FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| OMB APPROVAL |
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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

| | or Section 30(h) of the Investment Company Act of 1940 | |
|--|---|---|
| 1. Name and Address of Reporting Person* Polaris Venture Management Co. V, L.L.C. | 2. Issuer Name and Ticker or Trading Symbol Cardlytics, Inc. [CDLX] | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director X 10% Owner |
| (Last) (First) (Middle) C/O POLARIS PARTNERS ONE MARINA PARK DRIVE, 10TH FL. | 3. Date of Earliest Transaction (Month/Day/Year) 06/04/2019 | Officer (give title Other (specify below) below) |
| (Street) BOSTON MA 02210 | 4. If Amendment, Date of Original Filed (Month/Day/Year) | 6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person X 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 Applicable Line) | | | | | | | | | | | |
|---|---------|---|---|------------------------------|-------|------------------------------|------------------------|------------------------|--|---|---|---|-------------------------------|
| (Street) BOSTON |) | | | | | | | X | Form filed by O Form filed by M Person | | | | |
| (City) | (State) | (Zip) | | | | | | | | | | | |
| | | Table I - | Non-Derivat | ive Securities A | Acqui | red, | Disposed | of, or | Benefic | cially | Owned | | |
| 1. Title of Security (Instr. 3) 2. Transaction Date (Month/Day/Yea | | | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transa Code (8) | | 4. Securities Disposed Of | Acquired (D) (Instr | i (A) or : 3, 4 and | 5) | 5. Amount of Securities Beneficially Owned Following Reported | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | |
| | | | | | Code | v | Amount | (A) or (D) | Price | | Transaction(s) (Instr. 3 and 4) | | (11341.4) |
| Common Stock | | | 06/04/2019 | | S | | 35,103 | D | \$23.28 | B17 ⁽¹⁾ | 2,331,531 | I | See Footnote ⁽² |
| Common Stock | | | 06/05/2019 | | S | | 3,939 | D | \$23.62 | 252 ⁽³⁾ | 2,327,592 | I | See Footnote ⁽² |
| Common Stock | | | 06/05/2019 | | S | | 32,294 | D | \$24.9 | 93(4) | 2,295,298 | I | See Footnote ⁽² |
| Common Stock | | | 06/05/2019 | | S | | 1,036 | D | \$25.30 |)25 ⁽⁵⁾ | 2,294,262 | I | See Footnote ⁽² |
| Common Stock | | | 06/06/2019 | | S | | 294 | D | \$2 | 5 | 2,293,968 | I | See Footnote ⁽³ |
| Common Stock | | | 06/04/2019 | | s | | 684 | D | \$23.28 | B17 ⁽¹⁾ | 45,437 | I | See Footnote ^{(c} |
| Common Stock | | | 06/05/2019 | | s | | 80 | D | \$23.63 | 33 ⁽³⁾ | 45,357 | I | See Footnote ⁽⁾ |
| Common Stock | | | 06/05/2019 | | s | | 604 | D | \$24.98 | 382 ⁽⁴⁾ | 44,753 | I | See Footnote ⁽⁾ |
| Common Stock | | | 06/05/2019 | | s | | 42 | D | \$25.30 |)17 ⁽⁵⁾ | 44,711 | I | See Footnote ⁽⁾ |
| Common Stock | | | 06/06/2019 | | S | | 6 | D | \$2 | 5 | 44,705 | I | See Footnote ⁽⁾ |
| Common Stock | | | 06/04/2019 | | s | | 240 | D | \$23.28 | B17 ⁽¹⁾ | 15,967 | I | See Footnote ⁽⁾ |
| Common Stock | | | 06/05/2019 | | S | | 30 | D | \$23.6 | 54 ⁽³⁾ | 15,937 | I | See Footnote ⁽ |
| Common Stock | | | 06/05/2019 | | S | | 211 | D | \$25.00 |)13 ⁽⁴⁾ | 15,726 | I | See Footnote |
| Common Stock | | | 06/05/2019 | | S | | 14 | D | \$25.29 | 907 ⁽⁵⁾ | 15,712 | I | See Footnote ⁽ |
| Common Stock | | | 06/06/2019 | | S | | 2 | D | \$2 | 5 | 15,710 | I | See Footnote ⁽ |
| Common Stock | : | | 06/04/2019 | | S | | 351 | D | \$23.28 | B17 ⁽¹⁾ | 23,313 | I | See Footnote ⁽⁾ |
| Common Stock | | | 06/05/2019 | | S | | 37 | D | \$23.6 | 43 ⁽³⁾ | 23,276 | I | See Footnote ⁽⁾ |
| Common Stock | | | 06/05/2019 | | S | | 307 | D | \$24.99 |)32 ⁽⁴⁾ | 22,969 | I | See Footnote ⁽ |

| Security or | | | | | | | | | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A Disposed Of (D) (Instr. 3, | | | | _ | 5. Amount of Securities Beneficially Owned Following Reported | | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | | Ownership (Instr. 4) |
|--|-----------|--|----------------|----------------------|---------------------------|----------|---|--|---|----|---|------------------|--|---|---|---|--|---|--|--------------------------------|
| 2. Title of Derivative Security | | | | | | | | (| Code | v | An | nount | (A) or (D) | Price | | | ction(s) | | | , |
| 1. Title of 2. Derivative Co Security or | ock | | | 06/05/20 | 19 | | | | S | | | 7 | D | \$25.3029 | 029 ⁽⁵⁾ 22,962 | | I | | See Footnote ⁽ | |
| Derivative Co Security or | | ı Stock | | 06/06/2019 | | <u> </u> | | | | S | | 3 | D | \$25 | | 22,959 | | | I | See Footnote ⁽⁸⁾ |
| Derivative Co Security or | | Та | ble I | II - Derivat | | | | | | | | | | neficially curities) | / O | wned | | <u> </u> | | |
| ` De | onversion | 3. Transaction Date (Month/Day/Year) | Exec if any | eemed ution Date, | 4. Trans Code 8) | acti | 5. Nu on of tr. Deriv Secu Acqu (A) o Disp of (D | mber rative rities ired r osed) | 6. Ex | | erci 1 Da | isable and te | 7. Title Amou Secur Under Deriva | e and int of ities lying ative ity (Instr. 3 | 8. Price of Derivative Security (Instr. 5) 8. Price of Derivative Securities Securities Beneficiall Owned Following Reported Transactio (Instr. 4) | | Ownership Form: Direct (D) or Indirect (I) (Instr. 4 | | 11. Nature of Indirec Beneficial Ownershi (Instr. 4) | |
| | | | | | | | | | Dat | te | | Expiration | | Amount or Number of | | | | | | |
| Street) | IINA PAKI | K DRIVE, 10Tl | n fL | • | | | | | | | | | | | | | | | | |
| BOSTON | N | MA | (| 02210 | | | | | | | | | | | | | | | | |
| (City) | (| State) | (| (Zip) | | | | | | | | | | | | | | | | |
| | | Reporting Person* <u>artners V, L.</u> | <u>P.</u> | | | | | | | | | | | | | | | | | |
| (Last) C/O POLAR ONE MARI | RIS PART | First) 'NERS K DRIVE, 10TI | | (Middle) | | | | | | | | | | | | | | | | |
| (Street) BOSTON | N | MA | (| 02210 | | | | | | | | | | | | | | | | |
| | (| State) | | (Zip) | | | | | | | | | | | | | | | | |

(Last)

(Street)
BOSTON

(City)

(Last)

(Street)
BOSTON

(First)

ONE MARINA PARK DRIVE, 10TH FL.

MA

(State)

(First)

ONE MARINA PARK DRIVE, 10TH FL.

MA

<u>Polaris Venture Partners Founders' Fund V, L.P.</u>

1. Name and Address of Reporting Person^{\star}

C/O POLARIS PARTNERS

C/O POLARIS PARTNERS

(Middle)

02210

(Zip)

(Middle)

02210

| (City) | (State) | (Zip) |
|--------------------|--|-------------------------------|
| ı | ess of Reporting Per ure Partners S | son* pecial Founders' Fund |
| (Last) C/O POLARIS | (First) PARTNERS | (Middle) |
| ONE MARINA | A PARK DRIVE, | 10TH FL. |
| (Street) BOSTON | MA | 02110 |
| (City) | (State) | (Zip) |

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.
- 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. Bryce Youngren ("Youngren"), 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 Youngren, 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 Youngren 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. Youngren, 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 Youngren, 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 Youngren 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. Youngren, 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 Youngren, 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 Youngren 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. Youngren, 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 Youngren, 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 Youngren 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/ Terrance McGuire Managing Member of Polaris Venture Management Co. V, L.L.C. | 06/06/2019 |
|--|------------|
| /s/ Terrance McGuire Managing Member of Polaris Venture Management Co. V, L.L.C., general partner of Polaris Venture Partners V, L.P. | 06/06/2019 |
| /s/ Terrance McGuire Managing Member of Polaris Venture Management Co. V, L.L.C., general partner of Polaris Venture Partners Entrepreneurs' Fund V, L.P. | 06/06/2019 |
| /s/ Terrance McGuire Managing Member of Polaris Venture Management Co. V, L.L.C., general partner of Polaris Venture Partners Founders' Fund V, L.P. | 06/06/2019 |
| /s/ Terrance McGuire Managing Member of Polaris Venture Management Co. V, L.L.C., general partner of Polaris Venture Partners Special Founders' Fund V, L.P. | 06/06/2019 |
| ** 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.