

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 0001830016
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 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.

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	36300	406871.00	56868573	01/20/2026	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	05/15/2025 Restricted Stock Lapse	MediaAlpha, Inc.	<input type="checkbox"/>	16200	05/15/2025 Equity Compensation
Common	10/30/2021 Capital Contribution	MediaAlpha, Inc.	<input type="checkbox"/>	20100	10/30/2021 NA

* 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.	11/17/2025	12100	149152.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	11/18/2025	12100	143401.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	11/19/2025	12100	140737.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	11/24/2025	12100	144313.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	11/25/2025	12100	146591.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	11/26/2025	12100	151024.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/01/2025	12100	152517.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/02/2025	12100	152121.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/03/2025	12100	161869.00
Eugene Nonko 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/08/2025	12100	158383.00
Eugene Nonko	MediaAlpha, Inc.	12/09/2025	12100	161222.00

700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc.	12/10/2025 12100	163304.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc.	12/15/2025 12100	155317.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc.	12/16/2025 12100	154138.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc.	12/17/2025 12100	154829.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc.	12/22/2025 12100	156221.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc.	12/23/2025 12100	153479.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc	12/24/2025 12100	153322.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc	12/29/2025 12100	153017.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc	12/30/2025 12100	154820.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc	12/31/2025 12100	156498.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc	01/05/2026 12100	144999.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc	01/06/2026 12100	143645.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc	01/07/2026 12100	141107.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc	01/12/2026 12100	139384.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc	01/13/2026 12100	137666.00
700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017 Eugene Nonko	MediaAlpha, Inc	01/14/2026 12100	141549.00

700 SOUTH FLOWER STREET,
SUITE 640
LOS ANGELES CA 90017

144: Remarks and Signature

Remarks	Shares covered by this filing are being sold by Eugene Nonko & O.N.E HOLDINGS LLC and may be sold over various dates.
Date of Notice	01/20/2026
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	08/13/2025

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

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