

Fluent is a leader in data-driven digital marketing solutions

leveraging owned and operated and syndicated performance marketplaces to drive increased customer acquisition for clients



Investment Highlights

- **9M monthly active users** on machine learning platform; **~490M total users all-time***
- **Significant market opportunity** with accelerating industry shift to digital and performance marketplaces
- **Proprietary databases and advanced analytics** provide key competitive advantages
- Unique business model with a **strong and scalable technology platform** enabling expansion into new markets
- **Leadership position** as a premier provider of **best-in-class digital advertising solutions**

*According to Company Data

Financial Summary (as of June 30, 2024)

2Q24 Income Statement

Revenue:	\$58.7M
Gross Profit:	\$12.6M
Media Margin:	\$15.7M
Net Loss:	(\$11.6M)

Balance Sheet

Cash & Cash Equivalents:	\$4.9M
Total Stockholders' Equity:	\$27.4M

Market Opportunity

Fluent's Industry agnostic approach promotes impressive client growth across all digital marketing channels

\$271B

U.S. digital ad spend in 2023*

8.2%

Estimated CAGR 2023-2028*

\$402B

Est. market size in 2028*

*Statista: Digital Advertising - United States

Operating Strategy

Fortify long-term performance of owned and operated marketplaces

Leverage leadership position to level playing field in line with industry compliance standards

Maintain high internal customer traffic standards driving increasing consumer engagement

Efficiently scale syndicated performance marketplaces to address attractive new verticals

Fluent is developing a **comprehensive portfolio** of **digital marketing solutions** to address **diverse and growing customer demands**

Fluent is a Trusted Partner to Leading Brands Across Industries

vividseats Capital One hulu ((SiriusXM)) SHOWTIME Playtika

max chime Rakuten Rewardify NFL BARK<BOX

This fact sheet contains forward-looking statements based on current expectations and beliefs about future events. These statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied.

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