Form 144 Filer Information

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

Form 144

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?	
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

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer	CFO

144: Securities Information

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	1046056.92
Number of Shares or Other Units Outstanding	167403199
Approximate Date of Sale	10/16/2023
Name the Securities Exchange	NYSE

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or

144: Securities To Be Sold	
Title of the Class	Common Shares
Date you Acquired	01/04/2018
Nature of Acquisition Transaction	Compensation Non-Qualified Stock Option
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	36924
Date of Payment	01/04/2018
Nature of Payment	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	10/06/2023
Amount of Securities Sold	3077
Gross Proceeds	83959.64

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

Date of \$	Sal	е
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09/13/2023

90802.27

3077

Amount of Securities Sold

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	09/26/2023
Amount of Securities Sold	3077
Gross Proceeds	84393.8

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	09/14/2023
Amount of Securities Sold	3077
Gross Proceeds	88500.06

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	08/22/2023
Amount of Securities Sold	3077
Gross Proceeds	101903.47

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	09/26/2023
Amount of Securities Sold	3077
Gross Proceeds	84599.35

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	08/08/2023
Amount of Securities Sold	3077
Gross Proceeds	100463.74

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	10/06/2023
Amount of Securities Sold	12308
Gross Proceeds	345478.18

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	08/07/2023
Amount of Securities Sold	3077
Gross Proceeds	102310.56

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	09/14/2023
Amount of Securities Sold	3077
Gross Proceeds	88755.45

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais	
233 Spring Stree	t
New York	
NY	
10013	

Title of Securities Sold	Common Shares
Date of Sale	09/27/2023
Amount of Securities Sold	3077
Gross Proceeds	84735.04

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	08/23/2023
Amount of Securities Sold	3077
Gross Proceeds	102412.41

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: 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	122936.61

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	08/22/2023
Amount of Securities Sold	3077

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	10/05/2023
Amount of Securities Sold	3077
Gross Proceeds	85511.06

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	09/27/2023
Amount of Securities Sold	3077
Gross Proceeds	84451.96

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	08/07/2023
Amount of Securities Sold	3077
Gross Proceeds	101266.53

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	09/14/2023
Amount of Securities Sold	3077
Gross Proceeds	89124.07

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	08/07/2023
Amount of Securities Sold	3077
Gross Proceeds	101472.08

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	09/13/2023
Amount of Securities Sold	3077
Gross Proceeds	90960.43

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	09/13/2023
Amount of Securities Sold	3077
Gross Proceeds	91749.37

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais 233 Spring Street New York NY 10013

Common Shares

Date of Sale	07/19/2023
Amount of Securities Sold	3077
Gross Proceeds	126153.92

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	08/23/2023
Amount of Securities Sold	3077
Gross Proceeds	102592.72

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	127377.65

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	10/06/2023
Amount of Securities Sold	3077
Gross Proceeds	84138.72

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	08/23/2023
Amount of Securities Sold	3077
Gross Proceeds	102287.17

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	08/08/2023
Amount of Securities Sold	3077
Gross Proceeds	100132.96

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	08/22/2023
Amount of Securities Sold	3077
Gross Proceeds	101753.93

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	10/05/2023
Amount of Securities Sold	3077
Gross Proceeds	84878.43

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	08/08/2023
Amount of Securities Sold	3077
Gross Proceeds	99715.42

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

10/16/2023

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)