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  | 0001853942  |
| 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  | 212-631-2111  |
| Name of Person for Whose Account the Securities are To Be Sold   | Eddleman Julie  |
| 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   | Officer   |
| 144: Securities Information  | on  |
| Title of the Class of Securities To Be Sold  | COMMON  |
| Name and Address of the Broker   | Morgan Stanley Smith Barney LLC Executive Services<br>200 W Civic Center Dr - 4th Floor<br>Sandy<br>MT<br>84070 |
| Number of Shares or Other Units To Be Sold   | 4221  |
| Aggregate Market Value   | 132225.27   |
| Number of Shares or Other Units<br>Outstanding   | 167400000   |
| Approximate Date of Sale   | 11/14/2023  |
| Name the Securities Exchange   | NYSE  |

any part of the purchase price or other consideration therefor:

Amount of Securities Acquired

Date of Payment

installment paid.

| 144: Securities To Be Sold        |                     |  |
|-----------------------------------|---------------------|--|
| Title of the Class                | COMMON              |  |
| Date you Acquired                 | 07/26/2022          |  |
| Nature of Acquisition Transaction | RESTRICTED STOCK    |  |
| Name of Person from Whom Acquired | ISSUER              |  |
| Is this a Gift?                   | Date Donor Acquired |  |

Nature of Payment COMPENSATION

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

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

4221

07/26/2022

| Name and Address of Seller | JULIE ANN EDDLEMAN 462 BROADWAY NEW YORK NY 10013 |
|----------------------------|---|
| Title of Securities Sold   | RETAIL SHARES                                     |
| Date of Sale               | 10/16/2023  |
| Amount of Securities Sold  | 750   |
| Gross Proceeds             | 21022.50  |

# 144: Securities Sold During The Past 3 Months

| Name and Address of Seller | JULIE ANN EDDLEMAN 462 BROADWAY NEW YORK NY 10013 |
|----------------------------|---|
| Title of Securities Sold   | RETAIL SHARES                                     |
| Date of Sale               | 10/02/2023  |
| Amount of Securities Sold  | 750   |
| Gross Proceeds             | 20730.00  |

## 144: Securities Sold During The Past 3 Months

| Name and Address of Seller | JULIE ANN EDDLEMAN 462 BROADWAY NEW YORK NY 10013 |
|----------------------------|---|
| Title of Securities Sold   | RETAIL SHARES                                     |

| Date of Sale              | 09/19/2023 |
|---------------------------|------------|
| Amount of Securities Sold | 750        |
| Gross Proceeds            | 21082.50   |

## 144: Securities Sold During The Past 3 Months

Name and Address of Seller

JULIE ANN EDDLEMAN
462 BROADWAY
NEW YORK
NY
10013

Title of Securities Sold

RETAIL SHARES

Date of Sale

09/05/2023

Amount of Securities Sold

750

Gross Proceeds

24412.50

#### 144: Securities Sold During The Past 3 Months

| Name and Address of Seller | JULIE ANN EDDLEMAN<br>462 BROADWAY<br>NEW YORK<br>NY<br>10013 |
|----------------------------|---|
| Title of Securities Sold   | RETAIL SHARES   |
| Date of Sale               | 08/21/2023  |
| Amount of Securities Sold  | 750   |
| Gross Proceeds             | 24787.50  |

# 144: Remarks and Signature

| Remarks        |            |
|----------------|------------|
| Date of Notice | 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 //s/ Julie Ann Eddleman

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