VERITONE, INC.
2026 ANNUAL MEETING OF STOCKHOLDERS
July 7, 2026

RULES OF PROCEDURE

Welcome to the 2026 Annual Meeting of Stockholders (the "Annual Meeting") of Veritone, Inc. (the "Company"). In fairness to all stockholders attending the meeting and in the interest of having a fair, orderly and constructive meeting, the following procedures will apply:

1. Our Company's bylaws describe requirements for meetings of our stockholders, and we will conduct the meeting consistent with those requirements.

2. The business of the meeting will follow the order shown on the Agenda available at http://www.virtualshareholdermeeting.com/VERI2026 (the "web portal"). You need not vote at the meeting if you have already voted by proxy. However, if (i) you used your 16-digit control number to enter the meeting and (ii) you wish to revoke your proxy and change your vote, or you have not voted, you may submit your vote using the "Voting" button on the web portal during the Annual Meeting, before the Secretary of the Annual Meeting announces that voting is closed.

3. If you have a question about one of the proposals to be voted upon at the meeting and you entered the meeting using your 16-digit control number, you may submit your question in the "Submit a Question" field accessible through the "Q&A" button on the web portal before or at the time that the proposal is presented. We will answer questions on the proposals to be voted on by the stockholders at the meeting before the voting is closed. Please note that only stockholders of record at the close of business on May 19, 2026 are entitled to ask questions and to vote at the meeting, and only those stockholders who enter the meeting using their 16-digit control number will be able to ask questions and to vote at the meeting.

4. At the conclusion of the formal business of the Annual Meeting, the Company may address appropriate general questions from stockholders related to the Company's business, as time permits. Such questions may be submitted in the field provided on the web portal during the Annual Meeting.

5. To allow us to answer questions from as many stockholders as possible, we will limit each stockholder to three questions. It will help us if questions are succinct and cover only one topic per question. Questions from multiple stockholders on the same topic or that are otherwise related may be grouped, summarized and answered together.

6. Stockholder questions are welcome, but they must be pertinent to the Company and the matters properly brought before the meeting. The Company does not intend to address any questions that are, among other things:

    - not relevant to the business of the Company or to the business of the Annual Meeting;
    - related to material non-public information of the Company;
    - related to general economic, political or other matters that are not directly related to the business of the Company;
    - related to personal grievances; or
    - out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Chairman and/or the Secretary in their reasonable judgment.

7. If you have questions that are not related to the Annual Meeting or that are not of concern to the stockholders generally, such matters may be raised separately after the Annual Meeting by contacting the Company by email at investors@veritone.com.

8. Recording of the meeting in any form is prohibited. A webcast playback will be available on the web portal 24 hours after the completion of the meeting for up to one year.

9. In the event of a technical malfunction or other significant problem that disrupts the Annual Meeting, the Chairman may adjourn, recess or expedite the Annual Meeting or take such other action that the Chairman determines is appropriate in light of the circumstances.

10. The Chairman shall have the authority necessary to preside over the Annual Meeting and may make any and all determinations with respect to the conduct of the meeting and procedures to be followed during the meeting.

11. If you have technical issues during the Annual Meeting, please call the phone number listed on the web portal homepage. Technicians will be available to assist you.

Thank you for your cooperation and for joining the Company at the Annual Meeting.