

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 9498618888
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
Class A Common Stock	Morgan Stanley Smith Barney One New York Plaza, 8th Floor New York NY 10004	26370	318813	20080982	06/12/2026	NASDAQ

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	Date you	Nature of	Name of	Is	Date	Amount of	Date of	Nature of
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Class	Acquired	Acquisition Transaction	Person from Whom Acquired	this a Gift?	Donor Acquired	Securities Acquired	Payment	Payment *
Class A Common Stock	06/10/2026	Restricted stock units awarded under incentive award plan	Issuer	<input type="checkbox"/>		10124	03/15/2024	Compensation
Class A Common Stock	06/10/2026	Restricted stock units awarded under incentive award plan	Issuer	<input type="checkbox"/>		9368	03/15/2025	Compensation
Class A Common Stock	06/10/2026	Restricted stock units awarded under incentive award plan	Issuer	<input type="checkbox"/>		4248	03/18/2025	Compensation
Class A Common Stock	06/10/2026	Restricted stock units awarded under incentive award plan	Issuer	<input type="checkbox"/>		20771	03/15/2026	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 Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	05/08/2026	18538	219671.59
Lawrence Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	05/11/2026	13826	156105.22
Lawrence Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	05/11/2026	3471	41463.18
Lawrence Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	04/21/2026	13283	144929.48
Lawrence Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	04/22/2026	13263	142427.38
Lawrence Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	04/23/2026	12782	129881.74
Lawrence Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	04/06/2026	7297	82517.39

Lawrence Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	04/01/2026 7410	83536.64
Lawrence Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	04/02/2026 10131	110880.76
Lawrence Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	03/13/2026 1658	21607.39
Lawrence Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	06/05/2026 18663	228483.64
Lawrence Madden 2722 Michelson Drive Suite 100 Irvine CA 92612	Class A Common Stock	06/08/2026 14670	177479.13

144: Remarks and Signature

Remarks

Date of Notice 06/12/2026

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 /s/ Lawrence Madden

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