1. Name and Address of Reporting Person
   Allais Nicola T

   (Last)       (First)       (Middle)
   C/O DOUBLEVIFY HOLDINGS, INC.
   462 BROADWAY
   NEW YORK NY 10013

2. Issuer Name and Ticker or Trading Symbol
   DoubleVerify Holdings, Inc. [ DV ]

5. Relationship of Reporting Person(s) to Issuer
   Director
   Chief Financial Officer

3. Date of Earliest Transaction (Month/Day/Year)
   10/16/2023

4. If Amendment, Date of Original Filed (Month/Day/Year)
   X

Form filed by One Reporting Person
Form filed by More than One Reporting Person

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

<table>
<thead>
<tr>
<th>Title of Security (Instr. 3)</th>
<th>2. Transaction Date (Month/Day/Year)</th>
<th>2A. Deemed Execution Date, if any (Month/Day/Year)</th>
<th>3. Transaction Code (Instr. 8)</th>
<th>4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>7. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>10/16/2023</td>
<td>M</td>
<td>9,231</td>
<td>A</td>
<td>$2.01</td>
<td>71,833</td>
<td>D</td>
</tr>
<tr>
<td>Common Stock</td>
<td>10/16/2023</td>
<td>S(1)</td>
<td>9,231</td>
<td>D</td>
<td>$27,540(4)</td>
<td>62,602</td>
<td>D</td>
</tr>
<tr>
<td>Common Stock</td>
<td>10/17/2023</td>
<td>M</td>
<td>9,231</td>
<td>A</td>
<td>$2.01</td>
<td>71,833</td>
<td>D</td>
</tr>
<tr>
<td>Common Stock</td>
<td>10/17/2023</td>
<td>S(1)</td>
<td>9,231</td>
<td>D</td>
<td>$28,204(8)</td>
<td>62,602</td>
<td>D</td>
</tr>
</tbody>
</table>

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

(e.g., puts, calls, warrants, options, convertible securities)

<table>
<thead>
<tr>
<th>Title of Derivative Security (Instr. 3)</th>
<th>2. Conversion or Exercise Price (Instr. 3)</th>
<th>3. Transaction Date (Month/Day/Year)</th>
<th>3A. Deemed Execution Date, if any (Month/Day/Year)</th>
<th>4. Transaction Code (Instr. 8)</th>
<th>5. Number of Derivative Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>6. Date Exercisable and Expiration Date (Month/Day/Year)</th>
<th>7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>8. Price of Derivative Security (Instr. 5)</th>
<th>9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Options (Rights to Buy)</td>
<td>$2.01</td>
<td>10/16/2023</td>
<td>M</td>
<td>9,231</td>
<td>(4) 01/04/2028</td>
<td>Common Stock 9,231</td>
<td>$0.00</td>
<td>473,273</td>
<td>D</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Options (Rights to Buy)</td>
<td>$2.01</td>
<td>10/17/2023</td>
<td>M</td>
<td>9,231</td>
<td>(4) 01/04/2028</td>
<td>Common Stock 9,231</td>
<td>$0.00</td>
<td>464,042</td>
<td>D</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Explanation of Responses:**
1. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on March 23, 2023.
2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from $27.14 to $28.14 inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.
3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from $27.95 to $28.30, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.
4. Represents non-qualified stock options granted on January 4, 2018, 25% of which vested on November 6, 2018 and the remainder of which vested at a rate of 6.25% per quarter thereafter, subject to Mr. Allais's continued employment. The options fully vested on November 6, 2021.

**Remarks:**

_/s_ Andrew E. Grimmig, as Attorney-in-Fact for Nicola T. Allais

10/18/2023

**Signature of Reporting Person**  
Date