

FLUENT, INC.
ANNUAL MEETING OF STOCKHOLDERS
RULES OF CONDUCT OF MEETING

June 8, 2022

Welcome to the Annual Meeting of Stockholders of Fluent, Inc. (the “Company”). It is our desire to conduct a productive and businesslike Annual Meeting (the “Meeting”). You can help achieve that goal by observing the following rules and procedures.

1. The business of the Meeting will follow the order set forth in the Agenda in an effort to permit an orderly presentation of the matters to come before the Meeting.
2. No specific rules of procedure, such as Robert's Rules, are prescribed for this Meeting. The Meeting will proceed generally as set forth in the Agenda and in accordance with these Rules of Conduct.
3. You need not vote at this Meeting if you have already voted by proxy. If you have previously voted but wish to change your vote, or if you have not yet voted, you may request a ballot and vote before the polls close.
4. Only stockholders or holders of their proxies eligible to vote at the Meeting may ask questions at the Meeting. If you are a stockholder eligible to vote or a proxy eligible to vote and wish to ask a question at the Meeting, please submit your question via the Q&A portal.
5. Questions or comments with respect to any proposal may be raised following the presentation of all proposals.
6. Questions and comments unrelated to agenda items should be held until the general Question and Answer period. Out of consideration for others, each stockholder will be limited to one question.
7. Individual matters, not of concern to all stockholders generally are not appropriate matters for general discussion.
8. The use of sound and/or video recording equipment and other similar equipment is prohibited, except those employed by the Company to provide a record of the proceedings or otherwise.