# FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Washington, | D.C. | 20549 |
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b)

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

**OMB APPROVAL** OMB Number: 3235-0287 Estimated average burden hours per response: 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| Name and Address of Reporting Person*     Cotter Jennifer Cunningham |  |            |                               |            |                                      | 2. Issuer Name and Ticker or Trading Symbol PELOTON INTERACTIVE, INC. [ PTON ] |  |  |                 |   |  |   |  | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director 10% Owner |  |  |   |            |  |  |
|--|--|------------|-------------------------------|------------|--------------------------------------|--|--|--|-----------------|---|--|---|--|---|--|--|---|------------|--|--|
| (Last) (First) (Middle) C/O PELOTON INTERACTIVE, INC.                |  |            |                               |            |                                      |  | 3. Date of Earliest Transaction (Month/Day/Year) 05/15/2024  |  |                 |   |  |   |  |   | (give title<br>Chief Con   | Other (spe<br>below)<br>tent Officer                               |   | pecify     |  |  |
| 441 NINTH AVENUE, SIXTH FLOOR  |  |            |                               |            |                                      | 4. If Amendment, Date of Original Filed (Month/Day/Year)                       |  |  |                 |   |  |   |  | 6. Individual or Joint/Group Filing (Check Applicable Line)                                 |  |  |   |            |  |  |
| (Street)<br>NEW YO   | ORK N  | Y          | 10001                         | -          |                                      |  |  |  |                 |   |  |   | X Form filed by One Reporting Person Form filed by More than One Reporting Person  |   |  |  | - 1   |            |  |  |
| (City)   | (S   | tate)      | (Zip)                         |            | R                                    | ule 1  | 10b  | 5-1(c)   | Trar            | ısac  | tion Ind                                       | ication   |  |   |  |  |   |            |  |  |
|  |  |            |                               |            |                                      |  | 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. |  |                 |   |  |   |  |   |  |  |   |            |  |  |
|  |  | Tab        | le I - N                      | on-Deri    | vativ                                | e Se   | curit  | ies Ac   | quire           | d, Di   | sposed o                                       | f, or Be  | neficial   | ly Owned  | l  |  |   |            |  |  |
|  |  |            | 2. Transa<br>Date<br>(Month/D |            | Exe                                  | A. Deemed<br>execution Date,<br>any<br>Month/Day/Year)                         |  |  |                 |   | s Acquired (A) or<br>f (D) (Instr. 3, 4 and 5) |   | Securiti<br>Benefic<br>Owned   | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following                               |  | n: Direct<br>r Indirect<br>str. 4)                                 | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |            |  |  |
|  |  |            |                               |            |                                      |  |  |  | Code            | v   | Amount   | (A) or<br>(D)                                       | Price  | Transac   | Reported<br>Transaction(s)<br>(Instr. 3 and 4)                           |  |   | (Instr. 4) |  |  |
| Class A (  | Common St  | ock        |                               | 05/15/     | 2024                                 | )24  |  |  | M               |   | 865  | A   | (1)  | 33  | ,228   | D  |   |            |  |  |
| Class A (  | ass A Common Stock 05/15/2   |            |                               | 2024       | 024                                  |  |  | M  |                 | 9,214   | A  | (1)   | 42   | ,442  |  | D  |   |            |  |  |
| Class A Common Stock 05/15   |  |            | 05/15/                        | 2024       | .024                                 |  |  |  |                 | 29,751  | A  | (1)   | 72,193   |   | D  |  |   |            |  |  |
| Class A Common Stock   |  |            | 05/15/2024                    |            |                                      |  |  | M  |                 | 14,817  | A  | (1)   | 87,010   |   | D  |  |   |            |  |  |
| Class A Common Stock   |  |            | 05/15/                        | 05/15/2024 |                                      |  |  | M  |                 | 45,000  | A  | (1)   | 132  | 132,010   |  | D  |   |            |  |  |
| Class A Common Stock 05/15/  |  |            |                               | 2024       | 024                                  |  |  |  |                 | 61,813  | A  | (1)   | 193  | 193,823   |  | D  |   |            |  |  |
| Class A Common Stock 05/16   |  |            | 05/16/                        | 2024       | .024                                 |  |  |  |                 | 65,615  | D  | \$3.9094  | (3) 128  | 128,208   |  | D  |   |            |  |  |
|  |  | -          | Table II                      |            |                                      |  |  |  |                 |   | posed of,<br>convertil                         |   |  | Owned   |  |  |   |            |  |  |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)                  | tle of 2. 3. Transaction 3A. Deemed Execution Date Execution Date if any |            | on Date,                      |            | ransaction of ode (Instr. Derivative |  | ivative<br>urities<br>uired<br>or<br>oosed<br>O) (Instr.   | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                 | 7. Title and Amount<br>of Securities<br>Underlying<br>Derivative Security<br>(Instr. 3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) |   | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |   |            |  |  |
|  |  |            |                               |            |                                      |  |  |  |                 |   |  |   | Amount or  |   |  |  |   |            |  |  |
|  |  |            |                               |            | Code                                 | v  | (A)  | (D)  | Date<br>Exercis | sable   | Expiration Date                                | Title   | Number<br>of<br>Shares   |   |  |  |   |            |  |  |
| Restricted<br>Stock Unit<br>(RSU)                                    | (1)  | 05/15/2024 |                               |            | M                                    |  |  | 865  | (4)             |   | (4)  | Class A<br>Common<br>Stock                          | 865  | \$0   | 4,326  | ,  | D   |            |  |  |
| Restricted<br>Stock Unit<br>(RSU)                                    | (1)  | 05/15/2024 |                               |            | M                                    |  |  | 9,214  | (5)             | )   | (5)  | Class A<br>Common<br>Stock                          | 9,214  | \$0   | 64,510   | 0  | D   |            |  |  |
| Restricted<br>Stock Unit<br>(RSU)                                    | (1)  | 05/15/2024 |                               |            | M                                    |  |  | 29,751   | (6)             | )   | (6)  | Class A<br>Common<br>Stock                          | 29,751   | \$0   | 267,75   | 4  | D   |            |  |  |
| Restricted<br>Stock Unit<br>(RSU)                                    | (1)  | 05/15/2024 |                               |            | M                                    |  |  | 14,817   | (7)             | )   | (7)  | Class A<br>Common<br>Stock                          | 14,817   | \$0   | 162,98   | 1  | D   |            |  |  |
| Restricted<br>Stock Unit<br>(RSU)                                    | (1)  | 05/15/2024 |                               |            | M                                    |  |  | 45,000   | (8)             | )   | (8)  | Class A<br>Common<br>Stock                          | 45,000   | \$0   | 585,00   | 0  | D   |            |  |  |
| Restricted<br>Stock Unit   | (1)  | 05/15/2024 |                               |            | M                                    |  |  | 61,813   | (9)             | )   | (9)  | Class A<br>Common                                   | 61,813   | \$0   | 927,19   | 8  | D   |            |  |  |

### **Explanation of Responses:**

- 1. Each Restricted Stock Unit ("RSU") represents a contingent right to receive one (1) share of the issuer's Class A common stock upon settlement for no consideration.
- 2. The sale of shares is for the sole purpose of covering the Reporting Person's tax liability with respect to the settlement of RSUs.
- 3. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$3.8712 to \$3.9150 per share, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 4. The RSUs vest as to 6.25% of the total shares quarterly, commencing November 15, 2021, with 100% of the total shares vested on August 15, 2025, subject to the reporting person's provision of service to the issuer on each vesting date.
- 5. The RSUs vest as to 6.25% of the total shares quarterly, commencing May 15, 2022, with 100% of the total shares vested on February 15, 2026, subject to the reporting person's provision of service to the issuer on each vesting date
- 6. The RSUs vest as to 6.25% of the total shares quarterly, commencing November 15, 2022, with 100% of the total shares vested on August 15, 2026, subject to the reporting person's provision of service to the

issuer on each vesting date.

- 7. The RSUs vest as to 6.25% of the total shares quarterly, commencing May 15, 2023, with 100% of the total shares vested on February 15, 2027, subject to the reporting person's provision of service to the issuer on each vesting date.
- 8. The RSUs vest as to 6.25% of the total shares quarterly, commencing November 15, 2023, with 100% of the total shares vested on August 15, 2027, subject to the reporting person's provision of service to the issuer on each vesting date.
- 9. The RSUs vest as to 6.25% of the total shares quarterly, commencing May 15, 2024, with 100% of the total shares vested on February 15, 2028, subject to the reporting person's provision of service to the issuer on each vesting date.

### Remarks:

/s/ Bart Goldstein as attorneyin-fact for Jennifer Cotter 05/17/2024

\*\* 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.