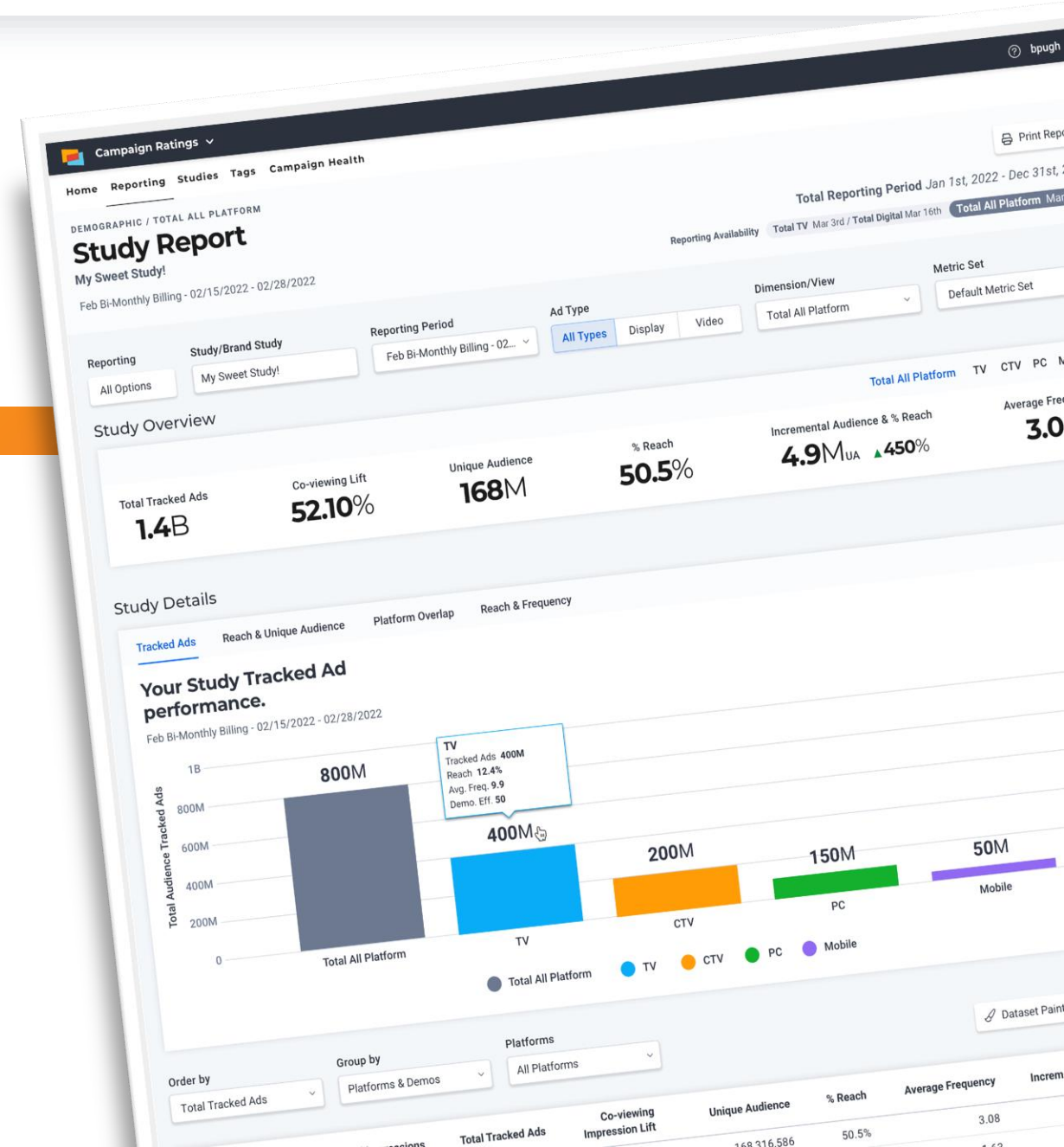
Cross-Platform Innovation



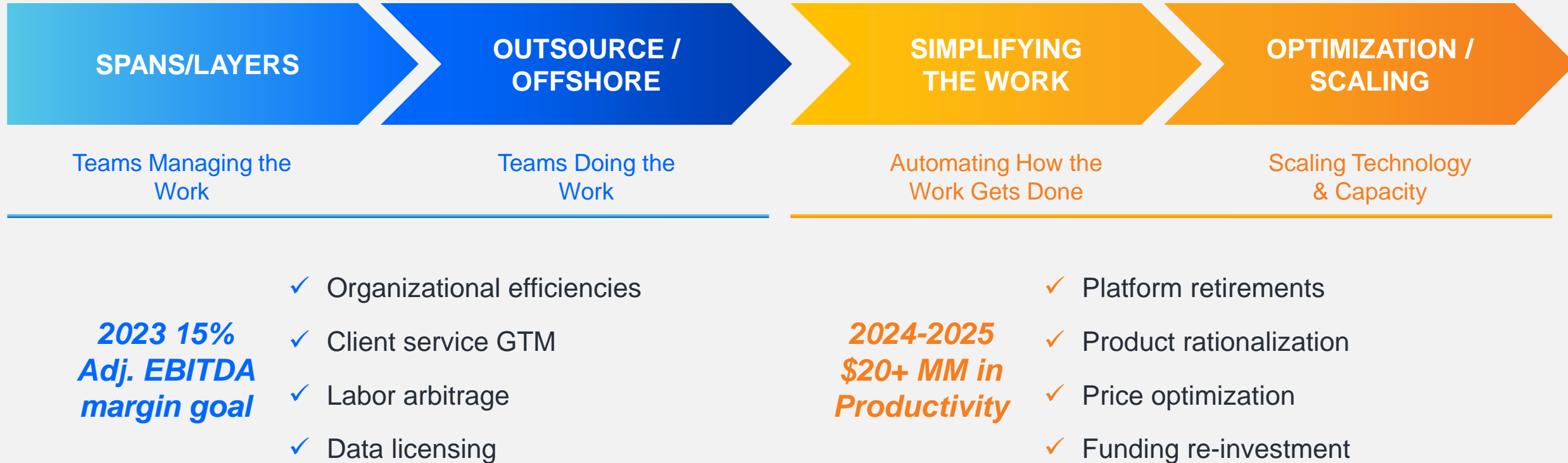


Comscore Campaign Ratings™ is now the only cross-platform campaign measurement product in market that reports deduplicated reach for display and video across desktop, mobile, linear and CTV *in a single report*.

Streaming & Digital coverage across these and many more



CONTINUED OPTIMIZATION



Key Strategic Imperative ... Fueling Operational Excellence and Free Cash Flow

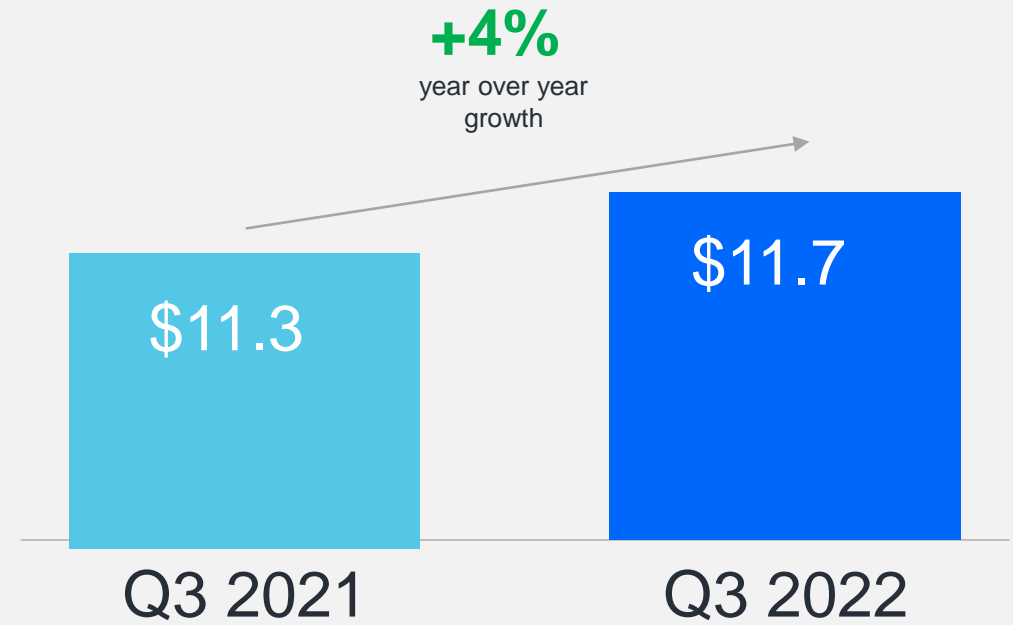
Third Quarter 2022 Financials

NOVEMBER 8, 2022

Total Revenue



Adjusted EBITDA



See reconciliation of adjusted EBITDA to net income (loss) in appendix.

Key Drivers

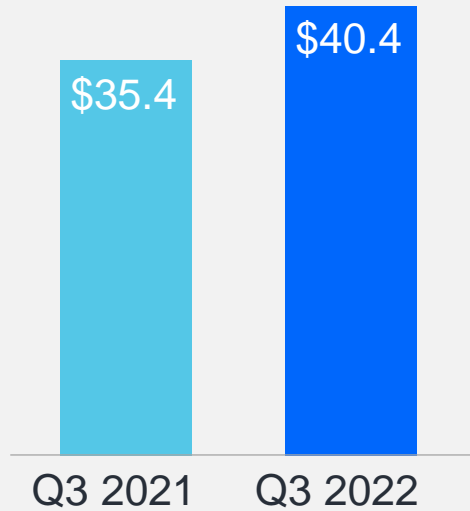
Strength in TV measurement

Continued Movies recovery post pandemic

Digital ad market softness

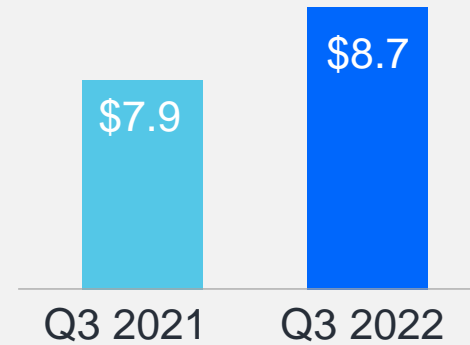
Cross Platform Solutions

+14%
year over year growth



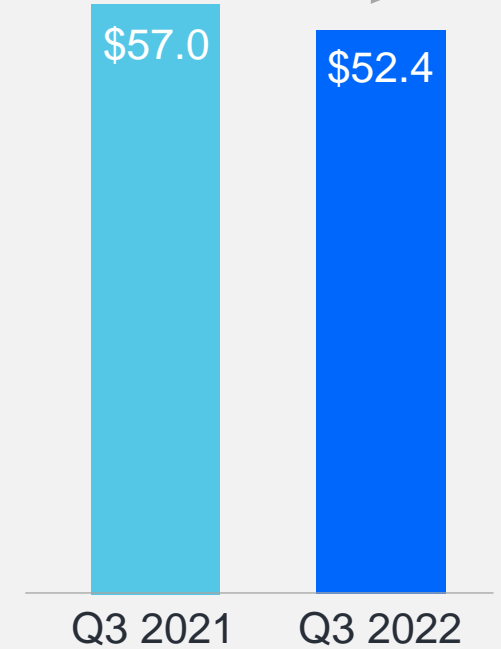
Movies Reporting*

+10%
year over year growth



Digital Ad Solutions

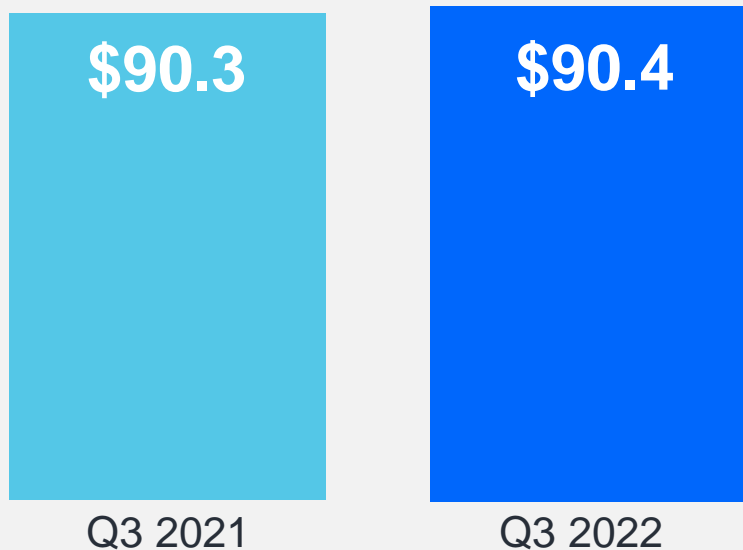
-8%
year over year decline



* Movies is part of Cross Platform Solutions totals but has been broken out for transparency

Core Operating Expenses*

+0%
YEAR OVER YEAR



- ✓ Core operating expenses flat vs. prior year
- ✓ Total operating expenses of \$149M driven by:
 - \$46.3M goodwill impairment charge
 - \$5.8M restructuring costs
- ✓ Expect Q4 core operating expenses to be down due to cost savings
- ✓ Expect 2022 full year core operating expenses to be flat vs. prior year

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

CROSS-PLATFORM
SOLUTIONS

Double Digit

DIGITAL AD
SOLUTIONS

Down Low Single Digit

ADJUSTED EBITDA
MARGIN RATE

To Exceed 9%

TOTAL REVENUE GROWTH

Low Single Digit

Thank you!

To provide investors with additional information regarding our financial results, we are disclosing 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 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) income to non-GAAP adjusted EBITDA and adjusted EBITDA margin for each of the periods identified:

(In thousands)	Three Months Ended September 30,		Nine Months Ended September 30,	
	2022 (Unaudited)	2021 (Unaudited)	2022 (Unaudited)	2021 (Unaudited)
GAAP net (loss) income	\$ (52,382)	\$ 1,980	\$ (66,708)	\$ (52,920)
Amortization of intangible assets	6,772	6,172	20,323	18,866
Depreciation	4,186	3,882	12,542	11,873
Amortization expense of finance leases	515	543	1,875	1,484
Income tax (benefit) provision	(86)	722	1,945	2,166
Interest expense, net	284	169	660	7,569
EBITDA	(40,711)	13,468	(29,363)	(10,962)
Adjustments:				
Stock-based compensation expense	1,416	3,034	7,214	11,156
Amortization of cloud-computing implementation costs	358	342	1,076	342
Change in fair value of contingent consideration liability	44	—	2,447	—
Loss on extinguishment of debt	—	—	—	9,629
Restructuring	5,784	—	5,784	—
Impairment of goodwill	46,300	—	46,300	—
Other (income) expense, net ⁽¹⁾	(1,476)	(5,582)	(8,464)	9,288
Non-GAAP adjusted EBITDA	\$ 11,715	\$ 11,262	\$ 24,994	\$ 19,453
Non-GAAP adjusted EBITDA margin ⁽²⁾	12.6 %	12.2 %	9.0 %	7.2 %

⁽¹⁾ Adjustments to other (income) expense, net reflect non-cash changes in the fair value of financing derivatives, interest make-whole derivative and warrants liability included in other income (expense), net on our Condensed Consolidated Statements of Operations and Comprehensive (Loss) Income.

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