SEC Form	4
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FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

			or S	ection 30(h) of the	Investment Co	ompany Act of 1940					
1. Name and Address of Reporting Person [*] <u>Kreps Edward Jay</u>				uer Name and Tick <u>fluent, Inc.</u> [Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last) C/O CONFLUE	(First)	(Middle)		te of Earliest Transa 4/2024	action (Month	/Day/Year)	V	Director Officer (give title below) CHIEF EXECU	below	(specify)	
899 W. EVELYN AVENUE				mendment, Date o	f Original Filed	d (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)				
(Street) MOUNTAIN VIEW	СА	94041					7	Form filed by One Form filed by Mor Person			
(City)	(State)	(Zip)		()		tion Indication action was made pursuant to a Rule 10b5-1(c). See Instruction 1	contract, i	nstruction or written pla	an that is intended	to satisfy	
		Table I - N	on-Derivative	Securities Ac	quired, Di	sposed of, or Benefic	cially C	Owned			
1. Title of Security	(Instr. 3)		2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date,	3. Transaction	4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 a		5. Amount of Securities Beneficially	6. Ownership Form: Direct	7. Nature of Indirect Beneficial	

	(Month/Day/rear)	(Month/Day/Year)	8)					Owned Following Reported	(I) (Instr. 4)	Ownership (Instr. 4)
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(1150.4)
Class A Common Stock	08/14/2024		С		232,500	Α	(1)	684,988	D	
Class A Common Stock	08/14/2024		S		232,500(2)	D	\$ 21.13 ⁽³⁾	452,488	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

	4					-				-		-			
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		Derivative		erivative socurities cquired (A) Disposed (D) (Instr.		d 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	derivative Securities Beneficially Owned Following Reported	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		Transaction(s) (Instr. 4)		
Class B Common Stock	(1)	08/14/2024		С			232,500	(1)	(1)	Class A Common Stock	232,500	\$ <mark>0</mark>	16,575,000	D	
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	149,984		149,984	I	See footnote ⁽⁴⁾
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	1,000,000		1,000,000	I	See footnote ⁽⁵⁾
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	1,000,000		1,000,000	Ι	See footnote ⁽⁶⁾

Explanation of Responses:

1. Each share of Class B Common Stock held by the Reporting Person will automatically convert into one share of Class A Common Stock upon the sale or transfer of such share of Class B Common Stock, subject to certain exceptions, and in certain other circumstances described in the Issuer's amended and restated certificate of incorporation. Each share of Class B Common Stock will also be convertible at any time at the option of the Reporting Person into one share of Class A Common Stock.

2. Shares sold pursuant to a 10b5-1 trading plan adopted September 14, 2023.

3. The shares were sold at prices ranging from \$20.90 to \$21.29. The reporting person will provide to the SEC, the issuer or security holder of the issuer, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote

4. The shares are held by The Edward J. Kreps and Jamaica H. Kreps 2018 Revocable Trust.

5. The shares are held by the GST Exempt Trust under The Kreps Family 2019 Irrevocable Trust under agreement dated 9/26/2019.

6. The shares are held by the GST Exempt Trust under The Kreps Family 2019 Irrevocable Trust under agreement dated 9/26/2019.

/s/ Melanie Vinson, Attorney-in-08/16/2024

Fact

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.