

FLUENT, INC.
 300 VESEY STREET 9TH FLOOR
 NEW YORK, NEW YORK 10282

VOTE BY INTERNET

Before The Meeting - Go to www.proxyvote.com

Use the Internet to transmit your voting instructions and for electronic delivery of information up until 11:59 p.m. Eastern Time the day before the cut-off date or meeting date. Have your proxy card in hand when you access the website and follow the instructions to obtain your records and to create an electronic voting instruction form.

During The Meeting - Go to www.virtualshareholdermeeting.com/FLNT2021

You may attend the meeting via the Internet and vote during the meeting. Have the information that is printed in the box marked by the arrow available and follow the instructions.

VOTE BY PHONE - 1-800-690-6903

Use any touch-tone telephone to transmit your voting instructions up until 11:59 p.m. Eastern Time the day before the cut-off date or meeting date. Have your proxy card in hand when you call and then follow the instructions.

VOTE BY MAIL

Mark, sign and date your proxy card and return it in the postage-paid envelope we have provided or return it to Vote Processing, c/o Broadridge, 51 Mercedes Way, Edgewood, NY 11717.

TO VOTE, MARK BLOCKS BELOW IN BLUE OR BLACK INK AS FOLLOWS:

D53272-P57670

KEEP THIS PORTION FOR YOUR RECORDS
 DETACH AND RETURN THIS PORTION ONLY

THIS PROXY CARD IS VALID ONLY WHEN SIGNED AND DATED.

FLUENT, INC.

The Board of Directors recommends you vote FOR the following proposals:

- To elect five directors to hold office for a one-year term until the 2022 Annual Meeting of Stockholders and until their successors are elected and qualified;

Nominees:

For Against Abstain

- | | | | |
|---------------------------|--------------------------|--------------------------|--------------------------|
| 1a. Ryan Schulke | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1b. Matthew Conlin | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1c. Donald Mathis | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1d. Carla Newell | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1e. Barbara Shattuck Kohn | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- To ratify the appointment of Grant Thornton LLP as the independent registered public accounting firm of the Company for the fiscal year ending December 31, 2021;
- To hold a non-binding advisory vote on executive officer compensation ("Say-on-Pay");

The Board of Directors recommends you vote for "1 year" on the following proposal:

- | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| 4. To approve, on an advisory basis, the preferred frequency of stockholder advisory votes on executive compensation ("Say-on-Frequency"); and | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|--|--------------------------|--------------------------|--------------------------|--------------------------|

NOTE: Such other business as may properly come before the meeting or any adjournment thereof will be voted on by the proxy holders in their discretion.

Please sign exactly as your name(s) appear(s) hereon. When signing as attorney, executor, administrator, or other fiduciary, please give full title as such. Joint owners should each sign personally. All holders must sign. If a corporation or partnership, please sign in full corporate or partnership name by authorized officer.

Signature [PLEASE SIGN WITHIN BOX] Date

Signature (Joint Owners) Date

Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting:

The Notice and Proxy Statement and Annual Report are available at www.proxyvote.com.

D53273-P57670

FLUENT, INC.
Annual Meeting of Stockholders
June 2, 2021 11:00 AM Eastern Time
This proxy is solicited by the Board of Directors

The undersigned hereby appoints Ryan Schulke and Daniel J. Barsky and each of them severally, as proxies of the undersigned, each with full power to appoint his substitute, to represent the undersigned at the Annual Meeting (the "Meeting") of Stockholders of Fluent, Inc. (the "Company") to be held on June 2, 2021 (11:00 AM Eastern Time) held virtually at www.virtualshareholdermeeting.com/FLNT2021, and at any adjournments thereof, and to vote all shares of common stock of the Company held of record by the undersigned at the close of business on April 29, 2021 in accordance with the instructions set forth on this proxy card and, in their discretion, to vote such shares on any other business as may properly come before the Meeting and on matters incident to the conduct of the Meeting. Any proxy heretofore given by the undersigned with respect to such shares of common stock is hereby revoked.

THE SHARES REPRESENTED BY THIS PROXY WILL BE VOTED AS INSTRUCTED ON THE REVERSE SIDE. IF THIS PROXY IS EXECUTED BUT NO VOTING INSTRUCTIONS ARE GIVEN, THE SHARES REPRESENTED BY THIS PROXY WILL BE VOTED FOR EACH OF THE DIRECTOR NOMINEES, FOR PROPOSALS 2 AND 3 AND FOR 1 YEAR ON PROPOSAL 4.

Continued and to be signed on reverse side