Viant Technology Inc. Announces Launch of Public Offering of Class A Common Stock

September 16, 2026

IRVINE, Calif.--(BUSINESS WIRE)--Sep. 16, 2026-- Viant Technology Inc. (NASDAQ: DSP) ("Viant" or the "Company") today announced the launch of an underwritten public offering of 8,500,000 shares of its Class A common stock to be sold by a selling stockholder of the Company (the "Selling Stockholder"). The underwriters will have a 30-day option period to purchase up to 1,275,000 additional shares of Class A common stock from the Company (the "Option Shares"). The Company will only receive proceeds from the sale of the Option Shares and will not receive any proceeds from the shares sold by the Selling Stockholder. The proposed 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.

Evercore ISI, Wells Fargo Securities, RBC Capital Markets and Craig-Hallum are acting as joint book-running managers for the offering.

The securities described above are being offered pursuant to a shelf registration statement (which includes a base prospectus) on Form S-3 (File No. 333-278177) that was filed by the Company with the Securities and Exchange Commission (the "SEC") and became effective on April 23, 2024. A preliminary prospectus supplement relating to the offering of the securities has been filed with the SEC. Before you invest, you should read the registration statement, the base prospectus, the preliminary prospectus supplement, and other documents filed with the SEC and incorporated by reference therein for more complete information about the Company and this offering. You may obtain these documents and, when available, the final prospectus supplement relating to the offering, free of charge by visiting EDGAR on the SEC's website at www.sec.gov, or from Evercore Group L.L.C., Attention: Equity Capital Markets, 55 East 52nd Street, 35th Floor, New York, New York 10055, by telephone at 888-474-0200 or by email at ecm.prospectus@evercore.com; and Wells Fargo Securities, LLC, 90 South 7th Street, 5th Floor, Minneapolis, Minnesota 55402, by telephone at 800-645-3751 (option #5) or by email at WFScustomerservice@wellsfargo.com.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the 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 Technology (NASDAQ: DSP) is an exclusively buy-side AI-powered advertising platform purpose-built for CTV. Viant uniquely combines proprietary content intelligence, household-level identity resolution, and person-level attention signals to connect advertisers with real customers and drive measurable outcomes across the open internet. Through its award-winning AI solutions, Viant is building the future of autonomous advertising, where AI doesn't just assist the campaign, it delivers real results. Learn more at viantinc.com.

Forward-Looking Statements

Certain statements made in this release that are not historical facts are "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking statements include, but are not limited to, statements about the expected timing and size of the proposed public offering and the grant to the underwriters by the Company of an option to purchase additional shares of Class A common stock. Statements based on historical data are not intended and should not be understood to indicate the Company's expectations regarding future events. Forward-looking statements provide current expectations or forecasts of future events or determinations. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside the Company's control, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. Factors that could influence the realization of forward-looking statements include the risk factors outlined in the "Risk Factors" section of the preliminary prospectus supplement related to this offering and accompanying base prospectus, the Company's Quarterly Report on Form 10-Q filed with the SEC on August 10, 2026, and other filings the Company may make from time to time with the SEC. The Company does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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