

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.

Relationship to Issuer 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 31824

Aggregate Market Value 1079470.08

Number of Shares or Other Units Outstanding 171253902

Approximate Date of Sale 03/18/2024

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

any part of the purchase price or other consideration therefor:

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?	<input type="checkbox"/> Date Donor Acquired	
Amount of Securities Acquired	31824	
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	12/27/2023
Amount of Securities Sold	3077
Gross Proceeds	115153.33

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	12/27/2023
Amount of Securities Sold	3077
Gross Proceeds	115121.95

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	12/27/2023
Amount of Securities Sold	3077
Gross Proceeds	115104.41

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	12/28/2023
Amount of Securities Sold	3075
Gross Proceeds	115108.01

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	12/28/2023
Amount of Securities Sold	3075
Gross Proceeds	115108.62

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	12/28/2023
Amount of Securities Sold	3075
Gross Proceeds	115138.76

144: Remarks and Signature

Remarks	The sales of shares set forth herein are made in connection with a selling plan dated 11/14/2023 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	03/18/2024
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	11/14/2023

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)