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	462 Broadway 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 filling 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	21168
Aggregate Market Value	409177.44
Number of Shares or Other Units Outstanding	170044811
Approximate Date of Sale	08/05/2024
Name the Securities Exchange	NYSE

any part of the purchase price or other consideration therefor:

144: Securities T	o Be Sold
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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	21168
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 462 Broadway New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	05/20/2024
Amount of Securities Sold	1764
Gross Proceeds	34523.77

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Nicola Allais 462 Broadway New York NY 10013
Title of Securities Sold	Common Shares
Date of Sale	07/18/2024
Amount of Securities Sold	1764
Gross Proceeds	35568.77

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Nicola Allais 462 Broadway New York NY 10013
Title of Securities Sold	Common Shares

Date of Sale	06/18/2024
Amount of Securities Sold	1764
Gross Proceeds	33034.08

144: Securities Sold During The Past 3 Months

Amount of Securities Sold 1764

Gross Proceeds 34361.84

144: Securities Sold During The Past 3 Months

144: Securities Sold During The Past 3 Months

Name and Address of Seller

| Nicola Allais 462 Broadway New York NY 10013
| Title of Securities Sold | Common Shares
| Date of Sale | 05/21/2024 |
| Amount of Securities Sold | 1764 |
| Gross Proceeds | 33152.44

144: Securities Sold During The Past 3 Months

Gross Proceeds 33004.97

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais
462 Broadway
New York
NY
10013

Title of Securities Sold Common Shares

Date of Sale 07/09/2024

Amount of Securities Sold 1764

Gross Proceeds 35317.04

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais
462 Broadway
New York

NY 10013

Title of Securities Sold Common Shares

Date of Sale 06/04/2024

Amount of Securities Sold 1764

Gross Proceeds 31540.67

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais
462 Broadway

New York NY 10013

Title of Securities Sold Common Shares

Date of Sale 07/08/2024

Amount of Securities Sold 1764

Gross Proceeds 35364.32

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais
462 Broadway
New York
NY

10013

Title of Securities Sold Common Shares

Date of Sale 05/13/2024

Amount of Securities Sold 1764

Gross Proceeds 33566.27

144: Securities Sold During The Past 3 Months

Name and Address of Seller

Nicola Allais

462 Broadway New York NY 10013

Title of Securities Sold	Common Shares
Date of Sale	05/14/2024
Amount of Securities Sold	1764
Gross Proceeds	34256.88

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

08/05/2024

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)