

Form 144

FORM 144

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

144: Filer Information

Filer CIK 0001829946
Filer CCC XXXXXXXXX
Is this a LIVE or TEST Filing? LIVE TEST

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

Name of Issuer MediaAlpha, Inc.
SEC File Number 001-39671
Address of Issuer 700 SOUTH FLOWER STREET
SUITE 640
LOS ANGELES
CALIFORNIA
90017
Phone 619-393-9368
Name of Person for Whose Account the Securities are To Be Sold Yi Steven

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
Relationship to Issuer 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	96000	1238671.00	54062155	07/01/2026	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 Date you Nature of Name of Is Date Amount of Date of Nature of

Class	Acquired	Acquisition Transaction	Person from Whom Acquired	this a Gift?	Donor Acquired	Securities Acquired	Payment	Payment *
Common	10/30/2021	Restricted Stock Lapse	MediaAlpha, Inc.	<input type="checkbox"/>		75883	10/30/2021	Equity Compensation
Common	08/15/2024	Restricted Stock Lapse	MediaAlpha, Inc.	<input type="checkbox"/>		20117	08/15/2024	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
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/01/2026	4000	36587.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/06/2026	4000	37365.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/07/2026	4000	37843.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/08/2026	4000	39128.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/13/2026	4000	36279.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/14/2026	4000	37881.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/15/2026	4000	38732.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/20/2026	28543	287013.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/21/2026	16047	161670.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/22/2026	4000	39503.00

Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/27/2026 33663	336238.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/28/2026 6565	65650.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	04/29/2026 26739	267289.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	05/04/2026 4000	36200.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	05/05/2026 4000	35720.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	05/06/2026 4000	36545.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc	06/16/2026 24000	240176.00

144: Remarks and Signature

Remarks	
Date of Notice	07/01/2026
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	03/12/2026

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