

Fluent, Inc. Announces \$5.75 Million Registered Direct Offering and \$2.75 Million Concurrent Private Offering Closing

DECEMBER 3, 2024

Winston & Strawn represented ThinkEquity, as placement agent, in connection with Fluent, Inc., a leader in performance marketing, in the closing of its Registered Direct and Concurrent Private Placement offerings. Fluent offered 2,483,586 shares of common stock at \$2.3152 per share in the Registered Direct Offering and issued unregistered pre-funded warrants to purchase up to 1,187,802 shares at \$2.3147 per share in the Concurrent Private Placement. The net proceeds from the Registered Direct Offering were approximately \$5.3 million, while proceeds from the Concurrent Private Placement totaled approximately \$2.7 million, after deducting offering-related expenses. Fluent used the proceeds for general corporate purposes, including capital expenditures, working capital, and administrative expenses.

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