



Fluent Recognized as #1 Growth Partner in AppsFlyer Performance Index 14

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Company ranks as a top growth partner for mobile gaming apps across global markets

NEW YORK, March 23, 2022 (GLOBE NEWSWIRE) -- [Fluent, Inc.](#) (NASDAQ: FLNT), a leading data-driven performance marketing company, was named the #1 fastest-growing mobile media source in North America in the [AppsFlyer Performance Index 14](#). The company ranked in 15 lists, a 200% increase from the previous edition, with 12 top 20 rankings in the mobile gaming category. In addition to the #1 growth ranking, Fluent ranked #11 globally for in-app purchases across all categories on iOS. Key highlights within the gaming industry include:

Global In-App Purchase Index

- #5 power ranking on iOS, social casino games
- #9 power ranking on Android, casual games

North America In-App Purchase Index

- #4 power ranking on iOS, social casino games
- #10 power ranking on iOS, casual games

North America Performance Index

- #10 power ranking on iOS, social casino games

An industry standard, the latest AppsFlyer Performance Index analyzes data from the second half of 2021, ranking the top 610 media sources across the following indices: Retention, Growth, In-App Purchases, In-App Advertising, Remarketing, and SKAN. Edition 14 examines 25 billion installs across 18K apps to evaluate the impact of Apple's privacy changes on the mobile media landscape.

"We're proud to be recognized in the top 3% of mobile media sources as we continue to deliver world-class performance advertising solutions on a global scale," said Steve Green, Fluent's EVP & GM, Performance Revenue. "With 25% of mobile budgets shifting from iOS to Android, Fluent's ranking as the fastest-growing media source in North America reinforces our position as a prominent growth partner for app marketers."

To learn more about what makes Fluent a top mobile media source, visit <https://bit.ly/fluent-mobile>

About Fluent, Inc.

Fluent, Inc. (NASDAQ: FLNT) is a global data-driven performance marketing company and trusted growth partner for leading brands. Experts in creating value for consumers, Fluent leverages its consumer database, digital media portfolio, and proprietary data science and technology to deliver outcome-based solutions for marketers. Founded in 2010, the company is headquartered in New York City.

Forward-Looking Statements

This press release contains "forward-looking statements," as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as "expects," "plans," "projects," "will," "may," "anticipate," "believes," "should," "intends," "estimates," and other words of similar meaning. Such forward-looking statements are subject to risks and uncertainties that are often difficult to predict, are beyond our control and which may cause results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which are based on our expectations as of the date of this press release and speak only as of the date of this press release. Readers are also advised to consider the factors under the heading "Forward-Looking Statements" and "Risk Factors" in the Company's Annual Report on Form 10-K, as may be supplemented or amended by the Company's Quarterly Reports on Form 10-Q and other SEC filings. The Company undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by law.

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