



June 5, 2026

Mr. Richard Awdeh
Chief Executive Officer
CheckedUp
450 7th Ave, Suite 1601
New York, NY 10123

Dear Mr. Awdeh,

The Media Rating Council (MRC) Board of Directors has voted in favor of granting initial accreditation for the CheckedUp Point of Care (POC) Campaign Reporting Platform, specifically with respect to the measurement and reporting of Digital Waiting-Room TV and TV Video Ad Plays, inclusive of General Invalid Traffic (GIVT) detection and filtration processes (the “Service”), as reported in the POC *Campaign Monthly Report* and *Proof of Play Report*.

Accreditation indicates that the Service complies with: (1) the *Minimum Standards for Media Rating Research* (the *MRC Minimum Standards*); (2) the *Desktop Display Impression Measurement Guidelines* (the *Display Impression Guidelines*); (3) the *Mobile Application Advertising Measurement Guidelines* (the *Mobile App Impression Guidelines*); (4) the *Digital Video Impression Measurement Guidelines* (the *Video Impression Guidelines*); (5) the *MRC Invalid Traffic Detection and Filtration Standards Addendum*, inclusive of interim guidance, as issued by MRC (the *IVT Standards*); (6) the procedures described in CheckedUp’s answers to the *Media Rating Council Questionnaire* (the *MRC Questionnaire*); and (7) the procedures described in CheckedUp’s textual materials included in the reports to subscribers and the Description of Methodology.

We congratulate you on achieving accreditation for the CheckedUp service as well as attaining this important Industry standard of quality for your service. We look forward to our continued engagement with CheckedUp in the future.

Sincerely,

A handwritten signature in black ink that reads "George W. Ivie".

George W. Ivie
Executive Director and CEO

Copy to: MRC Out of Home Committee, MRC Digital Committee, MRC Executive Committee
Randy Pyle (EY)
Shadi Hamdan, Ron Pinelli, Laris Oliveri, Hannah Bolcar, Anthony Torrieri (MRC)