FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

| Washington, | D.C. | 20549 |
|-------------|------|-------|
|-------------|------|-------|

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| OMB APPROVAL             |     |  |  |  |  |  |  |  |  |
|--------------------------|-----|--|--|--|--|--|--|--|--|
| OMB Number: 3235-02      |     |  |  |  |  |  |  |  |  |
| 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

| 1. Name and Address of Reporting Person* <u>Lapic S Aimee</u> |  |            |                     | 2. Issuer Name and Ticker or Trading Symbol Cardlytics, Inc. [ CDLX ] |         |   |     |       |                    |          | (Ch  | elationship<br>eck all applic<br>X Directo          | able)  | g Pers  | son(s) to Iss<br>10% Ov  |  |  |                    |         |
|---|--|------------|---------------------|---|---------|---|-----|-------|--------------------|----------|--|---|--|---|--|--|--|--------------------|---------|
|   | RDLYTICS   | , INC.     | (Middle)            |   |         | 3. Date of Earliest Transaction (Month/Day/Year) 06/25/2020   |     |       |                    |          |  |   |  |   | Officer<br>below)  | (give title  |  | Other (s<br>below) | specify |
| 675 PONCE DE LEON AVENUE NE, 6000                             |  |            |                     |   | 4. If / | 4. If Amendment, Date of Original Filed (Month/Day/Year)  6. Individual or Joint/Group Filing (Check Applicable Line) |     |       |                    |          |  |   | plicable   |   |  |  |  |                    |         |
| (Street)  | TA G   | A :        | 30308               |   |         |   |     |       |                    |          |  | 1 '   | Form filed by One Reporting Person Form filed by More than One Reporting Person  |   |  |  |  |                    |         |
| (City)  | (S   | tate)      | (Zip)               |   |         |   |     |       |                    |          |  |   |  |   |  |  |  |                    |         |
|   | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned   |            |                     |   |         |   |     |       |                    |          |  |   |  |   |  |  |  |                    |         |
| 1. Title of Security (Instr. 3)  2. Transa Date (Month/D      |  |            |                     | Execution Date,   |         | Code (Instr. 5)   |     |       | (A) or<br>3, 4 and | Benefici | es Form<br>ally (D) o<br>Following (I) (II |   | n: Direct<br>or Indirect<br>nstr. 4)   | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |  |                    |         |
|   |  |            |                     |   |         |   |     | Code  | v                  | Amount   | (A) or<br>(D) P                            |   | Price  | Transac   | nsaction(s)<br>tr. 3 and 4)  |  |  | (111311.4)         |         |
| Common Stock 06/25/   |  |            |                     | /2020   |         | М   |     | 6,35  | 6,353 A            |          | (1)  | 8,  | 8,349  |   | D  |  |  |                    |         |
|   | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |            |                     |   |         |   |     |       |                    |          |  |   |  |   |  |  |  |                    |         |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)           | erivative Conversion Date Execution Date, Curity or Exercise (Month/Day/Year) if any   |            | Transac<br>Code (Ir | saction of  |         | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year)  |     |       | or                 |          | nount                                      | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | ly  | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |                    |         |
|   |  |            |                     |   | Code    | v   | (A) |       | Date<br>Exercisab  |          | xpiration<br>ate                           | Title   | of   | ımber<br>nares  |  |  |  |                    |         |
| Restricted<br>Stock<br>Units                                  | (1)  | 06/25/2020 |                     |   | М       |   |     | 6,353 | (2)                |          | (2)  | Common  | 6  | ,353  | \$0  | 0  |  | D                  |         |

## **Explanation of Responses:**

- 1. Each restricted stock unit ("RSU") represents a contingent right to receive one share of common stock of the Issuer, or at the election of the Issuer, its cash equivalent.
- 2. The RSUs vested in full on the one-year anniversary of the date of grant.

## Remarks:

/s/ Kirk L. Somers, Attorneyin-Fact

06/26/2020

\*\* 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.