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).
Second Quarter Earnings: August 2022

LEADERSHIP

Dr. Nana Banerjee
CHAIRMAN OF THE BOARD

Jon Carpenter
CEO

Mary Margaret Curry
CFO
SECOND QUARTER 2022 RESULTS

Q2 2022
Revenue: $91.4M
+4% YEAR-OVER-YEAR

Q2 2022
Adjusted EBITDA: $6.5M
+147% YEAR-OVER-YEAR

Tightening 2022 full year revenue guidance to 5%-7% growth
Full-year adjusted EBITDA margin rate expected to exceed 9%
Leading syndicated media measurement company creating scalable products for buyers & sellers to plan & transact across linear, premium video, and digital.

Solution Groups*
- Cross-Platform Solutions / Movies: 56%
- Digital Ad Solutions: 35%
- Ad-Tech: 9%

Customer Segments*
- Media: 47%
- Agency/Advertiser: 34%
- Local TV: 7%
- Theatrical: 8%
- Ad-Tech: 2%

Sustainable, Syndicated Revenue***
- Syndicated: 24%
- Non-Syndicated: 76%

Mid Single-Digit Revenue Growth**

Broad / Diverse Client Base
- 50+ Countries

*Share of H1 2022 Revenue; **2022 Guidance; ***2022 Revenue Forecast
anchored by key strengths

operate within several large end-markets with room to grow

proven ability to create scalable, syndicated products

measuring 1 in 3 households nationally

best-in-class data assets and methodology

strong relationships with industry’s most prominent clients

well established and trusted brand
A COMPLETE VIEW OF AUDIENCES

Second Quarter Earnings: August 2022

DATA AS OF JANUARY 2022

50B events, 200M+ mobile devices, 150M+ desktop, and 50M+ CTV are global numbers

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<table>
<thead>
<tr>
<th>Slow to Deliver &amp; Innovate…</th>
<th>Complex Solutions &amp; Delivery</th>
<th>High Operating Costs…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed</td>
<td>Focused Execution</td>
<td>Profitability</td>
</tr>
<tr>
<td>...Client Obsessed, Faster Products, Leaner</td>
<td>...Scalable, Interoperable, Disciplined Innovation</td>
<td>...Profitable Growth; Adjusted EBITDA Margin Expansion; FCF</td>
</tr>
</tbody>
</table>
Areas of Opportunity
UNLOCKING OPPORTUNITY IN LOCAL

~$24B*
...US Local AD Spend

~$400-500M**
local measurement revenue
...Dominant Player Share of Market

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

*eMarketer; **Comscore Estimate
## Cross-Platform

Follow and measure content & ads wherever they’re distributed

<table>
<thead>
<tr>
<th>Linear</th>
<th>AVOD</th>
<th>SVOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>69% of Viewing Hrs*</td>
<td>18% of Viewing Hrs*</td>
<td>13% of Viewing Hrs*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>75m STB +</th>
<th>1-in-3 HH Nationally</th>
<th>300k local market survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>13m+ Smart TVs</th>
<th>Patented, HH-based Device Graph</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Tagged Content & Direct Integrations on:**

- 200m+ mobile devices, 150m+ desktops,
- 50m+ CTVs | 600k Opt-in Panelists | 100m+ STB for OnDemand reporting

- ✓
- ✓
- ✓

Only Comscore has the completeness of data to deliver true cross-platform content & ad measurement. Linear, OTT/CTV, Mobile, National & Local

*Source: Comscore State of Streaming, data for March 2022*
Comscore Campaign Ratings (CCR)

- **Deduplicated** person-level reach/frequency measurement – Linear, CTV, Desktop, Mobile, including walled gardens
- **Co-viewing** to account for every eyeball
- **Privacy-forward tagless** integration

Comscore Digital: Massive, privacy-forward datasets powering digital businesses

**Priorities**

1. **Driving product synergy** - integrating social media, CTV, more to meet customers where they are and with the speed they need to derive fast insights

2. **Powering the cookie-free future** - leveraging our unique data assets/methods to support the ecosystem amid massive change

3. **Relentless Customer Focus** - addressing the need for cross-platform measurement that we hear from our enterprise clients & expanding to serve marketer and social content creator segments
Second Quarter Earnings: August 2022

**Key Drivers**

- Drive operational efficiencies across the organization
- Optimization of panel & enumeration
- Rationalize portfolio investment and support costs
- Expand offshore presence for certain support positions

**Path to Greater Profitability**

Path to Incremental Adjusted EBITDA

- Comscore 2021: ~9%
- Operating Efficiencies: +600 bps 2022-2023
- Product Focus/Other
- Comscore 2023 Run Rate Goal: 15%+

Path toward significant operating leverage improvement in next 18 months
NEW CULTURE

Customer Obsessed
Faster, Leaner
Disciplined Innovation

FOCUSED EXECUTION

Local Currency Expansion
Cross Platform Delivery
Market Leading Position in Movies

BUILDING A COMPELLING FINANCIAL PROFILE

Mid Single Digit Rev Growth
+15% Adj. EBITDA Margin Goal
Higher FCF Conversion
Second Quarter 2022 Financials
## Second Quarter Results

### Total Revenue

<table>
<thead>
<tr>
<th>Period</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2 2021</td>
<td>$87.7</td>
</tr>
<tr>
<td>Q2 2022</td>
<td>$91.4</td>
</tr>
</tbody>
</table>

+4% year over year growth

### Adjusted EBITDA

<table>
<thead>
<tr>
<th>Period</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2 2021</td>
<td>$2.6</td>
</tr>
<tr>
<td>Q2 2022</td>
<td>$6.5</td>
</tr>
</tbody>
</table>

+147% year over year growth

See reconciliation of adjusted EBITDA to net income (loss) in appendix.
Second Quarter Earnings: August 2022

SECOND QUARTER REVENUE GROWTH

**Key Drivers**

- Strength in TV measurement
- Continued Movies recovery post pandemic
- Digital ad market softness

**Cross Platform Solutions**

<table>
<thead>
<tr>
<th></th>
<th>Q2 2021</th>
<th>Q2 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$35.2</td>
<td>$39.8</td>
</tr>
</tbody>
</table>

+13% year over year growth

**Movies Reporting***

<table>
<thead>
<tr>
<th></th>
<th>Q2 2021</th>
<th>Q2 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$7.5</td>
<td>$8.4</td>
</tr>
</tbody>
</table>

+12% year over year growth

**Digital Ad Solutions**

<table>
<thead>
<tr>
<th></th>
<th>Q2 2021</th>
<th>Q2 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$52.5</td>
<td>$51.6</td>
</tr>
</tbody>
</table>

-2% year over year growth

* Movies is part of Cross Platform Solutions totals but has been broken out for transparency
## FULL YEAR 2022 GUIDANCE

<table>
<thead>
<tr>
<th>Metric</th>
<th>Low End</th>
<th>High End</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue Growth</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Cross Platform Solutions</td>
<td></td>
<td>Double Digit</td>
</tr>
<tr>
<td>Digital Ad Solutions</td>
<td></td>
<td>Near Flat</td>
</tr>
<tr>
<td>Adjusted EBITDA Margin Rate</td>
<td></td>
<td>To Exceed 9%</td>
</tr>
</tbody>
</table>
Q&A
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 income (loss). These reconciliations should be carefully evaluated.

We do not provide GAAP net income (loss) 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 income (loss), 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 and adjusted EBITDA margin for each of the periods identified:

<table>
<thead>
<tr>
<th></th>
<th>Three Months Ended June 30,</th>
<th></th>
<th>Six Months Ended June 30,</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2022 (Unaudited)</td>
<td>2021 (Unaudited)</td>
<td>2022 (Unaudited)</td>
<td>2021 (Unaudited)</td>
</tr>
<tr>
<td>GAAP net loss</td>
<td>$ (2,030)</td>
<td>$ (18,545)</td>
<td>$ (14,328)</td>
<td>$ (54,900)</td>
</tr>
<tr>
<td>Amortization of intangible assets</td>
<td>6,772</td>
<td>6,255</td>
<td>13,551</td>
<td>12,694</td>
</tr>
<tr>
<td>Depreciation</td>
<td>4,165</td>
<td>3,937</td>
<td>8,556</td>
<td>7,991</td>
</tr>
<tr>
<td>Amortization expense of finance leases</td>
<td>636</td>
<td>498</td>
<td>1,360</td>
<td>941</td>
</tr>
<tr>
<td>Income tax provision</td>
<td>648</td>
<td>422</td>
<td>2,031</td>
<td>1,444</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>176</td>
<td>255</td>
<td>976</td>
<td>7,400</td>
</tr>
<tr>
<td>EBITDA</td>
<td>7,367</td>
<td>(7,078)</td>
<td>11,348</td>
<td>(24,430)</td>
</tr>
</tbody>
</table>

Adjustments:

- Stock-based compensation expense: 3,262, 3,183, 5,798, 8,122
- Amortization of cloud computing implementation costs: 359, —, 718, —
- Change in fair value of contingent consideration liability: 55, —, 2,403, —
- Loss on extinguishment of debt: —, —, —, 9,629
- Other (income) expense, net: (4,560), 6,519, (6,995), 14,870

Non-GAAP adjusted EBITDA: $6,483, $2,025, $13,727, $8,191

Non-GAAP adjusted EBITDA margin: 7.1%, 3.0%, 7.3%, 4.6%

Adjustments to other (income) expense, net reflect non-cash changes in the fair value of financing derivatives, interest rate swap derivative and warrants liability included in other income (expense), net on our Consolidated Statement of Operations and Comprehensive Loss.

Adjusted EBITDA margin is calculated by dividing adjusted EBITDA by revenue reported on our Consolidated Statement of Operations and Comprehensive Loss for the applicable period.

We do not provide GAAP net loss 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 to the most directly comparable GAAP measure, GAAP net loss, on a forward-looking basis.
Thank you!