SEC For	m 4 FORM	л		л стл	דבפ פ			A NI		УСЦА				SION				
	FURIN	4	UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549												OMB APPROVAL			
Check Section obligat Instruc	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940											Estim	OMB Number: 3235-0287 Estimated average burden hours per response: 0.5					
1. Name and Address of Reporting Person [*] Bell Michael													(Che	lationship of ck all applica Director	able)	g Perso	wner	
(Last) C/O LU((F	irst) P, INC.	(Middle)		3. Date of Earliest Transaction (Month/Day/Year) X 09/10/2023								Officer (give title Other (specify below) below) Senior Vice President, Digital					
7373 GATEWAY BOULEVARD					4. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applic Line) X Form filed by One Reporting Person													
(Street) NEWAR	Street) NEWARK CA 94560					Form filed by More than O Person								-				
(City)	(S	tate)	(Zip)		Rule 10b5-1(c) Transaction Indication Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.											o satisfy		
		Та	ble I - Noi	ו-Deriv	ative S	ecurities Ac	quire	red,	Dis	posed o	of, o	r Bene	ficially	Owned				
1. Title of Security (Instr. 3)				2. Transa Date (Month/E	action Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year	Co	ransa ode (l		4. Securities Acquired (A) Disposed Of (D) (Instr. 3, 4				4 and 5) Securities Beneficially Owned Foll		Form	: Direct Indirect str. 4)	7. Nature of Indirect Beneficial Ownership
							Co	ode	v	Amount (A) (D)		(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)				(Instr. 4)
Class A Common Stock					/2023		A			408,663	3 ⁽¹⁾	Α	\$ <mark>0</mark>	1,511,179			D	
Class A Common Stock 09/10					/2023		F			27,151	L ⁽²⁾ D \$5.84		\$5.84	1,484,028		D		
						curities Acq IIs, warrants								Dwned				
		3A. Deemed Execution D if any	ate, Transaction Code (Instr		5. Number of Derivative Securities	Expira	Date Exercisable and piration Date onth/Day/Year)			7. Title and Amount of Securities Underlying			8. Price of Derivative Security Securities		e	10. Ownership Form:	11. Nature of Indirect Beneficial	

Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative Security	Date (Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Transaction Code (Instr. 8)		Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		Expiration Da (Month/Day/Y		of Securities Underlying Derivative Security (Instr. 3 and 4)		Derivative Security (Instr. 5)	derivative Securities Beneficially Owned Following Reported Transaction(s)	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		(Instr. 4)		
Employee Stock Option (right to buy)	\$8.26	09/10/2023		A		408,663		(3)	09/10/2030	Common Stock	408,663	\$0	408,663	D	

Explanation of Responses:

1. These restricted stock units ("RSUs") vest over four years, with 1/8th vesting on the grant date and the remainder of the RSUs to vest 1/16th on each March 5, June 5, September 5, and December 5 annually thereafter.

2. Represents shares that have been withheld by the Issuer to satisfy tax withholding and remittance obligations in connection with the vesting of RSUs reported on this Form 4.

3. These stock options will vest over four years, with 5/48th to vest on the first monthly anniversary of the grant date and the remainder to vest 1/48th on each monthly anniversary thereafter.

<u>/s/ Benjamin Uy, as attorney-in-</u> <u>fact for Michael Bell</u> 09/12/2023

** 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.