FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| OI | MВ | AP | PR | O | /Α |
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| hours per response. | 0.5 |

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| 10b5-1(c). See | Instruction 10. | | | |
|---|------------------|----------|---|---|
| Name and Address of Reporting Person * Steelberg Ryan | | | 2. Issuer Name and Ticker or Trading Symbol <u>Veritone, Inc.</u> [VERI] | Relationship of Reporting Person(s) to Issuer (Check all applicable) Yes 10% Over 10% O |
| (Last) C/O VERITO | (First) NE, INC. | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 04/17/2024 | X Director X 10% Owner X Officer (give title Other (specify below) PRESIDENT AND CEO |
| 1615 PLATTE | E STREET, 2ND | FLOOR | 4. If Amendment, Date of Original Filed (Month/Day/Year) | 6. Individual or Joint/Group Filing (Check Applicable Line) |
| (Street) DENVER | CO | 80202 | | X Form filed by One Reporting Person Form filed by More than One Reporting Person |
| (City) | (State) | (Zip) | | |

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | | | 5. Amount of Securities Beneficially Owned Following Reported | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | Beneficial Ownership | | | | |
|---------------------------------|--------------------------------------|--|------|--|---|-------------------------|--------|------------------------------------|---|---|
| | | | Code | v | Amount | (A) or (D) | Price | Transaction(s) (Instr. 3 and 4) | | (Instr. 4) |
| Common Stock | 04/17/2024 | | F | | 21,086(1) | D | \$3.78 | 772,100 | D | |
| Common Stock | | | | | | | | 215,174 | I | The RSS Living Trust, dated April 6, 2012 ⁽²⁾ |
| Common Stock | | | | | | | | 2,003,349 | I | RVH, LLC ⁽³⁾ |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | Transaction Code (Instr. 8) | | 5. Num Derivat Securit Acquire or Disp (D) (Ins and 5) | ive ies ed (A) osed of | 6. Date Exerc Expiration Day/\(\text{Month/Day/\}\) | ate | Securities Un Derivative Se | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | | derivative Securities Beneficially Owned | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | Beneficial Ownership (Instr. 4) |
|--|---|------------------|---|-----------------------------------|---|--|---------------------------------|--|--------------------|--------------------------------|--|--|---|--|---------------------------------------|
| | | | | Code | v | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | Transaction(s) (Instr. 4) | | |

Explanation of Responses:

- $1. \ Represents \ shares \ that \ were \ withheld \ for \ payment \ of \ taxes \ upon \ vesting \ of \ restricted \ stock \ units.$
- 2. Reporting person is the trustee of The RSS Living Trust dated April 6, 2012 and, as such, reporting person may be deemed a beneficial owner of such shares. Reporting person disclaims beneficial ownership of such shares, except to the extent of his pecuniary interest therein.
- 3. Shares are held by RVH, LLC, a limited liability company. Reporting person is the sole manager and member of RVH, LLC.

/s/ Craig Gatarz, Attorney-in-Fact 04/19/2024

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.