

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	24000	276235.00	56868573	01/12/2026	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	05/15/2025	Restricted Stock Lapse	MediaAlpha, Inc.	<input type="checkbox"/>		24000	05/15/2025	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.	11/17/2025	8000	98516.00
Steven Yi 700 SOUTH FLOWER STREET SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	11/18/2025	8000	94766.00
Steven Yi 700 SOUTH FLOWER STREET SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	11/19/2025	8000	93755.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	11/24/2025	8000	95009.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	11/25/2025	8000	95878.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	11/26/2025	8000	99853.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/01/2025	8000	100803.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/02/2025	8000	100584.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/03/2025	8000	106996.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/08/2025	8000	104585.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/09/2025	8000	106253.00

SUITE 640 LOS ANGELES CA 90017 Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/10/2025 8000	107998.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/15/2025 8000	103032.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/16/2025 8000	101390.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/17/2025 8000	102598.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/22/2025 8000	102868.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/23/2025 8000	101449.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/24/2025 8000	101352.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/29/2025 8000	101173.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/30/2025 8000	102348.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	12/31/2025 8000	103504.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	01/05/2026 8000	95830.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	01/06/2026 8000	94970.00
Steven Yi 700 SOUTH FLOWER STREET, SUITE 640 LOS ANGELES CA 90017	MediaAlpha, Inc.	01/07/2026 8000	93279.00

## 144: Remarks and Signature

Remarks	Shares on this filing may be sold over various dates.
Date of Notice	01/12/2026
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	08/14/2025

**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

Steven Yi

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