

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES  
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK0001829989

Filer CCCXXXXXXXX

Is this a LIVE or TEST Filing?

☒ LIVE

☐ TEST

Submission Contact Information

Name

Phone

E-Mail Address

144: Issuer Information

Name of Issuer

SEC File Number

Address of Issuer

Phone

Name of Person for Whose Account the Securities are To Be Sold

MediaAlpha, Inc.  
001-39671  
700 SOUTH FLOWER STREET  
SUITE 640  
LOS ANGELES  
CALIFORNIA  
90017  
619-393-9368  
Cramer Keith

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer

Officer

144: Securities Information

| Title of the Class of Securities To Be Sold | Name and Address of the Broker                                     | Number of Shares or Other Units To Be Sold | Aggregate Market Value | Number of Shares or Other Units Outstanding | Approximate Date of Sale | Name the Securities Exchange |
|---------------------------------------------|--------------------------------------------------------------------|--------------------------------------------|------------------------|---------------------------------------------|--------------------------|------------------------------|
| Common                                      | Charles Schwab & Co., Inc.<br>3000 Schwab Way<br>Westlake TX 76262 | 13000                                      | 149422.00              | 52975711                                    | 09/15/2026               | NYSE                         |

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

| Title of the Class | Date you Acquired | Nature of Acquisition | Name of Person from | Is this | Date Donor | Amount of Securities | Date of Payment | Nature of Payment * |
|--------------------|-------------------|-----------------------|---------------------|---------|------------|----------------------|-----------------|---------------------|
|--------------------|-------------------|-----------------------|---------------------|---------|------------|----------------------|-----------------|---------------------|

|        |            | Transaction            | Whom Acquired    | a Gift?                  | Acquired | Acquired                       |
|--------|------------|------------------------|------------------|--------------------------|----------|--------------------------------|
| Common | 08/15/2026 | Restricted Stock Lapse | MediaAlpha, Inc. | <input type="checkbox"/> | 13000    | 08/15/2026 Equity Compensation |

\* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

## 144: Securities Sold During The Past 3 Months

| Name and Address of Seller                                                    | Title of Securities Sold | Date of Sale | Amount of Securities Sold | Gross Proceeds |
|-------------------------------------------------------------------------------|--------------------------|--------------|---------------------------|----------------|
| Keith Cramer<br>700 SOUTH FLOWER STREET<br>SUITE 640<br>LOS ANGELES CA 90017  | MediaAlpha, Inc.         | 06/15/2026   | 13000                     | 123110.00      |
| Keith Cramer<br>700 SOUTH FLOWER STREET<br>SUITE 640<br>LOS ANGELES CA 90017  | MediaAlpha, Inc.         | 07/15/2026   | 13000                     | 184495.00      |
| Keith Cramer<br>700 SOUTH FLOWER STREET,<br>SUITE 640<br>LOS ANGELES CA 90017 | MediaAlpha, Inc.         | 08/17/2026   | 13000                     | 165924.00      |

## 144: Remarks and Signature

|                                                                           |            |
|---------------------------------------------------------------------------|------------|
| Remarks                                                                   |            |
| Date of Notice                                                            | 09/15/2026 |
| Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1 | 09/05/2025 |
| <b>ATTENTION:</b>                                                         |            |

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

Keith Cramer

**ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)**