

FLUENT, INC.  
 300 VESEY STREET 9TH FLOOR  
 NEW YORK, NEW YORK 10282

**VOTE BY INTERNET**

Before The Meeting - Go to [www.proxyvote.com](http://www.proxyvote.com)

Use the Internet to transmit your voting instructions and for electronic delivery of information up until 11:59 p.m. Eastern Time the day before the cut-off date or meeting date. Have your proxy card in hand when you access the web site and follow the instructions to obtain your records and to create an electronic voting instruction form.

During The Meeting - Go to [www.virtualshareholdermeeting.com/FLNT2020](http://www.virtualshareholdermeeting.com/FLNT2020)

You may attend the meeting via the Internet and vote during the meeting. Have the information that is printed in the box marked by the arrow available and follow the instructions.

**VOTE BY PHONE - 1-800-690-6903**

Use any touch-tone telephone to transmit your voting instructions up until 11:59 p.m. Eastern Time the day before the cut-off date or meeting date. Have your proxy card in hand when you call and then follow the instructions.

**VOTE BY MAIL**

Mark, sign and date your proxy card and return it in the postage-paid envelope we have provided or return it to Vote Processing, c/o Broadridge, 51 Mercedes Way, Edgewood, NY 11717.

TO VOTE, MARK BLOCKS BELOW IN BLUE OR BLACK INK AS FOLLOWS:

D13460-P40182

KEEP THIS PORTION FOR YOUR RECORDS  
 DETACH AND RETURN THIS PORTION ONLY

**THIS PROXY CARD IS VALID ONLY WHEN SIGNED AND DATED.**

FLUENT, INC.

The Board of Directors recommends you vote FOR the following proposals:

- |   | For                      | Against                  | Abstain                  |  |
|---|--------------------------|--------------------------|--------------------------|--|
| 1. Election of Directors  |                          |                          |                          |  |
| <b>Nominees:</b>  |                          |                          |                          |  |
| 1a. Ryan Schulke  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| 1b. Matthew Conlin  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| 1c. Andrew Frawley  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| 1d. Donald Mathis   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| 1e. Barbara Shattuck Kohn   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| 2. To consider a proposal to ratify the appointment of Grant Thornton LLP as the independent registered public accounting firm of the Company for the fiscal year ending December 31, 2020. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>For Against Abstain</b>   |
| 3. To hold a non-binding advisory vote to approve our named executive officer compensation.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |

Please sign exactly as your name(s) appear(s) hereon. When signing as attorney, executor, administrator, or other fiduciary, please give full title as such. Joint owners should each sign personally. All holders must sign. If a corporation or partnership, please sign in full corporate or partnership name by authorized officer.

Signature [PLEASE SIGN WITHIN BOX] Date

Signature (Joint Owners) Date

**Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting:**  
The Notice and Proxy Statement and Annual Report are available at [www.proxyvote.com](http://www.proxyvote.com).

D13461-P40182

**FLUENT, INC.**  
**Annual Meeting of Stockholders**  
**June 3, 2020 11:00 AM**  
**This proxy is solicited by the Board of Directors**

The undersigned hereby appoints Ryan Schulke and Daniel J. Barsky and each of them severally, as proxies of the undersigned, each with full power to appoint his substitute, to represent the undersigned at the Annual Meeting (the "Meeting") of Stockholders of Fluent, Inc. (the "Company") to be held on June 3, 2020 (11:00 AM Eastern Time) held virtually at [www.virtualshareholdermeeting.com/FLNT2020](http://www.virtualshareholdermeeting.com/FLNT2020), and at any adjournments thereof, and to vote all shares of common stock of the Company held of record by the undersigned at the close of business on April 24, 2020 in accordance with the instructions set forth on this proxy card and, in their discretion, to vote such shares on any other business as may properly come before the Meeting and on matters incident to the conduct of the Meeting. Any proxy heretofore given by the undersigned with respect to such shares of common stock is hereby revoked.

**THE SHARES REPRESENTED BY THIS PROXY WILL BE VOTED AS INSTRUCTED ON THE REVERSE SIDE. IF THIS PROXY IS EXECUTED BUT NO VOTING INSTRUCTIONS ARE GIVEN, THE SHARES REPRESENTED BY THIS PROXY WILL BE VOTED FOR EACH OF THE DIRECTOR NOMINEES AND FOR PROPOSALS 2 AND 3.**

**Continued and to be signed on reverse side**