

VIANT.[®] + T»»VISION

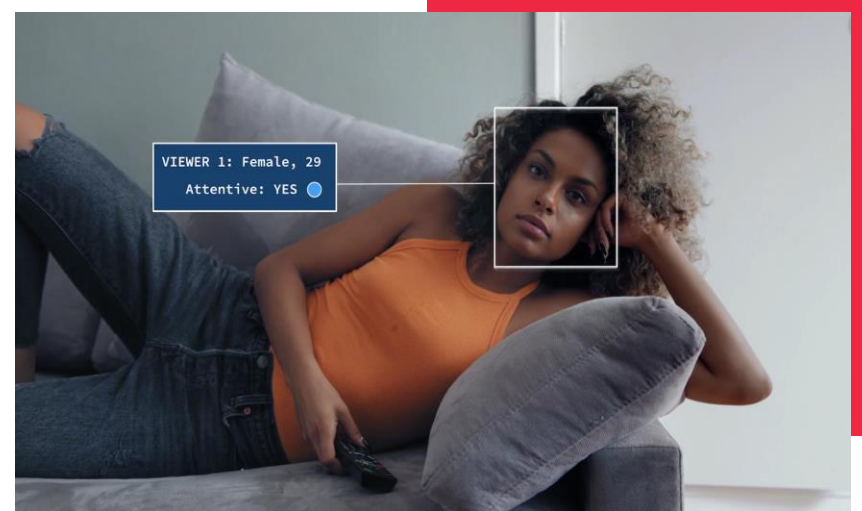
ATTENTION IS THE NEW CURRENCY.

SAFE HARBOR

This presentation contains “forward-looking statements” within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements include but are not limited to, our proposed acquisition of TVision, the expected timing and completion of the transaction, the anticipated benefits and synergies of the acquisition, plans for integration and platform enhancement, expected financial impact of the acquisition, our guidance for Q1 2026 and other future financial results, our strategy, our platform development initiatives, including Viant AI, our pipeline and potential partnership opportunities, growth of our total addressable market, and industry trends that are based on assumptions and subject to future events, risks and uncertainties that could cause actual results to differ materially from those projected. These risks and uncertainties include, but are not limited to, the risk that the acquisition may not close on the expected timeline or at all, difficulties integrating TVision's operations, technology and personnel, the potential loss of key TVision employees or customer relationships, the failure to realize anticipated synergies and benefits of the acquisition, and other risks related to the combined operations. These forward-looking statements speak only as of today, and we undertake no obligation to update or revise these statements except as required by law. For more information about factors that may cause actual results to differ materially from forward-looking statements and our entire safe harbor statement, please refer to the news release issued today, as well as the risks and uncertainties described in our annual report on Form 10-K for the year ended December 31, 2025 under the heading “Risk factors” and in our other filings with the SEC..

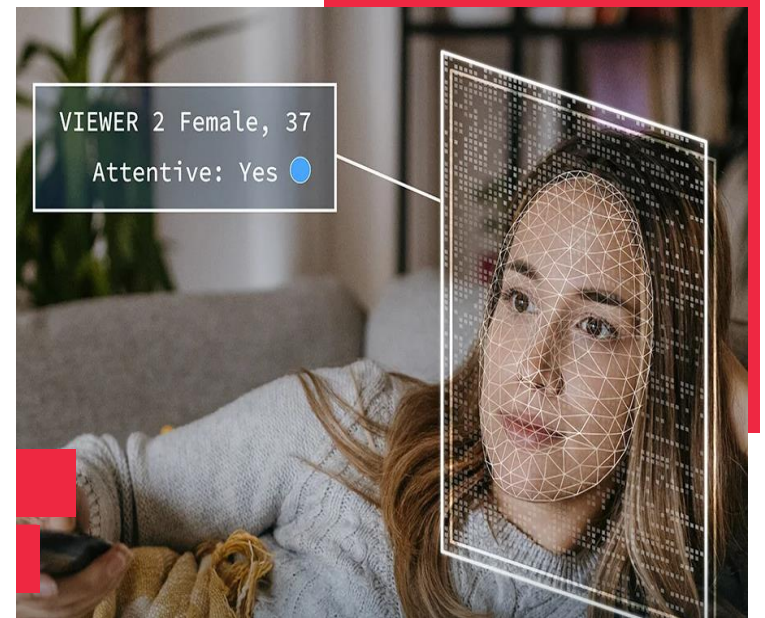
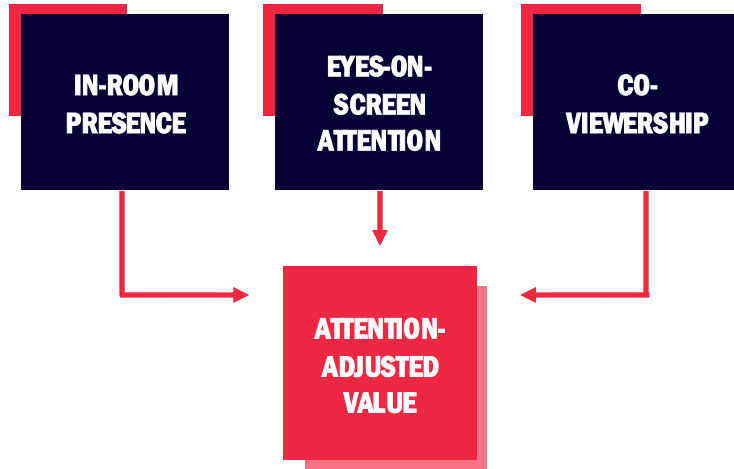
TVISION: THE LEADER IN TV ATTENTION MEASUREMENT

TVision measures *who is watching* and *how much attention* they pay across linear TV and CTV content.



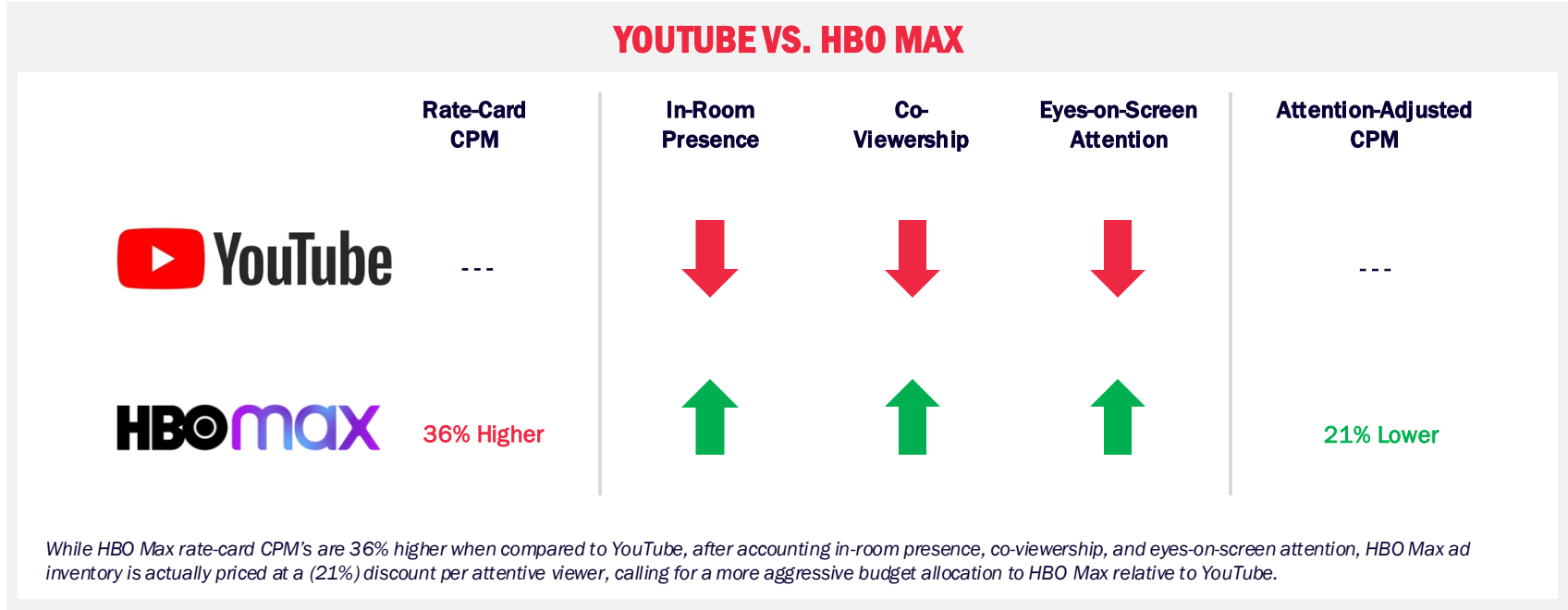
TVISION DETERMINES THE TRUE VALUE OF TV AD INVENTORY

TVision measures attention through three primary signals of human engagement; in-room presence, co-viewership and eyes-on-screen attention, which collectively determine the quality and attention-adjusted value of available linear TV and CTV ad inventory.



ATTENTION-ADJUSTED ECONOMICS IN ACTION

TVision re-rates available ad inventory based on viewer engagement by converting rate-card CPMs into Attention-Adjusted CPMs. Exclusively within Viant, this proprietary intelligence is activated, transforming viewer attention into actionable signals, enabling real-time viewer engagement to directly inform planning, bidding and optimization decisioning.



THE TECHNOLOGY CONVERTING ATTENTION INTO VALUE

CUTTING EDGE COMPUTER VISION & ACR TECHNOLOGY

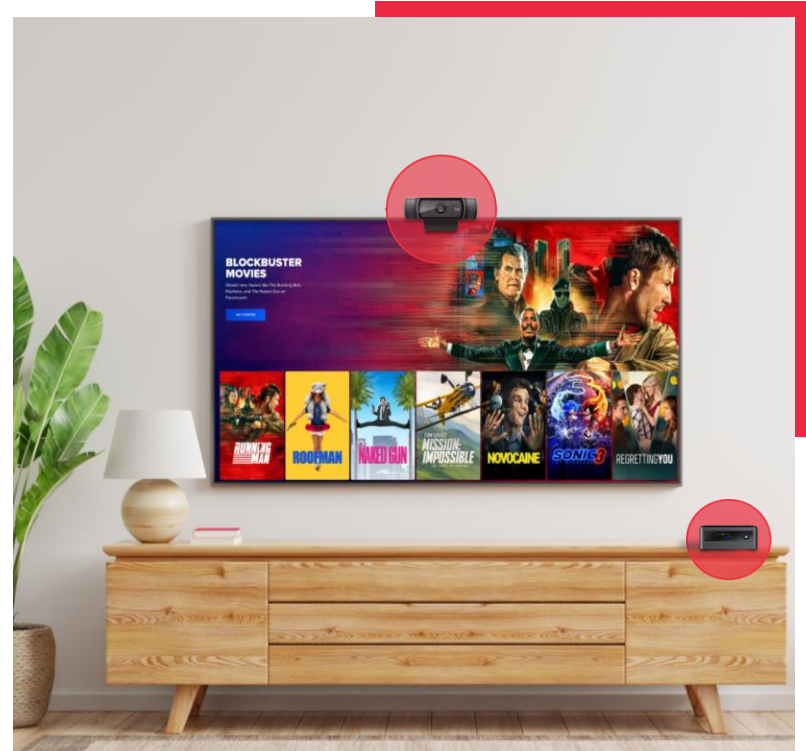
- Computer vision sensors capture eyes-on-screen viewership.
- Automatic content recognition (ACR) audio footprint technology identifies content across linear TV and CTV.
- Combined, this technology enables for continuous, passive measurement of in-room behavior.

PROPRIETARY PERSON-LEVEL ATTENTION DATA

- Data is sourced from a demographically balanced, nationally representative panel of U.S. households.
- Generates second-by-second insights covering in-room presence, co-viewership, and eyes-on-screen attention.
- Captures who is watching, what they're watching, and how engaged they are.

ACTIONABLE INTELLIGENCE

- Translates attention signals into inventory quality scores and attention-adjusted CPMs.
- Enables real-time optimization of media spend based on verified human engagement.
- Directly informs programmatic budgeting and targeting decisions.



TVISION ENHANCES & EXPANDS VIANT'S INTELLIGENCE LAYER

Viant has strategically architected a comprehensive stack of proprietary, high-fidelity, identity, content and viewer attention-based targeting and measurement solutions, uniquely capable of delivering optimal outcomes through an autonomous AI-powered buying platform.

VIANT.

INTELLIGENCE LAYER

HOUSEHOLD ID



Audience

IRIS_ID



Content

TVision

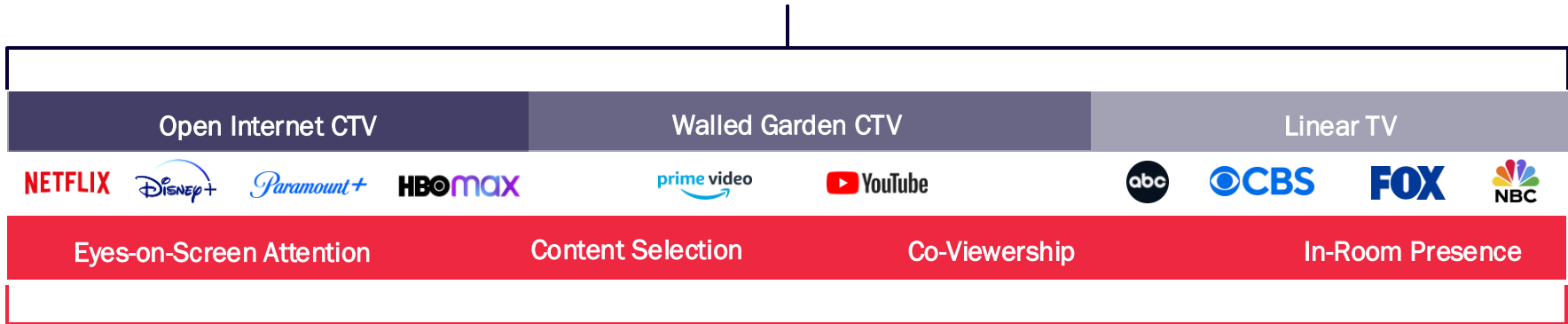


Attention

THE ONLY INDEPENDENT VIEW OF THE ENTIRE TV ECOSYSTEM

With TVision, Viant becomes the only independent and objective buying platform capable of measuring and valuing the entirety of all linear TV and CTV ad inventory, inclusive of CTV walled gardens. This enhanced capability repositions Viant as an unbiased arbiter of truth for advertisers, providing market-wide insight into verified audience engagement, enabling advertisers to confidently allocate their budgets to only the best-performing destinations.

T>>VISION



VIANT.

ACCELERATING GROWTH THROUGH ATTENTION INTELLIGENCE

Viant + TVision: The first-of-its-kind, real-time, AI-powered, attention-based optimization platform.

STRATEGIC & TECHNOLOGICAL SYNERGIES:

- Enables Viant to uniquely activate attention insights as a targetable and measurable signal in programmatic advertising.
- Expands Viant's proprietary intelligence layer, spanning identity, content and attention industry leadership.
- Positions Viant as the industry's sole arbiter of truth, uniquely capable of determining true attentive value across both linear TV and connected TV ecosystems.

REVENUE SYNERGIES:

- Attracts incremental ad spend from new and existing advertisers through attention-based solutions exclusive to Viant's buying platform.
- Enhances platform take-rate through the launch of new attention-based targeting and measurement solutions.
- Embeds TVision's attention identifiers into *Outcomes*, Viant's autonomous AI-Powered product for performance advertisers.

TRANSACTION DETAILS

The acquisition of TVision presents highly compelling strategic and technological synergies, capable of accelerating growth.

TRANSACTION CONSIDERATION & FINANCING

- Consideration of \$40 million, subject to customary adjustments and hold-backs.
- Consists of \$22.5 million in cash and \$17.5 million in Class A common stock, based on a fixed price per share established in the merger agreement.
- Cash consideration to be financed through cash-on-hand.

FINANCIAL IMPACT

- TVision is a high-performing asset with well-diversified and growing revenue streams, including major advertisers and content owners.
- On a stand-alone basis, for the full year 2025, TVision generated approximately \$10 million in annual revenue on a preliminary unaudited basis.
- TVision is expected to have a modest negative impact on Viant's consolidated adjusted EBITDA in 2026 as we invest to scale and integrate the business.

EXPECTED CLOSING TIMELINE

- The transaction is expected to close in 2Q26.
- Transaction is subject to satisfaction of customer closing conditions.

VIAANT.[®]