FORM 4

# **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

OMB APPROVAL

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|------------------------|-----------|
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#### Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule

### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the

| 10b5-1(c). See Instr   | uction 10.           |          |  |   |  |                                 |
|--|----------------------|----------|--|---|--|---------------------------------|
| 1. Name and Address<br>Zagorski Mark                                 | of Reporting Person* |          | 2. Issuer Name <b>and</b> Ticker or Trading Symbol  DoubleVerify Holdings, Inc. [ DV ] |   | tionship of Reporting Person(s<br>all applicable)      | ,                               |
| (Last)   | (First)              | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 09/19/2023                            | X | Director Officer (give title below)                    | 10% Owner Other (specify below) |
| (Last) (First) (Middle) C/O DOUBLEVERIFY HOLDINGS, INC. 462 BROADWAY |                      | INC.     |  |   | Chief Executive (                                      | Officer                         |
| 462 BROADWAY   | <i>T</i>             |          | 4. If Amendment, Date of Original Filed (Month/Day/Year)                               | 1 | idual or Joint/Group Filing (Ch                        | ,                               |
| (Street)   |                      |          |  | X | Form filed by One Reporting Form filed by More than Or | -                               |
| NEW YORK   | NY                   | 10013    |  |   | Tomi med by More than Or                               | ie reporting r erson            |
| (City)   | (State)              | (Zip)    |  |   |  |                                 |

## Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transac<br>Code (In<br>8) |   | 4. Securities Ad<br>Disposed Of (D |               |         | Securities<br>Beneficially Owned<br>Following Reported | Form: Direct (D) | Beneficial<br>Ownership |
|---------------------------------|--|---|---------------------------------|---|------------------------------------|---------------|---------|--|------------------|-------------------------|
|                                 |  |   | Code                            | v | Amount                             | (A) or<br>(D) | Price   | Transaction(s)<br>(Instr. 3 and 4)                     |                  | (Instr. 4)              |
| Common Stock                    | 09/19/2023                                 |   | P                               |   | 1,765                              | Α             | \$28.36 | 357,112  | D                |                         |

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security (Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | <br>3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |      |   | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D) (Instr. 3, 4<br>and 5) |     | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 3 and 4) |                                     | Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported | Form:<br>Direct (D) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|--|---|---|------|---|--|-----|--|--------------------|--|-------------------------------------|--------------------------------------|--|---------------------|--|
|  |   |   | Code | v | (A)  | (D) | Date<br>Exercisable  | Expiration<br>Date | Title  | Amount<br>or<br>Number<br>of Shares |                                      | Transaction(s)<br>(Instr. 4)   |                     |  |

**Explanation of Responses:** 

Remarks:

/s/ Andrew E. Grimmig, as Attorney-in-Fact for Mark S.

09/21/2023

Zagorski

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $Note: File \ three \ copies \ of \ this \ Form, \ one \ of \ which \ must \ be \ manually \ signed. \ If \ space \ is \ insufficient, \ see \ Instruction \ 6 \ for \ procedure.$ 

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

<sup>\*</sup> If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

<sup>\*\*</sup> Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).