Form 144 Filer Information

FORM 144

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

Form 144

NOTICE OF PROPOSED SALE OF SECURITIES PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information	
Filer CIK	0001854086
Filer CCC	XXXXXXXX
Is this a LIVE or TEST Filing?	● LIVE ◎ TEST
Submission Contact Information	
Name	
Phone	
E-Mail Address	
144: Issuer Information	
Name of Issuer	DoubleVerify Holdings, Inc.
SEC File Number	001-40349
Address of Issuer	233 Spring Street New York NEW YORK 10013
Phone	1-212-631-2111
Name of Person for Whose Account the Securities are To Be Sold	Nicola Allais
the securities are to be sold but also as to a	(a) of Rule 144. Information is to be given not only as to the person for whose account all other persons included in that definition. In addition, information shall be given as to ired by paragraph (e) of Rule 144 to be aggregated with sales for the account of the
Relationship to Issuer	CFO
144: Securities Information	on
Title of the Class of Securities To Be Sold	Common Shares
Name and Address of the Broker	Goldman Sachs & Co. LLC 200 West Street New York NY 10282
Number of Shares or Other Units To Be Sold	36924
Aggregate Market Value	1238430.96
Number of Shares or Other Units Outstanding	167403199
Approximate Date of Sale	08/07/2023
Name the Securities Exchange	NYSE

any part of the purchase price or other consideration therefor:

	144:	Secu	urities	To	Be	Sol	ld
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Common Shares
08/07/2023
Compensation Non-Qualified Stock Option
Issuer
Date Donor Acquired
36924
08/07/2023
Compensation cashless exercise/same day sale

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	07/18/2023
Amount of Securities Sold	3077
Gross Proceeds	122376.6

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	07/07/2023
Amount of Securities Sold	3077
Gross Proceeds	119777.15

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares

Date of Sale	07/06/2023
Amount of Securities Sold	3077
Gross Proceeds	117360.16

144: Securities Sold During The Past 3 Months

Nicola Allais 233 Spring Street Name and Address of Seller New York 10013

Title of Securities Sold Common Shares

Date of Sale 07/19/2023

Amount of Securities Sold 3077

127377.65 **Gross Proceeds**

144: Securities Sold During The Past 3 Months

Name and Address of Seller Nicola Allais 233 Spring Street New York NY 10013 Title of Securities Sold Common Shares Date of Sale 07/06/2023 Amount of Securities Sold 3077 **Gross Proceeds** 117865.1

144: Securities Sold During The Past 3 Months

Nicola Allais Name and Address of Seller 233 Spring Street New York NY 10013 Title of Securities Sold Common Shares Date of Sale 07/19/2023 Amount of Securities Sold 3077 126153.92 **Gross Proceeds**

144: Securities Sold During The Past 3 Months

Nicola Allais Name and Address of Seller 233 Spring Street New York NY 10013 Title of Securities Sold Common Shares Date of Sale 06/27/2023

Amount of Securities Sold 3077

Gross Proceeds 115702.89

144: Securities Sold During The Past 3 Months

Name and Address of Seller Nicola Allais 233 Spring Street New York NY 10013

Title of Securities Sold Common Shares

Date of Sale 06/26/2023

Amount of Securities Sold 3077

115229.03 **Gross Proceeds**

144: Securities Sold During The Past 3 Months

Name and Address of Seller Nicola Allais 233 Spring Street

New York 10013

Title of Securities Sold **Common Shares**

07/18/2023 Date of Sale

Amount of Securities Sold 3077

122936.61 **Gross Proceeds**

144: Securities Sold During The Past 3 Months

Name and Address of Seller Nicola Allais

233 Spring Street New York NY 10013

Title of Securities Sold Common Shares

Date of Sale 07/18/2023

Amount of Securities Sold 3077

Gross Proceeds 122761.84

144: Securities Sold During The Past 3 Months

Name and Address of Seller Nicola Allais 233 Spring Street New York NY

10013

Title of Securities Sold Common Shares

06/27/2023 Date of Sale

Amount of Securities Sold 3077

Gross Proceeds 116384.45

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais 233 Spring Street New York NY 10013

Title of Securities Sold

Common Shares

Date of Sale

06/26/2023

Amount of Securities Sold

3077

Gross Proceeds

115325.65

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais
233 Spring Street
New York

New York NY 10013

Title of Securities Sold Common Shares

Date of Sale 06/26/2023

Amount of Securities Sold 3077

Gross Proceeds 114316.7

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais
233 Spring Street

233 Spring Street New York NY 10013

Title of Securities Sold Common Shares

Date of Sale 07/06/2023

Amount of Securities Sold 3077

Gross Proceeds 117540.17

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais
233 Spring Street

New York NY 10013

Title of Securities Sold Common Shares

Date of Sale 07/07/2023

Amount of Securities Sold 3077

Gross Proceeds 119556.22

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais
233 Spring Street

New York NY 10013

Title of Securities Sold Common Shares

Date of Sale 07/07/2023

Amount of Securities Sold 3077

144: Securities Sold During The Past 3 Months

Name and Address of Seller Nicola Allais

233 Spring Street New York NY 10013

Title of Securities Sold

Common Shares

Date of Sale

06/27/2023

Amount of Securities Sold

3077

Gross Proceeds

115988.13

144: Securities Sold During The Past 3 Months

Name and Address of Seller Nicola Allais

233 Spring Street New York

NY 10013

Title of Securities Sold

Common Shares

Date of Sale

07/19/2023

Amount of Securities Sold

3077

Gross Proceeds

126385.62

144: Remarks and Signature

Remarks

The sales of shares set forth herein are made in connection with a selling plan dated 3/23/2023 that is intended to comply with Rule 10b5-1(c). The representation below regarding the seller's knowledge of material information was true as of the date the selling plan was entered into.

Date of Notice

08/07/2023

Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1

03/23/2023

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

Goldman Sachs & Co. LLC on behalf of Nicola Allais

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)