

Form 144

FORM 144

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

144: Filer Information

Filer CIK0001284309

Filer CCCXXXXXXXX

Is this a LIVE or TEST Filing?☒ LIVE ☐ TEST

Submission Contact Information

Name

Phone

E-Mail Address

144: Issuer Information

Name of Issuer

SEC File Number

Address of Issuer

Phone

Name of Person for Whose Account the Securities are To Be Sold

Viant Technology Inc.
001-40015
2722 Michelson Drive
Suite 100
Irvine
CALIFORNIA
92612
1-949-861-8888
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	Goldman Sachs & Co. LLC 200 West Street New York NY 10282	60784	776819.52	20021706	07/06/2026	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	03/10/2026	Acquired as compensation -- Restricted Stock Units	Issuer	☐	12156	03/10/2026 Compensation
Common	03/10/2024	Acquired as compensation -- Restricted Stock Units	Issuer	☐	2052	03/10/2024 Compensation
Common	09/10/2025	Acquired as compensation -- Restricted Stock Units	Issuer	☐	1920	09/10/2025 Compensation
Common	09/10/2025	Acquired as compensation -- Restricted Stock Units	Issuer	☐	4237	09/10/2025 Compensation
Common	09/10/2025	Acquired as compensation -- Restricted Stock Units	Issuer	☐	4579	09/10/2025 Compensation
Common	06/10/2024	Acquired as compensation -- Restricted Stock Units	Issuer	☐	7371	06/10/2024 Compensation
Common	06/10/2024	Acquired as compensation -- Restricted Stock Units	Issuer	☐	4682	06/10/2024 Compensation
Common	03/10/2023	Acquired as compensation -- Restricted Stock Units	Issuer	☐	7561	03/10/2023 Compensation
Common	03/10/2023	Acquired as compensation -- Restricted Stock Units	Issuer	☐	16226	03/10/2023 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	04/06/2026	7297	82517.39
Lawrence James Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Common	06/05/2026	18663	228483.64
Lawrence James Madden	Common	04/21/2026	13283	144929.48

2722 Michelson Drive Suite 100 Irvine CA 92612 Lawrence James Madden	Common	04/22/2026 13263	142427.38
2722 Michelson Drive Suite 100 Irvine CA 92612 Lawrence James Madden	Common	04/23/2026 12782	129881.74
2722 Michelson Drive Suite 100 Irvine CA 92612 Lawrence James Madden	Common	05/08/2026 18538	219671.59
2722 Michelson Drive Suite 100 Irvine CA 92612 Lawrence James Madden	Common	05/11/2026 17297	197568.06
2722 Michelson Drive Suite 100 Irvine CA 92612 Lawrence James Madden	Common	06/08/2026 14670	177479.13

144: Remarks and Signature

Remarks	The sales of shares set forth herein are made in connection with a selling plan dated 12/15/2025 that is intended to comply with Rule 10b5-1(c).
Date of Notice	07/06/2026
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	12/15/2025

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)