

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001284309
Filer CCC XXXXXXXXX
Is this a LIVE or TEST Filing? LIVE TEST

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

Name of Issuer Viant Technology Inc.
SEC File Number 001-40015
Address of Issuer 2722 Michelson Drive
Suite 100
Irvine
CALIFORNIA
92612
Phone 1-949-861-8888
Name of Person for Whose Account the Securities are To Be Sold Lawrence Madden

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Officer

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Common Stock	Goldman Sachs & Co. LLC 200 West Street New York NY 10282	171426	2639960.4	16047982	11/14/2024	NASD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition	Name of Person from	Is this	Date Donor	Amount of Securities	Date of Payment	Nature of Payment *
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Transaction		Whom Acquired	a Gift?	Acquired	Acquired
Common Stock	03/10/2024	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	26041 03/10/2024 Compensation
Common Stock	03/10/2024	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	19270 03/10/2024 Compensation
Common Stock	03/10/2024	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	7371 03/10/2024 Compensation
Common Stock	09/10/2024	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	4682 09/10/2024 Compensation
Common Stock	09/10/2024	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	7368 09/10/2024 Compensation
Common Stock	12/10/2021	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	7546 12/10/2021 Compensation
Common Stock	12/10/2021	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	7546 12/10/2021 Compensation
Common Stock	06/10/2024	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	7371 06/10/2024 Compensation
Common Stock	06/10/2024	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	4682 06/10/2024 Compensation
Common Stock	03/10/2022	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	5124 03/10/2022 Compensation
Common Stock	03/10/2022	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	5124 03/10/2022 Compensation
Common Stock	12/10/2023	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	7546 12/10/2023 Compensation
Common Stock	12/10/2023	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	7544 12/10/2023 Compensation
Common Stock	09/10/2023	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	7546 09/10/2023 Compensation
Common Stock	09/10/2023	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc.	<input type="checkbox"/>	7546 09/10/2023 Compensation
Common Stock	06/10/2022	Acquired as compensation --	Viant Technology Inc.	<input type="checkbox"/>	7546 06/10/2022 Compensation

Common Stock	06/10/2022	Restricted Stock Units Acquired as compensation -- Restricted Stock Units	Viant Technology Inc. <input type="checkbox"/>	7546	06/10/2022 Compensation
Common Stock	09/10/2022	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc. <input type="checkbox"/>	7546	09/10/2022 Compensation
Common Stock	09/10/2022	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc. <input type="checkbox"/>	7546	09/10/2022 Compensation
Common Stock	06/10/2023	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc. <input type="checkbox"/>	7546	06/10/2023 Compensation
Common Stock	06/10/2023	Acquired as compensation -- Restricted Stock Units	Viant Technology Inc. <input type="checkbox"/>	1389	06/10/2023 Compensation

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Lawrence James Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Common Stock	08/23/2024	3885	43362.43
Lawrence James Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Common Stock	10/09/2024	1953	21858.95
Lawrence James Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Common Stock	09/23/2024	3084	34081.59
Lawrence James Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Common Stock	10/11/2024	2768	31097.93
Lawrence James Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Common Stock	08/26/2024	3263	36296.31
Lawrence James Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Common Stock	10/28/2024	1498	17338.9
Lawrence James Madden	Common Stock	09/20/2024	1116	12295.75

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2722 Michelson Drive
Suite 100
Irvine CA 92612

Common Stock

09/24/2024 2776

30959.34

Common Stock

10/10/2024 1089

12045.76

144: Remarks and Signature

Remarks	The sales of shares set forth herein are made in connection with a selling plan dated 5/9/2024 that is intended to comply with Rule 10b5-1(c).
Date of Notice	11/14/2024
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	05/09/2024

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature Goldman Sachs & Co. LLC on behalf of Lawrence Madden

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)