



Viant Technology Inc. Announces Launch of Initial Public Offering

February 1, 2021

IRVINE, Calif.--([BUSINESS WIRE](#))--Viant Technology Inc. today announced that it has launched the roadshow for its proposed initial public offering of Class A common stock.

Viant Technology is offering 7,500,000 shares of Class A common stock in the offering. Existing stockholders intend to grant the underwriters a 30-day option to purchase up to 1,125,000 additional shares of Class A common stock. The initial public offering price is currently expected to be between \$19.00 and \$21.00 per share. Viant will not receive any proceeds from the sale of the shares by the selling stockholders. The offering is subject to market and other conditions, and there can be no assurance as to whether or when the offering may be completed, or as to the actual size or terms of the offering. Viant Technology Inc. intends to list its Class A common stock on the Nasdaq Global Market under the ticker symbol "DSP."

BofA Securities and UBS Investment Bank are acting as book-running managers for the proposed offering. Canaccord Genuity, JMP Securities, Needham & Company and Raymond James are acting as co-managers for the proposed offering.

The proposed offering will be made only by means of a prospectus. Copies of the preliminary prospectus relating to the offering may be obtained, when available, from: BofA Securities, NC1-004-03-43, 200 North College Street, 3rd floor, Charlotte, NC 28255-0001, Attn: Prospectus Department, or via email: dg.prospectus_requests@bofa.com; or UBS Investment Bank, Attn: Prospectus Department, 25th Floor, 1285 Avenue of the Americas, New York, NY 10019, by calling 1-888-827-7275, or by email at ol-prospectusrequest@ubs.com.

A registration statement relating to these securities has been filed with the SEC but has not yet become effective. These securities may not be sold, nor may offers to buy be accepted, prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities, in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About Viant

Viant® is a leading people-based advertising software company that enables marketers and their advertising agencies to plan, buy and measure their advertising across most channels. Its self-service DSP for omnichannel advertising, Adelphic®, provides the ability to execute programmatic advertising campaigns across desktop, mobile, connected TV, linear TV, streaming audio and digital billboards.



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