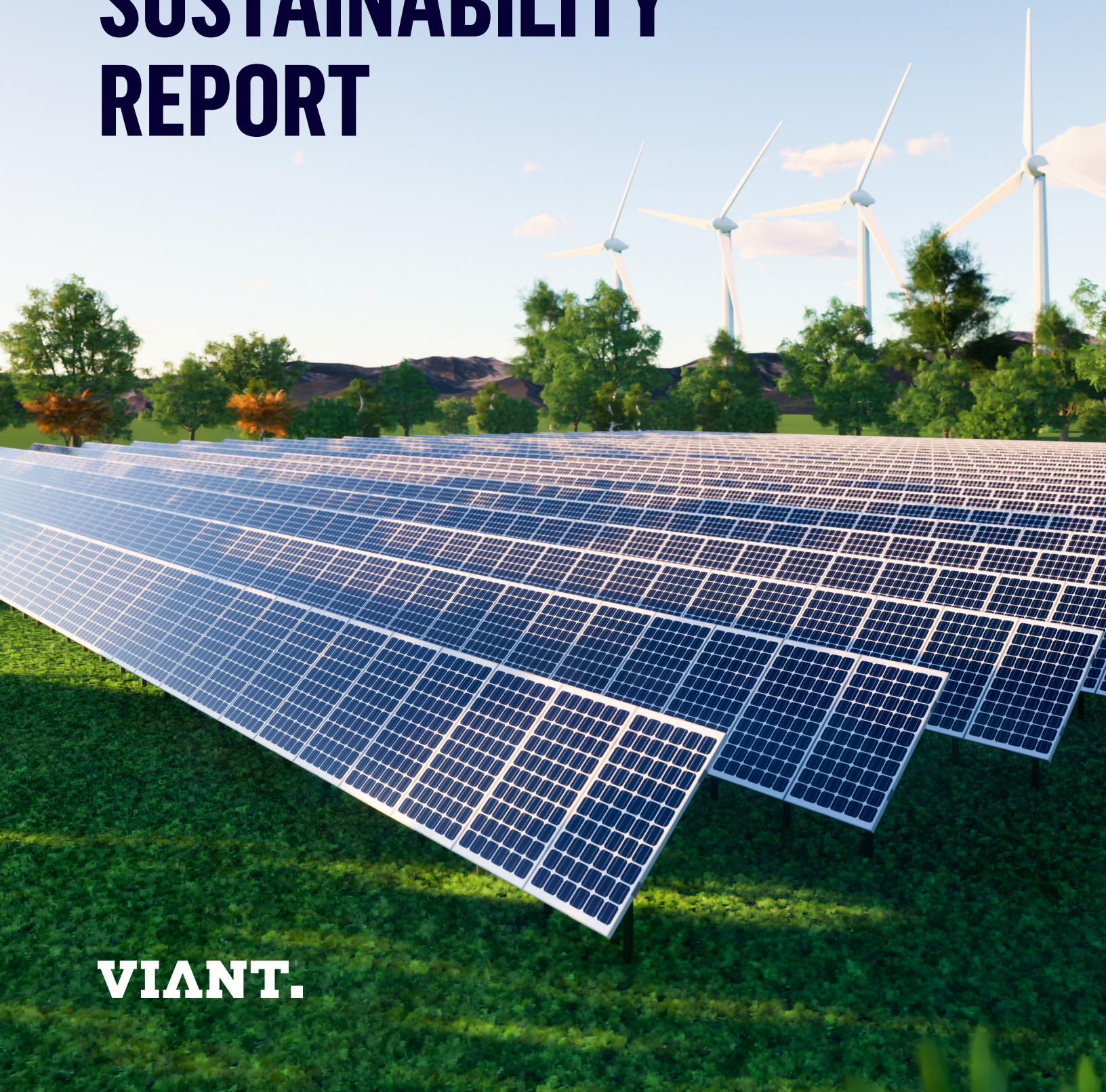


2024 VIANT **SUSTAINABILITY** **REPORT**



VIANT.

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A LETTER FROM OUR CO-FOUNDERS

When we founded Viant®, we believed in the power of digital advertising to connect. But with that power comes a responsibility—to ensure that progress is measured not just by efficiency but by sustainability.

Digital advertising is responsible for an estimated 3.5% of global carbon emissions, the equivalent of hundreds of international flights per day. Yet, much of this energy is wasted through inefficient processes and unnecessary intermediaries. We knew we could do better.

But talk is cheap. As the IAB's "State of Readiness: Sustainability in Digital Advertising" report reveals: while 55% of companies say they've made progress on carbon reduction, 51% still do not measure their emissions. Simply put, setting a sustainability goal without data is like navigating without a map—it doesn't work.

One thing became clear: you can't solve what you don't measure. To fix the problem, we decided to lead the way. This began by embedding sustainability directly into our tech, and making our DSP and entire programmatic chain carbon-neutral.

As entrepreneurs, the case for sustainability isn't new for us; it's been one we've invested in long-term. In 2020, as a personal project, we acquired and converted a 100-acre solar farm in North Carolina with 35,000 solar panels, now generating 14 megawatts of clean energy per hour. It's one step in a larger journey, but one we're proud of.

As one of the first DSPs to achieve carbon neutrality, and with the launch of our pioneering Adtricity® program, we've set a new standard. But we didn't stop there. We expanded these sustainability efforts to our entire programmatic supply chain, achieving carbon neutrality across all clients and partners in our platform. While some companies have extended their sustainability timelines, we remain unwavering, and we're excited to see where our sustainability journey takes us next.

Through better measurement, streamlined supply chains, and pioneering programs, we are driving digital advertising to be more efficient, responsible, and sustainable. This isn't just about Viant—it's about the future of our industry. Join us in shaping it.

Tim & Chris Vanderhook

Co-Founders, Viant Technology

KEY MILESTONES IN OUR JOURNEY

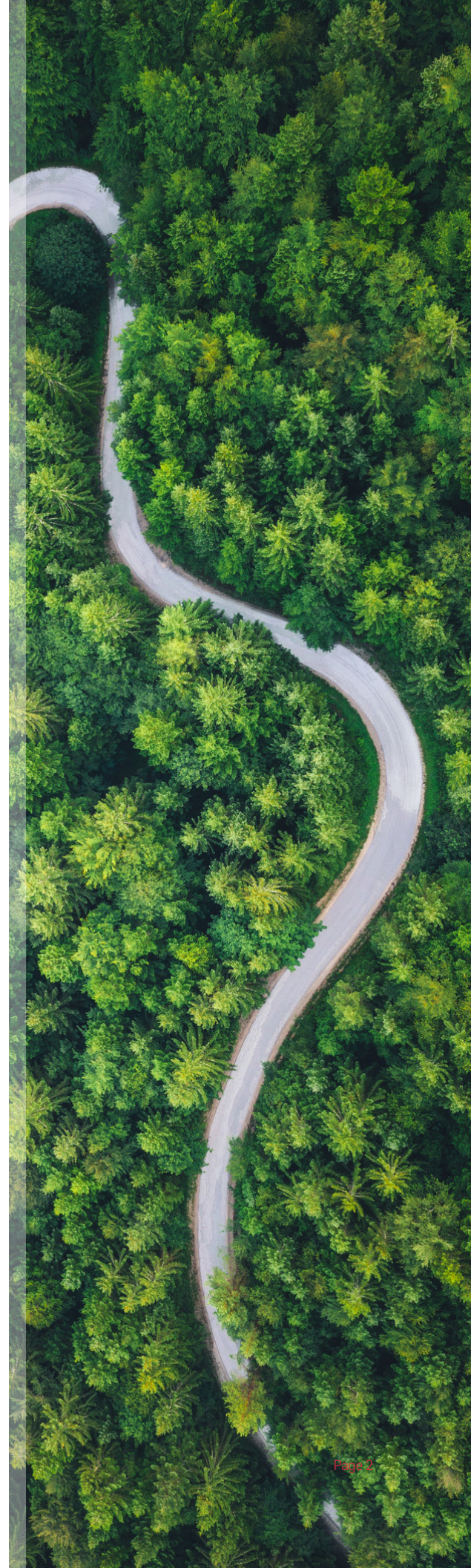
- **Founding Member of U.S. Ad Net Zero:** Viant helped establish this cross-industry coalition to drive sustainability.
- **Green-e® Certification:** Adtricity's renewable energy meets the highest standards in North America.
- **Consumer Sustainability Study:** Highlighted the importance of sustainability in consumer decision-making.
- **Carbon Emissions Calculator:** Helps advertisers estimate RECs earned through Adtricity.
- **Supply Path Optimization:** Viant's Direct Access program reduces costs and carbon emissions.
- **Infrastructure Rebuild:** Reduced carbon emissions by 526 metric tons of CO² per year.
- **Carbon Neutrality:** Achieved for the entire company in 2023.*
- **First Sustainability Report:** Released in February 2024.
- **Carbon Label:** Created green leaf icon to display on digital ads that were delivered using renewable energy
- **Supply Decarbonization Initiative:** Ensures all ad campaigns executed on Viant's platform are powered by renewable energy

With our new Supply Decarbonization Initiative, Viant continues to lead by example, fostering a sustainable future for digital advertising by ensuring a carbon-neutral supply chain.

ABOUT THIS REPORT

Viant's 2024 Sustainability Report details our ongoing efforts to decarbonize digital advertising by enhancing measurement capabilities, driving greater efficiency, and enabling the transition from non-renewable to renewable energy sources such as solar and wind for powering advertising campaigns.

* This was accomplished through strategic collaborations with cloud providers to source renewable energy for powering Viant's platform when feasible, while also purchasing carbon offsets and renewable energy credits (RECs), which help to increase the broader supply of renewable energy throughout the United States.





VIA NT'S CARBON LABEL INITIATIVE

Over the past year, Viant has significantly expanded Adtricity, our flagship sustainability initiative, with the launch of the Supply Decarbonization Initiative. Under this expanded program, all ad campaigns executed on the Viant platform are powered entirely by renewable energy.

This initiative covers the complete programmatic advertising ecosystem—including our Demand-side platform (DSP), Supply-side platforms (SSPs), and publishers—with the goal of creating a fully carbon-neutral digital advertising supply chain.

To enhance transparency, Viant introduced the "Carbon Label," represented by a green leaf icon displayed on digital ads. This label confirms the ad was delivered using renewable energy, reinforcing our commitment to sustainability and clearly communicating the environmental benefits to consumers. By hovering over the leaf icon, consumers can access information detailing the amount of carbon emissions avoided as a result of this ad being delivered through Viant's platform.

"Viant's Supply Decarbonization Initiative shows we're serious about sustainability—and it goes far beyond our own operations," said Tim Vanderhook, CEO and Co-Founder of Viant Technology. "By neutralizing carbon across our full supply chain, we're giving marketers a clear path to reduce their environmental impact. Our Carbon Label provides both advertisers and consumers a clear signal of progress."

This initiative positions Viant as a leading sustainability advocate within the digital advertising industry, actively creating a transparent and environmentally responsible advertising ecosystem.

"Viant continues to show exceptional leadership and innovation in advancing sustainability in digital advertising," said Rob Davis, President and CMO of Novus Media. "By addressing carbon emissions throughout the entire advertising supply chain, Viant enables advertisers to substantially reduce their environmental footprint."

THE POWER OF ADTRICITY 2.0:

- Enables advertisers to earn renewable energy credits (RECs), supporting clean energy initiatives.
- Extends renewable energy integration beyond media buying, permeating the entire advertising supply chain.
- Drives widespread industry adoption of sustainable advertising practices.
- Drives awareness of the industry-wide impact of digital advertising on emissions.

PARTNER VOICES



Viant is working with Google Cloud to harness the potential of cloud and AI to accelerate our sustainability objectives. Google Cloud is committed to helping businesses improve measurement, increase resilience, use energy and resources more efficiently and unlock new growth opportunities.

TREVOR STRAWHECKER, GOOGLE CLOUD, ENTERPRISE



Viant has stepped forward as a founding supporter of Ad Net Zero US, showing that real progress comes through innovation, bold leadership, and collaboration aimed squarely at tracking and reducing carbon emissions industry-wide.

JOHN OSBORN, DIRECTOR, AD NET ZERO





CARBON MEASUREMENT: WHAT GETS MEASURED GETS DONE

In digital advertising, measurement drives accountability. In 2024, Viant enhanced its sustainability measurement capabilities through a strategic integration with carbon intelligence platform Cedara, complementing our existing partnership with Scope3. This partnership expands Viant's flagship sustainability initiative, Adtricity, equipping advertisers with advanced tools for measuring and improving carbon efficiency directly through Viant's platform.

WHY MEASUREMENT MATTERS:

- Scope3 and Cedara deliver transparent and verifiable carbon impact data.
- Viant's Carbon Emissions Calculator empowers advertisers to quantify and offset emissions in real-time.
- Viant first achieved carbon neutrality in 2023, setting an industry benchmark for sustainability in ad tech.

CARBON EMISSIONS CALCULATOR:

Powered by our emissions measurement partner, Scope3, the Viant Carbon Emissions Calculator estimates emissions generated from ad campaigns based on several campaign parameters including channel, device type and buying method — and the potential renewable energy credits (RECs) advertisers can earn through Adtricity.

The Viant Carbon Emissions Calculator provides our clients and customers a clear understanding of the impact of the carbon emissions from their ad campaigns, while providing a solution to help achieve environmental goals through our Adtricity program.

DIRECT ACCESS: VIA NT'S SUPPLY-PATH OPTIMIZATION INITIATIVE

Viant has significantly expanded its sustainable supply path partnerships over the past year, underscoring our commitment to a greener, more efficient digital advertising ecosystem.

Central to this effort is our Direct Access initiative, which streamlines supply paths by targeting non-value-added intermediaries, low-quality inventory, non-human traffic and wasteful spending. This proactive approach not only cuts unnecessary ad spend but substantially reduces the carbon footprint associated with digital advertising.

Direct Access delivers multiple sustainable benefits:

- Streamlined access to premium inventory at scale
- Pricing efficiency to optimize working media budgets
- Enhanced data interoperability for precise campaign targeting and superior outcomes
- Future-ready, privacy-conscious integrations
- Significantly reduced carbon impact

By directly connecting buyers with premium inventory through first-party data integrations, Viant's Direct Access ensures responsible and sustainable media planning, buying, and measurement.

Together with these strategic collaborations, Viant is shaping a smarter, greener digital advertising landscape.





VIANT'S DIRECT ACCESS EVENT

As part of our ongoing effort to promote a more efficient and sustainable advertising ecosystem, Viant hosted its second annual Direct Access event at the NASDAQ MarketSite in New York City in October 2024. The event, "CTV: Accelerating Performance Throughout the Customer Journey," explored how Connected TV (CTV) is reshaping the future of digital advertising by delivering stronger outcomes for advertisers while reducing waste across the supply path.

The event featured two expert-led panels with leaders from companies including NBCUniversal, Disney, Paramount, IPG Mediabrands and others in Viant's Direct Access ecosystem. Panelists shared how innovations in addressable CTV and live sports streaming are driving both business performance and sustainability by prioritizing premium, direct supply paths and reducing reliance on inefficient intermediaries.

This annual event reinforces the broader mission of Direct Access: to streamline media investments, eliminate waste, and create a more environmentally responsible foundation for programmatic advertising.



THE PATH FORWARD: VIA NT'S COMMITMENT TO A SUSTAINABLE FUTURE

Viant remains committed to driving meaningful change across the advertising industry. Our expanded sustainability initiatives, anchored by Adtricity and enhanced through strategic partnerships with Cedara, Scope3, and industry coalitions like Ad Net Zero, set clear benchmarks toward achieving measurable carbon reduction.

But sustainability is a shared mission—one that requires collective action and collaboration. We invite our partners, clients, and industry stakeholders to join us on this essential journey. Together, through transparency, innovation, and collaborative action, we can significantly reduce carbon emissions and set a new standard for sustainable advertising.

Join us in shaping a greener future for digital advertising.



APPENDIX: VIANT'S CARBON FOOTPRINT

GHG SCOPE	TONNES OF CO ² e
SCOPE 1	147
SCOPE 2	248
SCOPE 3	31,256*
GRAND TOTAL	31,651

SCOPE 1: Stationary combustion

SCOPE 2: Purchased energy

SCOPE 3: Purchased goods and services, capital goods, business travel, upstream transportation and distribution, waste generated in operations, employee commuting, upstream leased assets

SOURCE: UL Solutions Greenhouse Gas Verification Report June 6, 2025

*Scope 3 emissions for 2024 reflect an expanded GHG verification methodology that accounts for Viant's entire programmatic supply chain, reinforcing the company's commitment to its Supply Decarbonization Initiative, launched in 2024. Using the prior year's methodology, Scope 3 emissions for 2024 would total 5,446 metric tonnes of CO₂e

ABOUT VIAN

Viant Technology Inc. (NASDAQ: DSP) is a leader in AI-powered programmatic advertising, dedicated to driving innovation in digital marketing. Viant's omnichannel platform built for CTV allows marketers to plan, execute and measure their campaigns with unmatched precision and efficiency. With the launch of ViantAI, Viant is building the future of fully autonomous advertising solutions, empowering advertisers to achieve their boldest goals. Viant was recently awarded Best Demand-Side Platform by MarTech Breakthrough, Great Place to Work® certification and received the Business Intelligence Group's AI Excellence Award. Learn more at viantinc.com.

FORWARD-LOOKING STATEMENTS

This report may include "forward-looking statements" within the meaning of United States federal securities laws. Any forward-looking statements contained in this report are made as the date they were made, are subject to change without notice, and are not guaranteed to be updated, except as required by applicable law. Such forward-looking statements are based on historical performance and management's current plans, estimates and expectations in light of information currently available. Actual results may differ materially from these plans, estimates and expectations, and we caution that you should not place reliance on any of our forward-looking statements.

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