| SEC Form 4 |  |
|------------|--|
|------------|--|

 $\square$ 

## FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## 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

| OMB APPRO                | OVAL      |  |  |  |  |  |  |  |  |
|--------------------------|-----------|--|--|--|--|--|--|--|--|
| OMB Number:              | 3235-0287 |  |  |  |  |  |  |  |  |
| Estimated average burden |           |  |  |  |  |  |  |  |  |
| hours per response:      | 0.5       |  |  |  |  |  |  |  |  |

| 1. Name and Address of Reporting Person <sup>*</sup> <u>Youngren Bryce</u> |                        |             | 2. Issuer Name <b>and</b> Ticker or Trading Symbol<br>Cardlytics, Inc. [ CDLX ] | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable) |                                 |                       |  |  |  |
|--|------------------------|-------------|---|--|---------------------------------|-----------------------|--|--|--|
|  |                        |             | <u> </u>  | X  | Director                        | 10% Owner             |  |  |  |
| (Last)<br>C/O POLAR  | (First)<br>IS PARTNERS | (Middle)    | 3. Date of Earliest Transaction (Month/Day/Year)<br>07/15/2019                  |  | Officer (give title below)      | Other (specify below) |  |  |  |
| ONE MARINA PARK DRIVE, 10TH FL.  |                        | E. 10TH FL. |   |  |                                 |                       |  |  |  |
|  |                        |             | 4. If Amendment, Date of Original Filed (Month/Day/Year)                        | ng (Check Applicable   |                                 |                       |  |  |  |
| (Street)   |                        |             |   | X  | Form filed by One Re            | porting Person        |  |  |  |
| BOSTON   | MA                     | 02210       |   |  | Form filed by More th<br>Person | an One Reporting      |  |  |  |
| (City)   | (State)                | (Zip)       |   |  |                                 |                       |  |  |  |

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

| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |  |   |   |   |                              |               |                                 |   |   |   |
|--|--|---|---|---|------------------------------|---------------|---------------------------------|---|---|---|
| 1. Title of Security (Instr. 3)  | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code (Instr.<br>8) |   | 4. Securities<br>Disposed Of |               |                                 | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership |
|  |  |   | Code                                    | v | Amount                       | (A) or<br>(D) | Price                           | Transaction(s)<br>(Instr. 3 and 4)  |   | (Instr. 4)  |
| Common Stock   | 07/15/2019                                 |   | S <sup>(1)</sup>                        |   | 19,283                       | D             | \$27.7259 <sup>(2)</sup>        | 2,178,192   | Ι   | See<br>Footnote <sup>(3</sup>                       |
| Common Stock   | 07/16/2019                                 |   | S <sup>(1)</sup>                        |   | 20,227                       | D             | \$27.8689 <sup>(4)</sup>        | 2,157,965   | Ι   | See<br>Footnote <sup>(3</sup>                       |
| Common Stock   | 07/17/2019                                 |   | S <sup>(1)</sup>                        |   | 26,778                       | D             | \$27.447(5)                     | 2,131,187   | I   | See<br>Footnote <sup>(3</sup>                       |
| Common Stock   | 07/15/2019                                 |   | S <sup>(1)</sup>                        |   | 376                          | D             | \$27.7259 <sup>(2)</sup>        | 42,448  | I   | See<br>Footnote <sup>(6</sup>                       |
| Common Stock   | 07/16/2019                                 |   | S <sup>(1)</sup>                        |   | 394                          | D             | \$27.8689 <sup>(4)</sup>        | 42,054  | Ι   | See<br>Footnote <sup>(6</sup>                       |
| Common Stock   | 07/17/2019                                 |   | S <sup>(1)</sup>                        |   | 552                          | D             | <b>\$</b> 27.447 <sup>(5)</sup> | 41,532  | Ι   | See<br>Footnote <sup>(6</sup>                       |
| Common Stock   | 07/15/2019                                 |   | <b>S</b> <sup>(1)</sup>                 |   | 132                          | D             | \$27.7259 <sup>(2)</sup>        | 14,917  | Ι   | See<br>Footnote <sup>(7</sup>                       |
| Common Stock   | 07/16/2019                                 |   | S <sup>(1)</sup>                        |   | 139                          | D             | \$27.8689 <sup>(4)</sup>        | 14,778  | Ι   | See<br>Footnote <sup>(7</sup>                       |
| Common Stock   | 07/17/2019                                 |   | S <sup>(1)</sup>                        |   | 183                          | D             | \$27.447 <sup>(5)</sup>         | 14,595  | Ι   | See<br>Footnote <sup>(7</sup>                       |
| Common Stock   | 07/15/2019                                 |   | S <sup>(1)</sup>                        |   | 193                          | D             | \$27.7259 <sup>(2)</sup>        | 21,801  | I   | See<br>Footnote <sup>(8</sup>                       |
| Common Stock   | 07/16/2019                                 |   | S <sup>(1)</sup>                        |   | 202                          | D             | \$27.8689 <sup>(4)</sup>        | 21,599  | Ι   | See<br>Footnote <sup>(8</sup>                       |
| Common Stock   | 07/17/2019                                 |   | S <sup>(1)</sup>                        |   | 268                          | D             | \$27.447 <sup>(5)</sup>         | 21,331  | Ι   | See<br>Footnote <sup>(8</sup>                       |
| Common Stock   |  |   |   |   |                              |               |                                 | 8,484   | 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) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |      | Transaction<br>Code (Instr. 1<br>8) |     | 5. Number<br>of Expiration Date<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3, 4<br>and 5)<br>6. Date Exercisab<br>Expiration Date<br>(Month/Day/Year) |                     |                    |       |  | 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) | Ownership<br>Form:<br>Direct (D) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |
|---|---|--|---|------|-------------------------------------|-----|---|---------------------|--------------------|-------|--|--------------------------------------|--|----------------------------------|--|--|
|   |   |  |   | Code | v                                   | (A) | (D)   | Date<br>Exercisable | Expiration<br>Date | Title | Amount<br>or<br>Number<br>of<br>Shares |                                      |  |                                  |  |  |

Explanation of Responses:

1. The sale of these shares were effected pursuant to Rule 10b5-1 trading plans adopted by each of Polaris Venture Partners V, L.P. ("PVP V"), Polaris Venture Partners Entrepreneurs' Fund V, L.P. ("PVPE V"), Polaris Venture Partners Founders' Fund V, L.P. ("PVPFF V") and Polaris Venture Partners Special Founders' Fund V, L.P. ("PVPSFF V") on June 14, 2019.

2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$27.335 to \$28.185, 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 (2) to this Form 4.

3. The reportable securities are owned directly by 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.

4. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$27.4 to \$28.235, 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 s 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 \$27.13 to \$27.71, 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 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. Elini, 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 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 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/ Lauren Crockett, Attorneyin-Fact for Bryce Youngren

Date

07/17/2019

\*\* 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.