

TECHTARGET, INC. AUDIT COMMITTEE CHARTER

Last approved by the Board of Directors: March 5, 2026

I. Purpose and Responsibilities of the Committee.

Pursuant to the Nasdaq corporate governance listing standards and subject to and in accordance with the Stockholders Agreement, dated on or about the Closing Date (as defined below), by and among the Company, Informa PLC, and Informa US Holdings Limited (“Ivory”) (as amended from time to time, the “Stockholders Agreement”), the Board of Directors (the “Board”) of TechTarget, Inc. (the “Company”) has established an Audit Committee (the “Committee”). Subject to and in accordance with the Stockholders Agreement, the Committee is authorized to assist the Board in overseeing the accounting and financial reporting processes of the Company and the audits of the financial statements of the Company, which includes, but is not limited to, monitoring (1) the integrity of the Company’s financial statements, (2) the Company’s compliance with legal and regulatory requirements, (3) the independent auditor’s qualifications and independence, and (4) the performance of the members of management that are responsible for preparing the Company’s financial statements and the Company’s independent auditor. The Committee is also responsible for preparing an audit committee report for inclusion in the Company’s annual proxy statement, as required by the rules of the Securities and Exchange Commission (the “Commission”).

The business of the Company is managed under the direction of the Board and the various committees thereof, including the Committee. The basic responsibility of the Committee is to exercise its business judgment in carrying out the responsibilities described in this charter (the “Charter”), subject to and in all respects consistent with the Stockholders Agreement, in a manner the Committee members reasonably believe to be in the best interest of the Company and its stockholders. The Committee is not expected to assume an active role in the day to day operation or management of the Company.

While the Committee has the responsibilities and powers set forth in this Charter, it is not the role of the Committee (i) to plan or conduct audits or (ii) to determine that the Company’s financial statements are complete and accurate and are in accordance with accounting principles generally accepted in the United States of America. This is the responsibility of management and the independent auditor.

II. Committee Membership.

Subject to the Stockholders Agreement, the Committee shall consist of no fewer than three members, each of whom must (1) be independent under the standards established by the Nasdaq rules and in accordance with the Stockholders Agreement; (2) meet the criteria for independence set forth in Rule 10A-3(b)(1) promulgated under Section 10A(m)(3) of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), subject to the exemptions provided in Rule 10A-3(c) under the Exchange Act; (3) not have participated in the preparation of the financial statements of the Company or a current subsidiary of the Company at any time during the past three years; and (4) meet any additional requirements to be a member of the Committee under the Nasdaq corporate governance listing standards, the Securities Exchange Act of 1934 and the rules and regulations promulgated by the SEC thereunder, in each case as amended from time to time; provided that, at any time during which the Company ceases to qualify as a “Controlled Company” under the corporate governance listing standards of Nasdaq, Ivory shall cause the “Ivory Designees” (as defined in the Stockholders Agreement) to include such number of designees who each qualify as an “independent director” under applicable Nasdaq corporate governance listing standards to ensure the Company’s compliance with all applicable requirements under the Nasdaq corporate governance listing standards; and provided further that, until the “Third Trigger Date” (as defined in the Stockholders Agreement), the Committee shall include at least one “Ivory Independent Director” (as defined in the Stockholders Agreement), designated for this purpose by Ivory, who meets the requirements set forth in clause (4) of this paragraph.

Each member of the Committee must be able to read and understand fundamental financial statements, including a company's balance sheet, income statement, and cash flow statement at the time of such member's appointment to the Committee. At least one member of the Committee shall have past employment experience in finance or accounting, requisite professional certification in accounting, or any other comparable experience or background which results in the individual's financial sophistication, including being or having been a chief executive officer, chief financial officer or other senior officer with financial oversight responsibilities. Unless otherwise determined by the Board (in which case disclosure of such determination shall be made in the Company's annual report filed with the Commission), at least one member of the Committee shall be an "audit committee financial expert" (as defined by applicable Commission rules).

Subject to Ivory's right under the Stockholders Agreement to designate one member of the Committee as described above, the Board shall, in consultation with the Nominating & Governance Committee, appoint the members of the Committee and designate one member to be its Chair. The members of the Committee shall be appointed annually by the Board and may be replaced or removed by the Board with or without cause, in each case subject to the Stockholders Agreement. Resignation or removal of a Director from the Board, for whatever reason, shall automatically and without any further action constitute resignation or removal, as applicable, from the Committee. Any vacancy on the Committee, occurring for whatever reason, may be filled only by the Board; provided that, in accordance with the Stockholders Agreement, until the "Third Trigger Date," Ivory will have the right to designate the replacement for any Committee member previously designated for that role by Ivory. The Chair may be changed from time to time by the Board.

All indemnification, exculpation, expense reimbursement and advancement provisions and rights available to members of the Committee in their capacities as directors of the Company shall be fully applicable with respect to their service on the Committee or any subcommittee thereof.

III. Organization.

The Committee shall meet regularly at such time and place as the Committee shall determine, but not less than quarterly in person or by conference telephone or other communications equipment by means of which all persons participating in the meeting can hear each other, as deemed necessary by the Committee. Representatives of management and the independent auditor shall attend meetings as necessary. A quorum for the transaction of business at any meeting of the Committee shall consist of a majority of the members of the Committee and the Committee may act by vote of a majority of the members present at such meeting. In lieu of a meeting, the Committee may act by written consent. Until the Third Trigger Date, a quorum for a meeting shall require the attendance in person, telephonically, or in any other manner permitted by applicable law, of the member designated by Ivory.

The Committee may delegate authority to such subcommittees as the Committee deems appropriate and shall review the actions of all such subcommittees as appropriate. Until the Third Trigger Date, any such subcommittee shall include the Committee member designated by Ivory.

The Chair shall, in consultation with other Committee members, set the agenda for, and preside at, meetings of the Committee.

The Secretary, the Assistant Secretary or another designated individual shall record and keep minutes of all Committee meetings.

IV. Compensation.

The compensation of Committee members for their service on the Committee shall be as determined by the Board. A member of the Committee may not, other than in his or her capacity as a member of the Committee, the Board or any other committee established by the Board, receive directly or indirectly from the Company any consulting, advisory or other compensatory fee from the Company. A member of the

Committee may receive additional directors' fees to compensate such member for the significant time and effort expended by such member to fulfill his or her duties as a Committee member.

V. Committee Responsibility and Authority.

The responsibility and authority of the Committee shall include the following:

Engagement of Auditor; Company Relationship with Auditor

- The Committee shall have the sole authority to appoint, retain and terminate the Company's independent auditor, subject, if applicable, to stockholder ratification. The Committee shall be directly responsible for the compensation and oversight of the work of the independent auditor (including resolution of disagreements between management and the independent auditor regarding financial reporting) for the purpose of preparing or issuing an audit report or related work or non-audit work. The independent auditor shall report directly to the Committee. In carrying out this responsibility, the Committee may obtain the input of the Company's management. The Committee shall pre-approve, in accordance with the pre-approval policy in effect from time to time, all auditing services, internal control related services and permitted non-audit services (including the terms thereof) to be performed for the Company whether provided by the Company's principal auditor or other firms, and all other services (review, attest and non-audit) to be provided to the Company by the independent auditor; provided, however, that de minimis non-audit services may instead be approved in accordance with applicable Commission rules. The Committee shall instruct the independent auditor that the independent auditor shall report directly to the Committee.
- The Committee shall obtain and review the written disclosures and the letter from the independent auditor required by applicable requirements of the Public Company Accounting Oversight Board (the "PCAOB") regarding the independent auditor's communications with the Committee concerning independence. The Committee shall actively engage in dialogue with the independent auditor concerning any disclosed relationships or services that might impact the objectivity and independence of the auditor.
- The Committee shall review with the independent auditor the items as to which the independent auditor is required to report to the Committee pursuant to Section 10A(k) of the Exchange Act and any rules and regulations promulgated thereunder, as in effect from time to time. These include (a) all critical accounting policies and practices to be used; (b) all alternative treatments of financial information within generally accepted accounting principles that have been discussed with management, ramifications of the use of such alternative disclosures and treatments, and the treatment preferred by the independent auditor; (c) other material written communications between the independent auditor and management; and (d) all other matters required to be communicated by the independent auditor to the Committee by the applicable requirements of the PCAOB.
- The Committee shall review with the independent auditor (a) any management letter provided by the independent auditor and management's response to that letter and (b) a summary of the audit reports, if any, issued by members of management who are responsible for preparing the Company's financial statements and management's response thereto.
- The Committee shall review with the independent auditor any audit problems or difficulties encountered by the independent auditor in the course of its annual audit work, and management's response.
- The Committee shall, at least annually, obtain and review a report by the independent auditor describing: (a) the auditor's internal quality-control procedures; (b) any material issues raised by (i) the most recent internal quality-control review (or peer review) of the auditor, or (ii) any inquiry or investigation by governmental or professional authorities, within the preceding five years,

respecting one or more independent audits carried out by the auditor, and any steps taken to deal with any such issues; and (c) all relationships between the independent auditor and the Company.

- The Committee shall evaluate the qualifications, performance and independence of the independent auditor (in light of applicable legal or stock exchange independence standards then in effect), including evaluating the lead partner of the independent auditor team and considering whether the independent auditor's quality controls are adequate and whether the provision of permitted non-audit services is compatible with maintaining the independent auditor's independence, in each case taking into account the opinions of management.
- The Committee shall meet with the independent auditor and the members of management that are responsible for preparing the Company's financial statements, prior to the commencement of the annual audit, to review the planning and scope of the audit.
- The Committee has adopted the policy that the Company will not hire any person if the employment of such person would result in the Company's current independent auditor not being independent (as defined under Item 2-01 of Regulation S-X).
- The Committee shall request the independent auditor to provide relevant information about inspections of the firm by the PCAOB, including the following (i) whether any audit overseen by the Committee is selected by the PCAOB for an inspection and, if so, the findings of the inspection, (ii) whether the PCAOB's inspection of other audits performed by the firm raised auditing or accounting issues similar to those presented in the Company's audit, (iii) the firm's response to PCAOB findings, and (iv) the firm's remedial efforts in light of any quality control deficiencies that may have been identified by the PCAOB.

Financial Disclosure of the Company

- The Committee shall generally discuss earnings press releases as well as financial information and earnings guidance provided to analysts and rating agencies. It is not expected that the Committee will pre-approve each such release or guidance. The Committee Chair (or another Committee member acting as Chair), as representative of the Committee, shall discuss the Company's quarterly earnings press releases with management and the independent auditor prior to public release.
- The Committee shall meet to review and discuss with management and the independent auditor the Company's Annual Reports on Form 10-K and Quarterly Reports on Form 10-Q, including the annual financial statements, the quarterly financial statements, the specific disclosures under "Management's Discussion and Analysis of Financial Condition and Results of Operations" included in such reports and any other matters required to be disclosed by the applicable requirements of the PCAOB and the SEC. The Committee shall also review with management, on a quarterly basis, the Company's disclosure controls and procedures including the reports of the Chief Executive Officer and the Chief Financial Officer required by Rule 13a-14 under the Exchange Act. The Committee shall recommend to the Board whether the audited financial statements should be included in the Company's Annual Report on Form 10-K.
- The Committee shall discuss with management and the independent auditor the effect of regulatory and accounting initiatives.
- The Committee shall discuss with management and the independent auditor significant financial reporting issues and judgments made in connection with the preparation of the Company's financial statements, including (a) any significant change in the Company's selection or application of accounting principles, (b) any major issues relating to the adequacy of the Company's internal controls, (c) any steps adopted in light of material control deficiencies, and the adequacy of disclosures about changes in internal control over financial reporting, and (d) any fraud, material or

otherwise, that involved management or other employees who have a significant role in the Company's internal controls and that had come to the attention of management or to the independent auditor.

- The Committee shall review and discuss with management and the independent auditor the Company's internal controls report and the independent auditor's attestation of the report prior to the filing of the Company's Annual Report on Form 10-K.

Communication with Management and Employees

- The Committee shall review with the Company's General Counsel legal matters that may have a material impact on the financial statements, the Company's compliance policies and any material reports or inquiries received from regulators or governmental agencies.
- The Committee shall meet separately, periodically, with the Company's Chief Financial Officer, its General Counsel and with representatives of the independent auditor.
- The Committee shall maintain procedures for the receipt, retention and treatment of complaints received by the Company regarding accounting, internal accounting controls or auditing matters and the confidential and anonymous submission by Company employees of concerns regarding questionable accounting or auditing matters.

Other Responsibilities

- The Committee shall review the Company's policies with respect to risk assessment and risk management, including guidelines and policies to govern the process by which the Company's exposure to risk is handled.
- At least annually, the Committee shall review and evaluate the organization and performance of the members of management who are responsible for preparing the Company's financial statements, the adequacy of resources, the competence of staff and whether such members have the independence necessary to work in compliance with recognized standards of internal auditing. Such review may include a review of the responsibilities, budget and staffing of the Company's internal audit function with the independent auditors.
- The Committee is authorized, without further action by the Board, to engage such independent legal, accounting and other advisors as it deems necessary or appropriate to carry out its responsibilities. Such independent advisors may be the regular advisors to the Company. The Committee is empowered, without further action by the Board, to cause the Company to pay the compensation of such advisors as established by the Committee.
- The Committee is empowered, without further action by the Board, to cause the Company to pay the ordinary administrative expenses of the Committee that are necessary or appropriate in carrying out its duties.
- The Committee is authorized to review and approve the Company's entry into swaps, including transactions in swaps that are subject to mandatory clearing, and to approve use of the end-user exception from clearing. The Committee is also authorized to adopt and shall review annually thereafter a policy relating to the Company's use of the non-financial end-user exception, and shall report to the Board on the Company's compliance with and implementation of this policy on at least an annual basis. The Committee may delegate responsibility for implementation of the non-financial end-user policy to the Company's management, as the Committee deems appropriate.
- The Committee shall report to the Board regularly on its actions and deliberations.

- The Committee shall exercise such other powers and authority as the Board shall, from time to time, confer upon it.

In carrying out its responsibilities, the Committee's practices and policies should remain flexible, in order for the Committee to respond to changing facts and circumstances.

VI. Committee Self-Assessment

The Committee shall conduct an annual evaluation of its performance and shall report the results of such review to the Board. In connection with the annual review, the Committee shall also recommend to the Board, subject to the Stockholders Agreement, any modifications to this Charter that the Committee deems necessary or appropriate. The format of the self-assessment shall be determined by the Committee, provided that until the "Second Trigger Date" (as defined the Stockholders Agreement), Ivory shall have the right to review and approve this Charter, the charter of each of the Committee's subcommittees, and all amendments or modifications thereto.

VII. Stockholders Agreement

For so long as the Stockholders Agreement is in effect, in the event of any inconsistency between this Charter and the Stockholders Agreement, the provisions of the Stockholders Agreement shall prevail.

VIII. Effective Date

This Charter shall be effective as of the Closing Date (as defined in that certain Agreement and Plan of Merger, dated as of January 10, 2024, by and among the Company, Ivory, and the other parties thereto).