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, planned expense reductions 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, 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 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).
New leadership team including Chairman, CEO, CFO & COO

Currency expansion with Scripps, Dentsu & NBCU

48-hour TV data in every market; Digital innovation leveraging Shareablee; CCR now the only cross-platform product w/ display and video across desktop, mobile, linear & CTV in a single report

Expanded Comscore TV to cover vMVPDs, adding millions of HHs in the fastest growing linear viewing segment

Delivered full-year revenue of $376M, up ~3% vs. ‘21; Delivered full-year Adjusted EBITDA of $37M, up ~16% vs. ’21

FOCUSED EXECUTION... STRONG PROGRESS
2022 FULL YEAR RESULTS

**TOTAL REVENUE**

+2.6% year over year growth

2021: $367.0
2022: $376.4

**ADJUSTED EBITDA**

+16.1% year over year growth

2021: $31.9, 8.7% margin
2022: $37.0, 9.8% margin
**Strength in TV measurement**

**Movies rebound post-pandemic**

**Digital ad market softness**

**2022 FULL YEAR REVENUE GROWTH**

**KEY DRIVERS**

**CROSS PLATFORM SOLUTIONS**

- **2021**: $145.0
- **2022**: $163.9

+13.0% year over year growth

**MOVIES REPORTING**

- **2021**: $30.6
- **2022**: $33.9

+10.8% year over year growth

**DIGITAL AD SOLUTIONS**

- **2021**: $222.0
- **2022**: $212.5

-4.3% year over year decline

*Movies included in Cross Platform Solutions*
FOURTH QUARTER RESULTS

TOTAL REVENUE

+1.8% year over year growth

| Q 4 2021 | $96.5 |
| Q 4 2022 | $98.2 |

ADJUSTED EBITDA

-3.2% year over year decline

| Q 4 2021 | $12.4 (12.9% margin) |
| Q 4 2022 | $12.0 (12.2% margin) |
FOURTH QUARTER REVENUE GROWTH

**KEY DRIVERS**

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

**CROSS PLATFORM SOLUTIONS**

<table>
<thead>
<tr>
<th>Q4 2021</th>
<th>Q4 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>$37.1</td>
<td>$42.8</td>
</tr>
</tbody>
</table>

**MOVIES REPORTING**

<table>
<thead>
<tr>
<th>Q4 2021</th>
<th>Q4 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8.5</td>
<td>$8.6</td>
</tr>
</tbody>
</table>

**DIGITAL AD SOLUTIONS**

<table>
<thead>
<tr>
<th>Q4 2021</th>
<th>Q4 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>$59.4</td>
<td>$55.4</td>
</tr>
</tbody>
</table>

- **Strength in TV measurement**
- **Movies flattening post-pandemic**
- **Digital ad market softness**

- **+15.4% year over year growth**
- **+1.8% year over year growth**
- **-6.8% year over year decline**

*Movies included in Cross Platform Solutions*
2022 core operating expenses* flat vs. prior year

Q4 core operating expenses down 5.4% vs. prior year and 2.8% vs. prior quarter

Q4 decline driven by continued cost discipline and impact of Q3 restructuring efforts

Momentum entering 2023 with focus on bringing more to the bottom line

* Core operating expenses are composed of cost of revenues, selling and marketing, research and development, and general and administrative expenses
Looking Ahead
TIMES HAVE CHANGED
LINEAR TV STILL DOMINATES BUT IS ALSO CHANGING

<table>
<thead>
<tr>
<th>PAY TV HHs • (MVPD &amp; VMVPD)</th>
<th>vMVPD HHs</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH's (in Millions)</td>
<td>HHs (in Millions)</td>
</tr>
<tr>
<td>% of all HH's</td>
<td>% of HHs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>HH's (in Millions)</th>
<th>% of all HH's</th>
<th>Year</th>
<th>HH (in Millions)</th>
<th>% of HHs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>80.9</td>
<td>61.9%</td>
<td>2022</td>
<td>15.2</td>
<td>11.7%</td>
</tr>
<tr>
<td>2024</td>
<td>76.3</td>
<td>57.4%</td>
<td>2024</td>
<td>17.2</td>
<td>12.9%</td>
</tr>
</tbody>
</table>

Source: eMarketer
DIGITAL GROWTH… AND INCREASINGLY MORE PROGRAMMATIC

### CONNECTED TV VIDEO AD SPENDING

- **Spend (in Billions)**

  - **2022**: $20.78
  - **2024**: $31.32

### CONNECTED TV PROGRAMMATIC VIDEO AD SPENDING

- **Spend (in Billions)**

  - **2022**: $17.62
  - **2024**: $28.44

Source: eMarketer
### Unduplicated Audiences
- Total View of Consumer

### Time-Shifted Viewing
- Validated Impressions

### Advanced Audiences
- Incremental Reach

### Integrated TV and Digital Behavior
- Cross-Platform Planning

---

**AND AS A RESULT, MEASUREMENT HAS BECOME MORE COMPLEX**

- Programmatic
- Addressable Advertising
- Co-viewing
- Comparable Metrics

---

*Note: The diagram includes icons representing different devices and platforms.*
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**

CURRENTLY MEASURING

150M+

74M+

**MOBILE DEVICES**

CURRENTLY MEASURING

240M

0

445M

**DESKTOP DEVICES**

CURRENTLY MEASURING

150M+

9 out of every 10 devices in U.S.

Data as of January 2023
## COMSCORE IS BEST POSITIONED TO ADDRESS KEY MEASUREMENT CHALLENGES

<table>
<thead>
<tr>
<th></th>
<th>NATIONAL</th>
<th>LOCAL</th>
<th>CTV</th>
<th>DIGITAL/SOCIAL</th>
<th>X-PLATFORM</th>
<th>THEATRICAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Traditional Panel-Based Methodologies</strong></td>
<td><img src="image1" alt="Full Capability" /></td>
<td><img src="image1" alt="Full Capability" /></td>
<td><img src="image1" alt="Full Capability" /></td>
<td><img src="image2" alt="Some Capability" /></td>
<td><img src="image1" alt="Full Capability" /></td>
<td><img src="image3" alt="Lacks Capability" /></td>
</tr>
<tr>
<td><strong>Other Currency Contenders</strong></td>
<td><img src="image2" alt="Some Capability" /></td>
<td><img src="image3" alt="Lacks Capability" /></td>
<td><img src="image2" alt="Some Capability" /></td>
<td><img src="image3" alt="Lacks Capability" /></td>
<td><img src="image2" alt="Some Capability" /></td>
<td><img src="image3" alt="Lacks Capability" /></td>
</tr>
</tbody>
</table>

**KEY:**
- Full Capability
- Some Capability
- Lacks Capability
COMPETING IN A MASSIVE TAM

U.S. AD SPEND IN 2024

~$404B* All Media

~$309B* Other Digital

~$95B* TV (CTV & Linear)

HOW WE WIN

Future is all about audiences

Push to programmatic continues – Comscore audience data is the fuel needed for more effective and efficient programmatic advertising

Scale, Interoperability, and Speed are the path to meaningful growth

*eMarketer
WHICH OPENS UP MEANINGFUL MID-LONG TERM GROWTH CHUTES

Currency expansion

Cross-platform

Privacy forward digital & programmatic solutions

New channel expansion

UNLOCKING GROWTH
LOCAL CURRENCY EXPANSION

+26% YOY
2022 REVENUE GROWTH

24/30
OF TOP 30 STATION GROUPS AS CLIENTS

~20%
OF LOCAL AD SPEND USING COMSCORE AS CURRENCY*

GROWTH DRIVERS

CURRENCY ADOPTION

STATION GROUP PENETRATION

SPEED & BUY-SIDE ADOPTION

*Comscore estimate based on client reporting
NATIONAL CURRENCY EXPANSION

2022 REVENUE GROWTH

+13% YOY
2022 REVENUE GROWTH

GROWTH DRIVERS

CURRENCY ADOPTION

INTEROPERABILITY

SPEED

CLIENT FOOTPRINT

85% OF TOP 50 NETWORKS ARE CLIENTS
2023 EXECUTION FOCUS

U.S. AD SPEND IN 2024

~$404B*  
All Media

~$309B*  
Digital

~$95B*  
TV (CTV & Linear)

PRIORITIES

- Currency & cross-platform expansion
- Digital growth
- Unlocking the programmatic opportunity
- New channel growth

*eMarketer
Comscore is the *only* company with the complete view of audiences to power the future of audience-based advertising.
2023 Guidance
Comscore

**FULL YEAR 2023 GUIDANCE – REVENUE**

**TOTAL REVENUE**

<table>
<thead>
<tr>
<th>2022 (USD)</th>
<th>2023 (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$376M</td>
<td></td>
</tr>
</tbody>
</table>

Low to Mid Single Digit Growth (%)

**KEY DRIVERS**

- Currency expansion
  - Continued growth in Local
  - National currency traction
- Theatrical market rebound
- Predictive Audience driven programmatic progress
- Cross-platform capabilities
- New channel opportunities
- Anchored by proven syndicated model with established customer relationships
TOTAL ADJUSTED EBITDA MARGIN

Double Digit Margin Rate

°FULL YEAR 2023 GUIDANCE – ADJUSTED EBITDA

KEY DRIVERS

✓ Completion of restructuring plan
✓ Disciplined product innovation
✓ Intentional cost control

Working towards goal of exiting 2023 with margin run rate of 15%

Critical to unlocking free cash flow in 2023

2022

9.8%

2023


ULTIMATELY DELIVERING LONG-TERM VALUE CREATION FOR OUR STAKEHOLDERS

Scale

Interoperability

Speed

Stakeholder Value Creation

WELL-POSITIONED FOR GROWTH
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 to non-GAAP adjusted EBITDA and adjusted EBITDA margin for each of the periods identified:

<table>
<thead>
<tr>
<th></th>
<th>2022 (Unaudited)</th>
<th>2021 (Unaudited)</th>
<th>2020 (Unaudited)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP net loss</td>
<td>$ (66,561)</td>
<td>$ (50,037)</td>
<td>$ (47,918)</td>
</tr>
<tr>
<td>Amortization of intangible assets</td>
<td>27,096</td>
<td>25,038</td>
<td>27,219</td>
</tr>
<tr>
<td>Depreciation</td>
<td>16,828</td>
<td>15,793</td>
<td>14,064</td>
</tr>
<tr>
<td>Income tax provision</td>
<td>1,724</td>
<td>859</td>
<td>902</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>915</td>
<td>7,801</td>
<td>35,805</td>
</tr>
<tr>
<td>Amortization expense of finance leases</td>
<td>2,364</td>
<td>2,188</td>
<td>1,652</td>
</tr>
<tr>
<td>EBITDA</td>
<td>(17,634)</td>
<td>1,642</td>
<td>31,724</td>
</tr>
</tbody>
</table>

Adjustments:

- Stock-based compensation expense: 8,178, 13,848, 10,073
- Loss on extinguishment of debt: —, 9,629, —
- Amortization of cloud-computing implementation costs: 1,435, 712, —
- Change in fair value of contingent consideration liability: 2,558, —, —
- Impairment of right-of-use and long-lived assets: 156, —, 4,671
- Impairment of goodwill: 46,300, —, —
- Restructuring: 5,810, —, —
- Loss on asset disposition: 7, —, —
- Other (income) expense, net (1) | (9,802) | 6,039 | (14,164) |

Non-GAAP adjusted EBITDA | $ 37,008 | $ 31,870 | $ 32,304 |

Non-GAAP adjusted EBITDA margin (2) | 9.8% | 8.7% | 9.1% |

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

(2) Adjusted EBITDA margin is calculated by dividing adjusted EBITDA by revenue reported on our Consolidated Statements of Operations and Comprehensive Loss for the applicable period.
Reconciliation of Non-GAAP Financial Measures

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

<table>
<thead>
<tr>
<th>(In thousands)</th>
<th>2022 (Unaudited)</th>
<th>2021 (Unaudited)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP net income</td>
<td>$147</td>
<td>$2,883</td>
</tr>
<tr>
<td>Amortization of intangible assets</td>
<td>6,773</td>
<td>6,172</td>
</tr>
<tr>
<td>Depreciation</td>
<td>4,286</td>
<td>3,920</td>
</tr>
<tr>
<td>Income tax benefit</td>
<td>(221)</td>
<td>(1,307)</td>
</tr>
<tr>
<td>Amortization expense of finance leases</td>
<td>489</td>
<td>703</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>255</td>
<td>232</td>
</tr>
<tr>
<td>EBITDA</td>
<td>11,729</td>
<td>12,603</td>
</tr>
</tbody>
</table>

Adjustments:

| Stock-based compensation expense     | 964              | 2,692            |
| Amortization of cloud-computing implementation costs | 359              | 370              |
| Restructuring                        | 26               | —                |
| Change in fair value of contingent consideration liability | 111              | —                |
| Right-of-use asset impairment        | 156              | —                |
| Other income, net (1)                | (1,324)          | (3,249)          |

Non-GAAP adjusted EBITDA               | $12,021          | $12,416          |

Non-GAAP adjusted EBITDA margin (2)    | 12.2%            | 12.9%            |

(1) Adjustments to other income, net reflect non-cash changes in the fair value of warrants liability included in other income, net on our Consolidated Statements of Operations and Comprehensive Income.
(2) Adjusted EBITDA margin is calculated by dividing adjusted EBITDA by revenue reported on our Consolidated Statements of Operations and Comprehensive Income for the applicable period.