Instruction 1(b).

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549	
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STATEMENT	OF CHANGES	IN BENEFICIAL	OWNERSHIP

OMB APPROVAL										
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hours per response	e: 0.5									

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

Date (Month/Day/Year) Date (1. Name and Address of Reporting Person* <u>Yi Steven</u>										r Trading <mark>MAX</mark>]	Symbol					o of Reportir licable) tor	ng Pers	son(s) to Is	
City Cate	C/O MEDIAALPHA, INC.							Tran	sactio	on (Monti	h/Day/Year)	1		X		v) ``	emarl	below)	specify	
1. Title of Security (Instr. 3) 2. Transaction Date (Month/Day/Year) 3. Transaction Code (Instr. 3) 3. Transaction Date (Instr. 4) 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) 5. Amount of Securities Beneficially Owned Following Reported (Instr. 4) 5. Amount (A) or Price (Instr. 4) 7. Nature of Date Date (Instr. 4) 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 Date (Month/Day/Year) 2. Conversion Of Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) 5. Amount of Securities Dendicially Owned Following Reported Transaction (Instr. 4) 7. Title of Derivative Securities Underlying Derivative Securities Underl	LOS ANGELES CA 90017			4. If Amendment, Date of Original Filed (Month/Day/Year)							ne)	X Form filed by One Reporting Person Form filed by More than One Reporting								
Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Code (Instr. 3, 4 and 5) Disposed Of (D) (Instr. 3, 4 and 5) Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) Code V Amount (A) or (D) or (Instr. 3) Amount (B) or (Instr. 4) Code V Amount (B) or (Instr. 4) Code V (Instr. 3) Code (Instr. 4) Code V (Instr. 4) (Instr. 4) Code V (Instr. 4) (Instr. 4) Code			Table	I - Non	n-Derivat	tive S	Secui	rities	Ac	quir	ed, Dis	sposed o	of, or	Benefic	ially	Own	ed			
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Derivative Security (Instr. 3) Price of Derivative Security Security Price of Derivative Security Security Security Price of Derivative Security (Instr. 3) Derivative Securities Securitie																				
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Explanation of Responses:

- 1. The sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan previously adopted by the Reporting Person.
- 2. Reflects the weighted-average sale price for shares sold in multiple transactions at prices ranging from \$15.00 to \$15.31 per share. The Reporting Person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

Remarks:

CHIEF EXECUTIVE OFFICER, PRESIDENT AND CO-FOUNDER

/s/ Lance Martinez, attorneyin-fact

** Signature of Reporting Person Date

02/23/2023

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.