SEC Form 4
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## FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

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

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1. Name and Addr	1 0	Person*	2. Issuer Name and Ticker or Trading Symbol <u>PELOTON INTERACTIVE, INC.</u> [ PTON	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
<u>Foley John I</u>	<u>2aui</u>		1	X	Director	10% Owner		
(Last)	(First)	(Middle)	1	X	Officer (give title below)	Other (specify below)		
C/O PELOTON	( )	· · · ·	3. Date of Earliest Transaction (Month/Day/Year) 05/17/2021	COB and CEO				
125 WEST 251	TH STREET, 11	TH FLOOR						
(Street)			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line)	vidual or Joint/Group Fili	ng (Check Applicable		
NEW YORK	NY	10001		X	Form filed by One Re	porting Person		
					Form filed by More the Person	an One Reporting		
(City)	(State)	(Zip)						

### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)					5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership
			Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(Instr. 4)	(Instr. 4)
Class A Common Stock	05/17/2021		S <sup>(1)</sup>		15,218	D	<b>\$90.1776</b> <sup>(2)</sup>	284,782	D	
Class A Common Stock	05/17/2021		S <sup>(1)</sup>		18,608	D	<b>\$90.9576</b> <sup>(3)</sup>	266,174	D	
Class A Common Stock	05/17/2021		S <sup>(1)</sup>		38,287	D	<b>\$91.965</b> <sup>(4)</sup>	227,887	D	
Class A Common Stock	05/17/2021		<b>S</b> <sup>(1)</sup>		6,719	D	<b>\$92.9348</b> <sup>(5)</sup>	221,168	D	
Class A Common Stock	05/17/2021		<b>S</b> <sup>(1)</sup>		13,621	D	<b>\$</b> 93.9623 <sup>(6)</sup>	207,547	D	
Class A Common Stock	05/17/2021		<b>S</b> <sup>(1)</sup>		4,147	D	<b>\$95.0587</b> <sup>(7)</sup>	203,400	D	
Class A Common Stock	05/17/2021		<b>S</b> <sup>(1)</sup>		3,300	D	<b>\$</b> 95.9005 <sup>(8)</sup>	200,100	D	
Class A Common Stock	05/17/2021		<b>S</b> <sup>(1)</sup>		100	D	\$96.6	200,000	D	

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

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)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) 6. Date Exercisable and Expiration Date (Month/Day/Year) 5.		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	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				

#### Explanation of Responses:

1. The sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person and previously referenced in the issuer's Form 8-K filed on September 22, 2020.

2. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$89.50 to \$90.49 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.

3. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$90.50 to \$91.49 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 reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$91.50 to \$92.49 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.

5. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$92.50 to \$93.49 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.

6. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$93.50 to \$94.49 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.

7. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$94.51 to \$95.49 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.

8. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$95.51 to \$96.49 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.

### Remarks:

<u>/s/ Hisao Kushi as attorney-in-</u> fact for John P. Foley <u>05/19/2021</u>

\*\* Signature of Reporting Person Date

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

 $^{\ast}$  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.