

## Comscore, Inc. (SCOR)

Nasdaq; other; SIC 7389, Services-Business Services, NEC; CIK 0001158172

|                                      |                                                                                                                                                                                                                                 |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Comscore, Inc.</b><br>SCOR; other |                                                                                                                                                                                                                                 |
| <b>Grade</b>                         | <div> <div>E</div> <div> <div></div> <div>A</div> <div>B</div> <div>C</div> <div>D</div> <div>E</div> </div> </div> <p>weakest fifth of 336 graded peers<br/> percentile 88.4; sampling error 2.6 points; lower is stronger</p> |
| <b>Rank</b>                          | 297 of 336                                                                                                                                                                                                                      |
| <b>Profitability</b>                 | <div> <div>B/C</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>percentile 38.4</div> </div>                                                                                                 |
| <b>Solvency</b>                      | <div> <div>D</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>percentile 63.0</div> </div>                                                                                                   |
| <b>Growth and financing</b>          | <div> <div>E</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>percentile 83.7</div> </div>                                                                                                   |
| <b>Reliability</b>                   | 0.87 AUC<br>filers with \$120M to \$591M assets; 95% interval 0.83 to 0.90; 206 events, 2020 to 2025                                                                                                                            |
| <b>Peer failure rate</b>             | 1.03% a year<br>Item 1.03 bankruptcies, same asset band, 2012 to 2025                                                                                                                                                           |
| <b>Size band</b>                     | \$120M to \$591M assets<br>total assets \$407.7M                                                                                                                                                                                |
| <b>Standard universe</b>             | inside<br>revenue above \$1M and assets above \$10M                                                                                                                                                                             |
| <b>Warnings</b>                      | dilution<br>not computable: distress                                                                                                                                                                                            |
| <b>Inputs computable</b>             | 10 of 14                                                                                                                                                                                                                        |
| <b>Graded from</b>                   | filings received through Mar 26, 2026<br>197 days before the rescans; latest periodic filing 10-Q received Aug 14, 2026                                                                                                         |
| <b>Last close</b>                    | \$4.13<br>2026-10-08; market equity \$62.7M                                                                                                                                                                                     |
| <b>Price used in grade</b>           | None                                                                                                                                                                                                                            |

## Letter at every rescans

*Jan 21, 2012 to Oct 9, 2026; sector percentile, stronger toward the top; facts filed by each date only*



## Business, in the company's words

opening of Item 1 of the 10-K received Mar 26, 2026

Unless the context requires otherwise, references in this 10-K to "Comscore," "we," "us," the "Company" and "our" refer to comScore, Inc. and its consolidated subsidiaries. This 10-K contains trademarks and trade names of our company and our subsidiaries. We maintain trademark protection for our products and services. All trademarks and trade names appearing in this 10-K are the property of their respective holders. We are a global information and analytics company that measures advertising, content, and the

consumer audiences of each, across media platforms.

## The fourteen inputs

lower percentile is stronger; equal-weighted sleeves

| Input                                               | Percentile, 0 to 100 | Value          | Peer median | Percentile | Peers | Period end                                                                                 |
|-----------------------------------------------------|----------------------|----------------|-------------|------------|-------|--------------------------------------------------------------------------------------------|
| <b>Profitability, sleeve percentile 38.4</b>        |                      |                |             |            |       |                                                                                            |
| Gross profitability                                 |                      | 35.5%          | 27.1%       | 31.9       | 289   | 2025-12-31                                                                                 |
| Return on invested capital                          |                      | not computable | 10.0%       |            |       | pretax income must exceed the validity floor and imply a 0%-100% tax rate                  |
| Accruals ratio                                      |                      | (7.8%)         | (5.9%)      | 37.4       | 506   | 2025-12-31                                                                                 |
| Gross margin stability, five years                  |                      | 2.0 pts        | 2.2 pts     | 45.8       | 204   | 2025-12-31                                                                                 |
| <b>Solvency, sleeve percentile 63.0</b>             |                      |                |             |            |       |                                                                                            |
| Twelve-month failure probability                    |                      | not computable | 0.04%       |            |       | latest liabilities, cash plus short-term investments, book equity, and shares are required |
| Altman Z double-prime                               |                      | (11.22)        | 2.05        | 89.9       | 386   | 2025-12-31                                                                                 |
| Net debt to EBITDA                                  |                      | 0.63x          | 2.52x       | 21.9       | 184   | 2025-12-31                                                                                 |
| Interest coverage                                   |                      | not computable | 2.18x       |            |       | one or more required annual facts are missing                                              |
| Current ratio                                       |                      | 0.78x          | 1.32x       | 77.2       | 506   | 2025-12-31                                                                                 |
| <b>Growth and financing, sleeve percentile 83.7</b> |                      |                |             |            |       |                                                                                            |
| Revenue growth, three-year compound                 |                      | (1.7%)         | 5.1%        | 73.4       | 403   | 2025-12-31                                                                                 |
| Free cash flow growth, three-year compound          |                      | (13.6%)        | 8.7%        | 74.9       | 220   | 2025-12-31                                                                                 |
| Reinvestment rate                                   |                      | not computable | 11.9%       |            |       | pretax income must exceed the validity floor and imply a 0%-100% tax rate                  |
| Asset growth, three years                           |                      | (11.1%)        | 4.1%        | 89.5       | 438   | 2025-12-31                                                                                 |
| Net share issuance, one year                        |                      | 205.8%         | (0.4%)      | 97.2       | 356   | 2026-03-16                                                                                 |

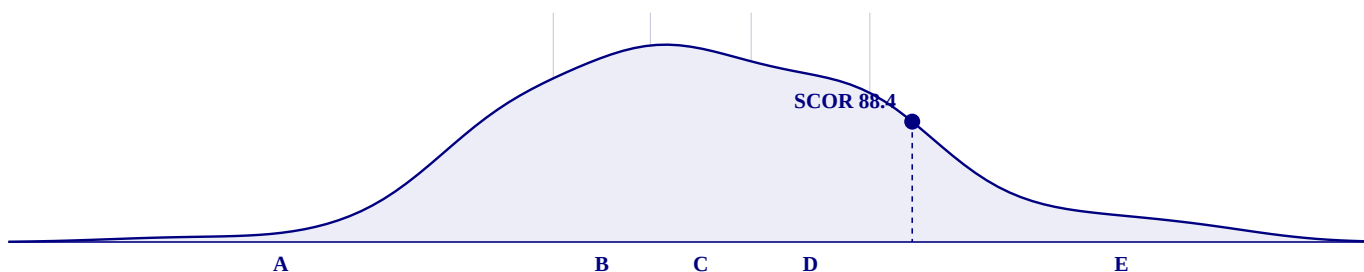
## Warnings

1 of 7 checks triggered; none of them enters the letter

| Check    | Measured                                             |
|----------|------------------------------------------------------|
| Dilution | split-adjusted year-over-year share growth is 205.8% |

## Among 336 peers

other; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

| Rank | Company                                            | Percentile | Letter | Warnings                  |
|------|----------------------------------------------------|------------|--------|---------------------------|
| 292  | Advantage Solutions Inc. (ADV)                     | 86.9       | E      |                           |
| 293  | GXO Logistics, Inc. (GXO)                          | 87.2       | E      |                           |
| 294  | Monro, Inc. (MNRO)                                 | 87.5       | E      |                           |
| 295  | Enbridge Inc. (ENB)                                | 87.8       | E      |                           |
| 296  | Getty Images Holdings, Inc. (GETY)                 | 88.1       | E      |                           |
| 297  | Comscore, Inc. (SCOR) <                            | 88.4       | E      | dilution                  |
| 298  | Plains ALL American Pipeline L.P. (PAA)            | 88.7       | E      |                           |
| 299  | Fidelity National Information Services, Inc. (FIS) | 89.0       | E      |                           |
| 300  | AMN Healthcare Services Inc. (AMN)                 | 89.3       | E      |                           |
| 301  | Thryv Holdings, Inc. (THRY)                        | 89.6       | E      |                           |
| 302  | Harte Hanks Inc. (HHS)                             | 89.9       | E      | fortress<br>balance sheet |

## What the price implies

at the 2026-10-08 close; none enters the grade

| Measure                                                 | Value   | Peer median | Percentile |
|---------------------------------------------------------|---------|-------------|------------|
| Twelve-month price change, skipping the latest month    | (39.9%) | 2.0%        | 15         |
| Distance from 52-week high                              | (54.8%) | (26.8%)     | 17         |
| EBIT to enterprise value                                | 6.2%    | 4.4%        | 69         |
| Free cash flow yield                                    | 35.3%   | 4.1%        | 98         |
| Book value to price                                     | 1.45    | 0.34        | 94         |
| Sales to price                                          | 5.80    | 0.70        | 94         |
| Composite equity issuance, five years                   | 138.8%  | (8.8%)      | 95         |
| Relative strength against the sector, log excess return | (0.66)  | (0.13)      | 15         |

## Diagnostics

not in the grade

| Measure                                                | Value                           |
|--------------------------------------------------------|---------------------------------|
| <b>Piotroski F-score 4 of 9, period end 2025-12-31</b> |                                 |
| Return on assets above zero                            | fail                            |
| Operating cash flow above zero                         | pass                            |
| Return on assets improved                              | pass                            |
| Operating cash flow exceeds net income                 | pass                            |
| Long-term leverage fell                                | fail                            |
| Current ratio improved                                 | fail                            |
| No new shares issued                                   | fail                            |
| Gross margin improved                                  | fail                            |
| Asset turnover improved                                | pass                            |
| <b>Cash, filings, liquidity</b>                        |                                 |
| Cash and equivalents                                   | \$25.7M                         |
| Operating cash flow, four quarters                     | \$20.8M                         |
| Months of runway                                       | not finite                      |
| Days since last periodic filing                        | 56 (10-Q received Aug 14, 2026) |
| Median daily dollar volume, 63 sessions                | \$149,719                       |

## Sources

each row links to the filing index on sec.gov

| #  | Concept                   | XBRL tag                                                                                                            | Value      | Period end | Received   | Form | Accession            |
|----|---------------------------|---------------------------------------------------------------------------------------------------------------------|------------|------------|------------|------|----------------------|
| 1  | revenue                   | us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax                                                         | \$357.5M   | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 2  | cost of revenue           | us-gaap:CostOfGoodsAndServicesSold                                                                                  | \$212.8M   | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 3  | assets                    | us-gaap:Assets                                                                                                      | \$407.7M   | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 4  | operating income          | us-gaap:OperatingIncomeLoss                                                                                         | \$4.5M     | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 5  | pretax income             | us-gaap:IncomeLossFromContinuingOperationsBeforeIncomeTaxesExtraordinaryItemsDeductibleItemsAndControllingInterests | \$8.1M     | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 6  | income tax                | us-gaap:IncomeTaxExpenseBenefit                                                                                     | \$1.9M     | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 7  | total debt                | us-gaap:LongTermDebt                                                                                                | \$41.5M    | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 8  | book equity               | us-gaap:StockholdersEquity                                                                                          | \$111.4M   | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 9  | cash                      | us-gaap:CashAndCashEquivalentsAtCarryingValue                                                                       | \$23.6M    | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 10 | total debt                | us-gaap:LongTermDebt                                                                                                | \$41.2M    | 2024-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 11 | book equity               | us-gaap:StockholdersEquity                                                                                          | -\$8.3M    | 2024-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 12 | cash                      | us-gaap:CashAndCashEquivalentsAtCarryingValue                                                                       | \$29.9M    | 2024-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 13 | net income                | us-gaap:NetIncomeLoss                                                                                               | -\$10.0M   | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 14 | operating cash flow       | us-gaap:NetCashProvidedByUsedInOperatingActivities                                                                  | \$22.7M    | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 15 | assets                    | us-gaap:Assets                                                                                                      | \$430.2M   | 2024-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 16 | revenue                   | us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax                                                         | \$356.0M   | 2024-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 17 | cost of revenue           | us-gaap:CostOfGoodsAndServicesSold                                                                                  | \$208.7M   | 2024-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 18 | revenue                   | us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax                                                         | \$371.3M   | 2023-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 19 | cost of revenue           | us-gaap:CostOfGoodsAndServicesSold                                                                                  | \$205.6M   | 2023-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 20 | revenue                   | us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax                                                         | \$376.4M   | 2022-12-31 | 2025-03-06 | 10-K | 0001158172-25-000021 |
| 21 | cost of revenue           | us-gaap:CostOfGoodsAndServicesSold                                                                                  | \$205.3M   | 2022-12-31 | 2025-03-06 | 10-K | 0001158172-25-000021 |
| 22 | revenue                   | us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax                                                         | \$367.0M   | 2021-12-31 | 2024-03-12 | 10-K | 0001158172-24-000012 |
| 23 | cost of revenue           | us-gaap:CostOfGoodsAndServicesSold                                                                                  | \$203.0M   | 2021-12-31 | 2024-03-12 | 10-K | 0001158172-24-000012 |
| 24 | current assets            | us-gaap:AssetsCurrent                                                                                               | \$96.3M    | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 25 | current liabilities       | us-gaap:LiabilitiesCurrent                                                                                          | \$122.9M   | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 26 | retained earnings         | us-gaap:RetainedEarningsAccumulatedDeficit                                                                          | -\$1.4B    | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 27 | liabilities               | us-gaap:Liabilities                                                                                                 | \$206.5M   | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 28 | depreciation amortization | us-gaap:Depreciation                                                                                                | \$23.7M    | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 29 | capital expenditure       | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment                                                                  | \$956,000  | 2025-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 30 | operating cash flow       | us-gaap:NetCashProvidedByUsedInOperatingActivities                                                                  | \$18.1M    | 2024-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 31 | capital expenditure       | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment                                                                  | \$813,000  | 2024-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 32 | operating cash flow       | us-gaap:NetCashProvidedByUsedInOperatingActivities                                                                  | \$28.9M    | 2023-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 33 | capital expenditure       | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment                                                                  | \$1.6M     | 2023-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 34 | operating cash flow       | us-gaap:NetCashProvidedByUsedInOperatingActivities                                                                  | \$34.9M    | 2022-12-31 | 2025-03-06 | 10-K | 0001158172-25-000021 |
| 35 | capital expenditure       | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment                                                                  | \$1.1M     | 2022-12-31 | 2025-03-06 | 10-K | 0001158172-25-000021 |
| 36 | current assets            | us-gaap:AssetsCurrent                                                                                               | \$108.1M   | 2024-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 37 | current liabilities       | us-gaap:LiabilitiesCurrent                                                                                          | \$131.3M   | 2024-12-31 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 38 | assets                    | us-gaap:Assets                                                                                                      | \$491.3M   | 2023-12-31 | 2025-03-06 | 10-K | 0001158172-25-000021 |
| 39 | assets                    | us-gaap:Assets                                                                                                      | \$580.6M   | 2022-12-31 | 2024-03-12 | 10-K | 0001158172-24-000012 |
| 40 | shares outstanding        | dei:EntityCommonStockSharesOutstanding                                                                              | 15,023,514 | 2026-03-16 | 2026-03-26 | 10-K | 0001158172-26-000009 |
| 41 | shares outstanding        | dei:EntityCommonStockSharesOutstanding                                                                              | 4,913,077  | 2025-02-28 | 2025-03-06 | 10-K | 0001158172-25-000021 |