FLUENT

Fluent Inc. Announces New Credit Facility

December 2, 2025

NEW YORK, Dec. 02, 2025 (GLOBE NEWSWIRE) -- Fluent, Inc. (NASDAQ: FLNT), a leading provider of commerce media solutions, today announced that it has secured a new $30 million financing facility with Bay View Funding, a subsidiary of Heritage Bank of Commerce. This new agreement, which is collateralized by all assets of Fluent and its subsidiaries, carries no liquidity or financial covenants and provides expanded borrowing availability as compared to the Company's prior credit facility with SLR Credit Solutions, which has now been fully repaid.

Ryan Perfit, Chief Financial Officer of Fluent, commented, "This new facility marks an important step forward for Fluent. Partnering with Bay View Funding enhances our financial flexibility and liquidity, supporting continued investment in the growth of our commerce media business. We also want to thank SLR Credit Solutions, who has been a strong and supportive partner throughout our relationship."

ThinkEquity acted as the placement agent.

The Company has filed a Form 8-K with the Securities and Exchange Commission providing additional details regarding the completion of this facility. The foregoing description of the financing agreement does not purport to be complete and is qualified in its entirety by reference to the Form 8-K and exhibits filed therewith.

About Fluent

Fluent, Inc. (NASDAQ: FLNT) is a commerce media solutions provider connecting top-tier brands with highly engaged consumers. Leveraging exclusive ad inventory, robust first-party data, privacy-first infrastructure, and proprietary machine learning, Fluent unlocks additional revenue streams for partners and empowers advertisers to acquire their most valuable customers at scale. Founded in 2010, Fluent uses its deep expertise in performance marketing to drive monetization and increase engagement at key touchpoints across the customer journey. For more insights, visit https://www.fluentco.com.

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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