FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Washington, D.C. 20549

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## 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

|                                 | dress of Reporting | Person*  | 2. Issuer Name <b>and</b> Ticker or Trading Symbol Cardlytics, Inc. [ CDLX ] | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)             |  |  |  |  |  |  |
|---------------------------------|--------------------|----------|--|---|--|--|--|--|--|--|
| (Last)                          | (First)            | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 06/04/2019                  | X Director X 10% Owner Officer (give title below) Other (specify below)             |  |  |  |  |  |  |
| C/O POLARI                      | IS PARTNERS        |          |  |   |  |  |  |  |  |  |
| ONE MARINA PARK DRIVE, 10TH FL. |                    |          | 4. If Amendment, Date of Original Filed (Month/Day/Year)                     | 6. Individual or Joint/Group Filing (Check Applicable Line)                         |  |  |  |  |  |  |
| (Street) BOSTON                 | MA                 | 02210    |  | X Form filed by One Reporting Person  Form filed by More than One Reporting  Person |  |  |  |  |  |  |
| (City)                          | (State)            | (Zip)    |  |   |  |  |  |  |  |  |

| ONE MARINA           | 4. If Amendment, Date of Original Filed (Month/Day/Year)  6. Individual or Joint/Group Filing (Check Applica Line) |           |   |                               |   |   |   |               |   |                    |   |   |  |
|----------------------|--|-----------|---|-------------------------------|---|---|---|---------------|---|--------------------|---|---|--|
| (Street) BOSTON      | MA   | 0221      | X Form filed by One Reporting Person Form filed by More than One Reporting Person |                               |   |   |   |               |   |                    |   |   |  |
| (City)               | (State)  | (Zip)     | Non Donivet   | i Caarreitiaa                 | <b>.</b>                                |   | Diamagad                                  | -6            | Danafi  | -:-II.             | Oursel  |   |  |
| 1. Title of Security | (Instr. 3)   | Table 1 - | 2. Transaction<br>Date<br>(Month/Day/Year   | 2A. Deemed<br>Execution Date, | 3.<br>Transaction<br>Code (Instr.<br>8) |   | 4. Securities Acqu<br>Disposed Of (D) (Ir |               | f, or Beneficiall<br>equired (A) or<br>o) (Instr. 3, 4 and 5) |                    | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership |
|                      |  |           |   |                               | Code                                    | v | Amount                                    | (A) or<br>(D) | Price   |                    | Reported<br>Transaction(s)<br>(Instr. 3 and 4)                |   | (Instr. 4)                                 |
| Common Stock         |  |           | 06/04/2019  |                               | S                                       |   | 35,103                                    | D             | D \$23.2817 <sup>(1)</sup>                                    |                    | <b>5</b> 23.2817 <sup>(1)</sup> 2,331,531                     |   | See<br>Footnote <sup>(2)</sup>             |
| Common Stock         |  |           | 06/05/2019  |                               | S                                       |   | 3,939                                     | D             | \$23.62   | 252 <sup>(3)</sup> | 2,327,592   | I   | See<br>Footnote <sup>(2</sup>              |
| Common Stock         |  |           | 06/05/2019  |                               | S                                       |   | 32,294                                    | D             | \$24.9  | 93(4)              | 2,295,298   | I   | See<br>Footnote <sup>(2)</sup>             |
| Common Stock         |  |           | 06/05/2019  |                               | S                                       |   | 1,036                                     | D             | \$25.30   | )25 <sup>(5)</sup> | 2,294,262   | I   | See<br>Footnote <sup>(2</sup>              |
| Common Stock         |  |           | 06/06/2019  |                               | S                                       |   | 294                                       | D             | \$2   | 5                  | 2,293,968   | I   | See<br>Footnote <sup>(2</sup>              |
| Common Stock         |  |           | 06/04/2019  |                               | S                                       |   | 684                                       | D             | \$23.28   | 317 <sup>(1)</sup> | 45,437  | I   | See<br>Footnote <sup>(6</sup>              |
| Common Stock         |  |           | 06/05/2019  |                               | s                                       |   | 80  | D             | \$23.63   | 333 <sup>(3)</sup> | 45,357  | I   | See<br>Footnote <sup>(t</sup>              |
| Common Stock         |  |           | 06/05/2019  |                               | s                                       |   | 604                                       | D             | \$24.98   | 382 <sup>(4)</sup> | 44,753  | I   | See<br>Footnote <sup>(6</sup>              |
| Common Stock         |  |           | 06/05/2019  |                               | s                                       |   | 42  | D             | \$25.30   | )17 <sup>(5)</sup> | 44,711  | I   | See<br>Footnote <sup>(6</sup>              |
| Common Stock         |  |           | 06/06/2019  |                               | s                                       |   | 6   | D             | \$2   | 5                  | 44,705  | I   | See<br>Footnote <sup>(6</sup>              |
| Common Stock         |  |           | 06/04/2019  |                               | s                                       |   | 240                                       | D             | \$23.28   | B17 <sup>(1)</sup> | 15,967  | I   | See<br>Footnote <sup>(7</sup>              |
| Common Stock         |  |           | 06/05/2019  |                               | s                                       |   | 30  | D             | \$23.6  | 54 <sup>(3)</sup>  | 15,937  | I   | See<br>Footnote <sup>(7</sup>              |
| Common Stock         |  |           | 06/05/2019  |                               | s                                       |   | 211                                       | D             | \$25.00   | )13 <sup>(4)</sup> | 15,726  | I   | See<br>Footnote <sup>()</sup>              |
| Common Stock         |  |           | 06/05/2019  |                               | S                                       |   | 14  | D             | \$25.29   | 907 <sup>(5)</sup> | 15,712  | I   | See<br>Footnote <sup>(7</sup>              |
| Common Stock         |  |           | 06/06/2019  |                               | S                                       |   | 2   | D             | \$2   | 5                  | 15,710  | I   | See<br>Footnote <sup>(7</sup>              |
| Common Stock         |  |           | 06/04/2019  |                               | S                                       |   | 351                                       | D             | \$23.28   | B17 <sup>(1)</sup> | 23,313  | I   | See<br>Footnote <sup>(t</sup>              |
| Common Stock         |  |           | 06/05/2019  |                               | S                                       |   | 37  | D             | \$23.6  | 43(3)              | 23,276  | I   | See<br>Footnote <sup>(8</sup>              |
| Common Stock         |  |           | 06/05/2019  |                               | S                                       |   | 307                                       | D             | \$24.99   | )32 <sup>(4)</sup> | 22,969  | I   | See<br>Footnote <sup>(t)</sup>             |

|   |   | Tabl                                       | e I - Non-De           | rivativ    | ve Secu               | urities A   | <b>Acqui</b>        | red,                                    | Dis                                     | posed  | of, or                           | Beneficia  | ally ( | Owne                                     | ed  |   |   |
|---|---|--|------------------------|------------|-----------------------|---|---------------------|---|---|--------|----------------------------------|--|--------|--|---|---|---|
| 1. Title of Security (Instr. 3)                     |   |  | Date                   |            |                       | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year)   |                     | 3.<br>Transaction<br>Code (Instr.<br>8) |   |        |                                  | Acquired (A) or<br>(D) (Instr. 3, 4 and 5)   |        |  | unt of<br>ies<br>ially<br>Following   | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|   |   |  |                        |            |                       |   |                     | Code V                                  |   | Amount |                                  | (A) or (D) Price   |        | Reported Transaction(s) (Instr. 3 and 4) |   |   |   |
| Common Stock  |   |  | 06/05                  | 06/05/2019 |                       |   | S                   |   | 7                                       |        | D                                | \$25.3029(5)   |        | 22,962                                   |   | I   | See<br>Footnote <sup>(8</sup>                                     |
| Common Stock  |   |  | 06/06                  | 06/06/2019 |                       |   | S                   |   |   | 3      | D                                | \$25   |        | 22,959                                   |   | I   | See<br>Footnote <sup>(8)</sup>                                    |
| Common Stock  |   |  |                        |            |                       |   |                     |   |   |        |                                  |  |        | 8,484                                    |   | D   |   |
|   |   | Та   | ble II - Deri<br>(e.g. |            |                       |   |                     |   |   |        |                                  | neficiall<br>curities)   | y Ov   | vned                                     |   |   |   |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) |                        |            | nsaction<br>e (Instr. | 5. Number<br>of<br>Derivativ<br>Securitie<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3, 4<br>and 5) | Expiration (Month/D |   | Exercisable and<br>on Date<br>Day/Year) |        | Amou<br>Secur<br>Under<br>Deriva | unt of prities called the control of |        | ice of<br>vative<br>urity<br>r. 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>y Direct (D)<br>or Indirec<br>(I) (Instr. 4  | Beneficial<br>Ownership<br>(Instr. 4)                             |
|   |   |  |                        |            |                       |   |                     |   |   |        |                                  | Amount<br>or<br>Number   |        |  |   |   |   |

## **Explanation of Responses:**

1. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$23.25 to \$23.44, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer or the staff of the Securities Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote (1) to this Form 4.

Date

Exercisable

Expiration

Shares

- 2. The reportable securities are owned directly by Polaris Venture Partners V, L.P. ("PVP V"). Polaris Venture Management Co. V, L.L.C. ("PVM V") is the general partner of PVP V. The Reporting Person, a member of the Issuer's Board of Directors, is a member of PVM V. Each of Jonathan A. Flint ("Flint") and Terrance G. McGuire ("McGuire") are the managing members of PVM V. Each of Flint, McGuire and the Reporting Person, in their respective capacities with respect to PVM V, may be deemed to have shared voting and dispositive power over the shares held by PVP V. Each of PVM V, Flint, McGuire and the Reporting Person disclaims beneficial ownership of these securities and this report shall not be deemed an admission that any one of them is the beneficial owner of such securities for purposes of Section 16 or for any other purpose, except to the extent of their respective pecuniary interests therein.
- 3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$23.25 to \$24.19, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer or the staff of the Securities Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote (3) to this Form 4.
- 4. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$24.25 to \$25.23, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer or the staff of the Securities Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote (4) to this Form 4.
- 5. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$25.26 to \$25.36, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer or the staff of the Securities Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote (5) to this Form 4.
- 6. The reportable securities are owned directly by Polaris Venture Partners Entrepreneurs' Fund V, L.P. ("PVPE V"). PVM V is the general partner of PVPE V. The Reporting Person, a member of the Issuer's Board of Directors, is a member of PVM V. Each of Flint and McGuire are the managing members of PVM V. Each of Flint, McGuire and the Reporting Person, in their respective capacities with respect to PVM V, may be deemed to have shared voting and dispositive power over the shares held by PVPE V. Each of PVM V, Flint, McGuire and the Reporting Person disclaims beneficial ownership of these securities and this report shall not be deemed an admission that any one of them is the beneficial owner of such securities for purposes of Section 16 or for any other purpose, except to the extent of their respective pecuniary interests therein.
- 7. The reportable securities are owned directly by Polaris Venture Partners Founders' Fund V, L.P. ("PVPFF V"). PVM V is the general partner of PVPFF V. The Reporting Person, a member of the Issuer's Board of Directors, is a member of PVM V. Each of Flint and McGuire are the managing members of PVM V. Each of Flint, McGuire and the Reporting Person, in their respective capacities with respect to PVM V, may be deemed to have shared voting and dispositive power over the shares held by PVPFF V. Each of PVM V, Flint, McGuire and the Reporting Person disclaims beneficial ownership of these securities and this report shall not be deemed an admission that any one of them is the beneficial owner of such securities for purposes of Section 16 or for any other purpose, except to the extent of their respective pecuniary interests therein.
- 8. The reportable securities are owned directly by Polaris Venture Partners Special Founders' Fund V, L.P. ("PVPSFF V"). PVM V is the general partner of PVPSFF V. The Reporting Person, a member of the Issuer's Board of Directors, is a member of PVM V. Each of Flint and McGuire are the managing members of PVM V. Each of Flint, McGuire and the Reporting Person, in their respective capacities with respect to PVM V, may be deemed to have shared voting and dispositive power over the shares held by PVPSFF V. Each of PVM V, Flint, McGuire and the Reporting Person disclaims beneficial ownership of these securities and this report shall not be deemed an admission that any one of them is the beneficial owner of such securities for purposes of Section 16 or for any other purpose, except to the extent of their respective pecuniary interests therein.

## Remarks:

/s/ Bryce Youngren 06/06/2019

Date

\*\* Signature of Reporting Person

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.