

Form 144

FORM 144

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

144: Filer Information

Filer CIK0001830016

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

Relationship to Issuer

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

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.

Director

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. 3000 Schwab Way Westlake TX 76262	827874	11488407.00	54062155	07/06/2026	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 *
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		Transaction	Whom Acquired	a Gift?	Acquired	Acquired
Common	07/30/2022	Capital Contribution - See Remarks	MediaAlpha, Inc.	☐	581574	07/30/2022 NA
Common	10/30/2023	Restricted Stock Lapse - See Remarks	MediaAlpha, Inc.	☐	246300	10/23/2023 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
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/20/2026	74373	774285.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/21/2026	37446	377327.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/27/2026	55485	104016.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/28/2026	7153	71533.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/29/2026	52494	525317.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	06/10/2026	23202	232049.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	06/16/2026	15468	154698.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	06/17/2026	7734	77388.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	06/22/2026	7734	78333.00
Eugene Nonko 700 SOUTH FLOWER STREET,	MediaAlpha, Inc	06/23/2026	7734	78599.00

SUITE 640
LOS ANGELES CA 90017

Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	06/24/2026 7734	80931.00
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Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	06/29/2026 10445	124323.00
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Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	06/30/2026 10445	129884.00
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Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	07/01/2026 13571	173610.00
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144: Remarks and Signature

Remarks	Shares on this filing may be acquired and sold over various dates. Sold by Eugene Nonko & O.N.E HOLDINGS LLC.
Date of Notice	07/06/2026
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	03/03/2026

ATTENTION:

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