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?	● 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

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.

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Other: 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	55380
Aggregate Market Value	1786005
Number of Shares or Other Units Outstanding	169986052
Approximate Date of Sale	11/27/2023
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	lssuer	
Is this a Gift?	Date Donor Acquired	
Amount of Securities Acquired	55380	
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	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
Title of Securities Sold	Common Shares
Date of Sale	09/14/2023
Amount of Securities Sold	3077
Gross Proceeds	89124.07

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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10/17/2023

86769.25

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	11/13/2023
Amount of Securities Sold	3077
Gross Proceeds	92852.17

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

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	11/14/2023
Amount of Securities Sold	3077
Gross Proceeds	94881.45

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	10/17/2023
Amount of Securities Sold	3077
Gross Proceeds	86916.33

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 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	10/17/2023
Amount of Securities Sold	3077
Gross Proceeds	86672.94

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nico	la Allais
233	Spring Street
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NY	
1001	3

Title of Securities Sold	Common Shares
Date of Sale	11/13/2023
Amount of Securities Sold	3077
Gross Proceeds	91699.22

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	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	09/26/2023
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	10/16/2023
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	10/16/2023
Amount of Securities Sold	3077
Gross Proceeds	83752.56

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	10/16/2023
Amount of Securities Sold	3077
Gross Proceeds	84095.95

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	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	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	09/13/2023
Amount of Securities Sold	3077
Gross Proceeds	90802.27

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	11/14/2023
Amount of Securities Sold	3077
Gross Proceeds	95220.23

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

Common Shares

Date of Sale	11/14/2023
Amount of Securities Sold	3077
Gross Proceeds	95460.54

Name and Address of Seller	Nicola Allais 233 Spring Street New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	11/13/2023
Amount of Securities Sold	3077
Gross Proceeds	91910.3

144: Securities Sold During The Past 3 Months

11/27/2023

03/23/2023

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	84735.04

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

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

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)