FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| OMB APPROVAL             |     |  |  |  |  |  |  |  |  |
|--------------------------|-----|--|--|--|--|--|--|--|--|
| OMB Number: 3235-0287    |     |  |  |  |  |  |  |  |  |
| Estimated average burden |     |  |  |  |  |  |  |  |  |
| 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).

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

| Name and Address of Reporting Person*     SOMERS KIRK  |  |  |          |  | 2. Issuer Name <b>and</b> Ticker or Trading Symbol Cardlytics, Inc. [ CDLX ] |  |                                 |                       |  |      |   |       | (Ch  | eck all ap<br>Dire                           |   |   | Issuer Owner r (specify               |    |
|--|--|--|----------|--|--|--|---------------------------------|-----------------------|--|------|---|-------|--|--|---|---|---------------------------------------|----|
| C/O CARDLYTICS, INC.   |  |  |          |  |  | 3. Date of Earliest Transaction (Month/Day/Year) 06/20/2019            |                                 |                       |  |      |   |       |  | 7  | belo  | w)  | belo<br>Privacy Off                   | w) |
| 675 PONCE DE LEON AVENUE NE, SUITE 6000  (Street)  ATLANTA GA 30308  (City) (State) (Zip)  |  |  |          | 4. If Amendment, Date of Original Filed (Month/Day/Year) |  |  |                                 |                       |  |      |   | Line  | 6. Individual or Joint/Group Filing (Check Applicable Line)  X Form filed by One Reporting Person Form filed by More than One Reporting Person |  |   |   |                                       |    |
| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned   |  |  |          |  |  |  |                                 |                       |  |      |   |       |  |  |   |   |                                       |    |
| 1. Title of Security (Instr. 3)  2. Transaction Date (Month/Day)   |  |  |          |  |  | Execution Date,  |                                 |                       | 3.<br>Transaction<br>Code (Instr. 8)  4. Securities Acquired (A)<br>Disposed Of (D) (Instr. 3, |      |   |       | Secu<br>Bene   | ficially<br>ed Following                     | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4)   | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |                                       |    |
|  |  |  |          |  |  | Code   | v                               | Amount                | (A)<br>(D)   | or F | Price   | Trans | action(s)<br>. 3 and 4)  |  | (IIISU. 4)  |   |                                       |    |
| Common Stock 06/20/20  |  |  |          |  |  |  | 2019                            |                       | S <sup>(1)</sup>   |      | 1,500   | Г     | ) [  | \$24.05                                      | 2) 3  | 9,283(3)  | D                                     |    |
| 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  Security  3. Transaction Date (Month/Day/Year)  (Month/Day/Year)  (Month/I |  |  | on Date, | 4.<br>Transaction<br>Code (Instr.<br>8)                  |  | 5. Null of Deriving Security Acquired (A) or Disposof (D) (Instruand 5 | ative<br>rities<br>ired<br>osed | 6. Date Expira (Month | tion Da<br>h/Day/Y   |      | 7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4)  Amoun or Numbe of Title Shares |       | str. 3   | Price of<br>erivative<br>ecurity<br>nstr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction<br>(Instr. 4) | Ownershi<br>Form:<br>Direct (D)<br>or Indirec<br>(I) (Instr. 4    | Beneficial<br>Ownership<br>(Instr. 4) |    |

## **Explanation of Responses:**

- 1. These sales were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on May 16, 2019.
- 2. The price reported is a weighted average sales price. These shares were sold in multiple transactions at prices ranging from \$23.85 to \$24.32, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (2) to this Form 4.
- $3.\ Includes\ 944\ shares\ of\ Common\ Stock\ acquired\ under\ the\ Issuer's\ Employee\ Stock\ Purchase\ Plan.$

## Remarks:

<u>/s/ Kirk L. Somers</u> <u>06/21/2019</u>

\*\* 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.