SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL 3235-0287 nber:

average burden response: 0.5

> > 7. Nature of Indirect Beneficial Ownership (Instr. 4)

TCV IX, L.P. (2)

TCV IX (A) Opportunities, L.P.⁽³⁾ TCV IX (B), L.P.⁽⁴⁾

TCV Member Fund, L.P.⁽⁵⁾

TCV IX Cycle (A), L.P.⁽⁸⁾ TCV IX Cycle (B), L.P.⁽⁹⁾ TCV IX Cycle (MF), L.P.⁽¹⁰⁾

TCV IX, L.P.

TCV IX (A) Opportunities, L.P.⁽³⁾ TCV IX (B), L.P.⁽⁴⁾

TCV Member Fund, L.P.⁽⁵⁾ TCV IX, L.P.

TCV IX (A) Opportunities, L.P.⁽³⁾

TCV IX (B), L.P.⁽⁴⁾

TCV Member Fund, L.P.⁽⁵⁾

TCV IX Cycle (A), L.P.⁽⁸⁾

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).		-	NT OF CHA	ion 16(a	a) of th	ie Securities E	Exchang	e Act of 1934	RSHIP	OMB Number: Estimated average hours per respon	-
1. Name and Address of Reporting Person* <u>TCV IX Cycle, L.P.</u>		2. Issuer Name a PELOTON	and Ticl	ker or	Trading Symb	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director X 10% Owner Officer (give title X Other (specify below) May be part of 13(d) group					
(Last) (First) (Middle) C/O TCV 250 MIDDLEFIELD ROAD (Street) MENLO PARK CA 94025			3. Date of Earlie: 05/19/2021	st Trans	actior					n (Month/Day/	
			4. If Amendment	, Date o	of Orig	Line) Form filed b	Form filed by One Reporting Person Form filed by More than One Reporting				
(City) (State)	(Zi										
Date		2. Transaction	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr.		4. Securities Acquire		ed (A) or Dispose	5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (In
				Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		4)
Class A Common Stock		05/19/2021		Р		30,336	A	\$94.9366(1) 30,336	I	TCV IX, L
Class A Common Stock		05/19/2021		р		8,560	A	\$ 94.9366 ⁽¹) 8,560	I	TCV IX (A Opportunit L.P. ⁽³⁾
Class A Common Stock		05/19/2021		Р		1,620	A	\$94.9366(1) 1,620	I	TCV IX (B L.P. ⁽⁴⁾
Class A Common Stock		05/19/2021		Р		2,339	A	\$94.9366(1) 2,339	I	TCV Mem Fund, L.P. ⁽⁷⁾
Class A Common Stock		05/19/2021		С		1,598 ⁽⁶⁾	A	\$0	1,222,078	D ⁽⁷⁾	
Class A Common Stock		05/19/2021		с		452 ⁽⁶⁾	A	\$0	344,827	I	TCV IX Cycle (A), L.P. ⁽⁸⁾
Class A Common Stock		05/19/2021		с		86 ⁽⁶⁾	A	\$0	65,269	I	TCV IX Cycle (B), L.P. ⁽⁹⁾
Class A Common Stock		05/19/2021		с		124 ⁽⁶⁾	A	\$0	94,224	I	TCV IX Cycle (MF L.P. ⁽¹⁰⁾
Class A Common Stock		05/20/2021		Р		23,302	A	\$99.705(11)	53,638	I	TCV IX, L
Class A Common Stock		05/20/2021		Р		6,575	A	\$99.705(11)	15,135	I	TCV IX (A Opportunit L.P. ⁽³⁾
Class A Common Stock		05/20/2021		Р		1,244	A	\$99.705(11)	2,864	I	TCV IX (B L.P. ⁽⁴⁾
Class A Common Stock		05/20/2021		Р		1,797	A	\$99.705(11)	4,136	I	TCV Mem Fund, L.P. ⁽⁷⁾
Classs A Common Stock		05/20/2021		Р		97,265	A	\$100.3987(1	²⁾ 150,903	I	TCV IX, L
Class A Common Stock		05/20/2021		Р		27,445	A	\$100.3987(1	²⁾ 42,580	I	TCV IX (A Opportunit L.P. ⁽³⁾
Class A Common Stock		05/20/2021		Р		5,195	A	\$100.3987(1	²⁾ 8,059	I	TCV IX (B L.P. ⁽⁴⁾
Class A Common Stock		05/20/2021		Р		7,499	A	\$100.3987(1	²⁾ 11,635	I	TCV Mem Fund, L.P. ⁽²
Classs A Common Stock		05/20/2021		С		6,347 ⁽⁶⁾	Α	\$0	1,228,425	D ⁽⁷⁾	
Class A Common Stock		05/20/2021		с		1,792 ⁽⁶⁾	A	\$0	346,619	I	TCV IX Cycle (A),

Table 1. Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Yea	ur) Exe	. Deemo ecution iny onth/Da	Date,	Code (4. Securities Acquire				5. Amount of Securities Beneficially Owned Follow	For (D)	Form: Direct (D) or Indirect		7. Nature of Indirect Beneficial Ownership (Instr.		
							Code	v	Amoun	t (A) or (D)	Price		Reported Transaction(s) (Instr. 3 and 4)			4)		
Class A	lass A Common Stock		05/20/2021				С		340	(6) A	\$0		65,609		I		TCV IX Cycle (B), L.P. ⁽⁹⁾	
Class A	Class A Common Stock		05/20/2021				С		490	(6) A	\$0		94,714		I		TCV IX Cycle (MF), L.P. ⁽¹⁰⁾	
			Table II - Deriv										Owned					
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)	action	5. No Deri Seco Acq or D of (E	umber of vative urities uired (A) visposed D) (Instr. and 5)	6. Da Expi	-	isable and	vertible securities) e and 7. Title and Amount of Securities Underlying Derivative Securit (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Numb derivativ Securitie Beneficia Owned Followin Reported Transact	re Ow es For ally Dir or ig (I) d	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exer	e rcisable	Expiration Date	Title	Amoun or Numbe of Shares		(Instr. 4)				
Class B Common Stock	(13)	05/19/2021		С			1,598 ⁽¹⁴⁾		(13)	(13)	Class A Common Stock	1,598	\$0	9,158,	912	D ⁽⁷⁾		
Class B Common Stock	(13)	05/19/2021		С			452 ⁽¹⁴⁾		(13)	(13)	Class A Common Stock	452	\$0	2,584,	306	I	TCV IX Cycle (A), L.P. ⁽⁸⁾	
Class B Common Stock	(13)	05/19/2021		С			86 ⁽¹⁴⁾		(13)	(13)	Class A Common Stock	86	\$0	489,1	.54	I	TCV IX Cycle (B), L.P. ⁽⁹⁾	
Class B Common Stock	(13)	05/19/2021		С			124 ⁽¹⁴⁾		(13)	(13)	Class A Common Stock	124	\$0	710,0)51	I	TCV IX Cycle (MF), L.P. (10)	
Class B Common Stock	(13)	05/20/2021		С			6,347 ⁽¹⁴⁾		(13)	(13)	Class A Common Stock	6,347	\$0	9,152,	565	D ⁽⁷⁾		
Class B Common Stock	(13)	05/20/2021		С			1,792 ⁽¹⁴⁾		(13)	(13)	Class A Common Stock	1,792	\$0	2,582,	514	I	TCV IX Cycle (A), L.P. ⁽⁸⁾	
Class B Common Stock	(13)	05/20/2021		С			340 ⁽¹⁴⁾		(13)	(13)	Class A Common Stock	340	\$0	488,8	314	I	TCV IX Cycle (B), L.P. ⁽⁹⁾	
Class B Common Stock	(13)	05/20/2021		С			490 ⁽¹⁴⁾		(13)	(13)	Class A Common Stock	490	\$0	709,5	61	I	TCV IX Cycle (MF), L.P. (10)	
	and Address of X Cycle, 1	Reporting Person [*]	I	<u> </u>			<u> </u>	<u> </u>		1	1	1	1					
(Last)		(First)	(Middle)															
C/O TC 250 MII	V DDLEFIELI	O ROAD																
(Street) MENLC) PARK	CA	94025		_													
(City)		(State)	(Zip)		—													
	and Address of X Cycle (Reporting Person [*]																
(Last) C/O TC 250 MII	V DDLEFIELI	(First)	(Middle)															
(Street) MENLC) PARK	СА	94025		—													
(City)		(State)	(Zip)		-													
	and Address of <u>X Cycle (</u>	Reporting Person [*] B), <u>L.P.</u>																
(Last)		(First)	(Middle)		-													

C/O TCV								
250 MIDDLEFIELD ROAD								
(Street) MENLO PARK	CA	94025						
(City)	(State)	(Zip)						
1. Name and Address of Reporting Person* <u>TCV IX Cycle (MF), L.P.</u>								
(Last)	(First)	(Middle)						
C/O TCV 250 MIDDLEFIELD ROAD								
(Street) MENLO PARK	CA	94025						
(City)	(State)	(Zip)						
1. Name and Address of Reporting Person [*] <u>TCV IX, L.P.</u>								
(Last) C/O TCV	(First)	(Middle)						
250 MIDDLEFIEL	D ROAD							
(Street) MENLO PARK	СА	94025						
(City)	(State)	(Zip)						
1. Name and Address of Reporting Person* <u>TCV IX (B), L.P.</u>								
(Last)	(First)	(Middle)						
C/O TCV 250 MIDDLEFIELD ROAD								
(Street) MENLO PARK	СА	94025						
(City)	(State)	(Zip)						
1. Name and Address o <u>TCV Member F</u>								
(Last)	(First)	(Middle)						
	C/O TCV 250 MIDDLEFIELD ROAD							
(Street) MENLO PARK	СА	94025						
(City)	(State)	(Zip)						
1. Name and Address of Reporting Person [*] Technology Crossover Management IX, Ltd.								
(Last) C/O TCV	(First)	(Middle)						
250 MIDDLEFIELD ROAD								
(Street) MENLO PARK	СА	94025						
(City)	(State)	(Zip)						
1. Name and Address o Technology Cro	f Reporting Person [*] ssover Manageme	ent IX, L.P.						
(Last) C/O TCV	(First)	(Middle)						

250 MIDDLEFIE	LD ROAD	
(Street) MENLO PARK	СА	94025
(City)	(State)	(Zip)

Explanation of Responses:

1. This number represents a weighted average purchase price per share. The shares were purchased at prices ranging from \$94.74 to \$95.00 per share. The Reporting Person hereby undertakes to provide upon request by the staff of the Securities and Exchange Commission, the issuer, or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

2. These shares are directly held by TCV IX, L.P. ("TCV IX"). Jay C. Hoag is a Class A Member of Technology Crossover Management IX, Ltd. ("Management IX") and a limited partner of Technology Crossover Management IX, L.P. ("TCM IX"). Management IX is the sole general partner of TCM IX, which in turn is the sole general partner of TCV IX. Mr. Hoag, Management IX, and TCM IX may be deemed to beneficially own the shares held by TCV IX but each disclaims beneficial ownership of such shares except to the extent of their pecuniary interest therein.

3. These shares are directly held by TCV IX (A) Opportunities, L.P. ("TCV IX A Opportunities"). Mr. Hoag is a Class A Member of Management IX and a limited partner of TCM IX. Management IX is the sole general partner of TCM IX, which in turn is the sole general partner of TCV IX (A) Opportunities. Management IX is also the sole general partner of TCV IX (A), L.P. which is sole shareholder of TCV IX (A) Opportunities, Ltd., which in turn is the sole limited partner of TCV IX A Opportunities. Mr. Hoag, Management IX, TCM IX, TCV IX (A), L.P. and TCV IX (A) Opportunities, Ltd. may be deemed to beneficially own the shares held by TCV IX A Opportunities beneficial ownership of such shares except to the except of their pecuniary interest therein.

4. These shares are directly held by TCV IX (B), L.P. ("TCV IX (B)"). Jay C. Hoag is a Class A Member of Management IX and a limited partner of TCM IX. Management IX is the sole general partner of TCM IX, which in turn is the sole general partner of TCV IX (B). Mr. Hoag, Management IX, and TCM IX may be deemed to beneficially own the shares held by TCV IX (B) but each disclaims beneficial ownership of such shares except to the extent of their pecuniary interest therein.

5. These shares are directly held by TCV Member Fund, L.P. ("TCV MF"). Mr. Hoag is a Class A Member of Management IX. Management IX is a general partner of TCV MF. Mr. Hoag is also a limited partner of TCV MF. Mr. Hoag and Management IX may be deemed to beneficially own the shares held by TCV MF but each disclaims beneficial ownership of such shares except to the extent of their pecuniary interest therein.

6. Represents the number of shares that were acquired upon conversion of Class B Common Stock to Class A Common Stock.

7. These shares are directly held by TCV IX Cycle, L.P. ("Cycle IX"). Jay C. Hoag is a Class A Member of Technology Crossover Management IX, Ltd. ("Management IX") and a limited partner of Technology Crossover Management IX, L.P. ("TCM IX"). Management IX is the sole general partner of TCM IX, which in turn is the sole general partner of TCV IX Cycle GP", Nuich in turn is the sole general partner of CV IX Cycle GP", which in turn is the sole general partner of CV IX Cycle GP", LLC ("TCV IX Cycle GP"), which in turn is the sole general partner of CYcle IX. "IN: Hoag, Management IX, TCM IX, TCM IX, TCN IX, L.P. and TCV IX Cycle GP may be deemed to beneficially own the shares held by Cycle IX but each disclaims beneficial ownership of such shares except to the extent of their pecuniary interest therein.

8. These shares are directly held by TCV IX Cycle (A), L.P. ("Cycle A IX"). Mr. Hoag is a Class A Member of Management IX and a limited partner of TCM IX. Management IX is the sole general partner of TCM IX, which in turn is the sole general partner of TCV IX, L.P., which in turn is the sole member of TCV IX Cycle GP, which in turn is the sole general partner of Cycle A IX. Mr. Hoag, Management IX, TCM IX, L.P. and TCV IX Cycle GP may be deemed to beneficially own the shares held by Cycle A IX but each disclaims beneficial ownership of such shares except to the extent of their pecuniary interest therein.

9. These shares are directly held by TCV IX Cycle (B), L.P. ("Cycle B IX"). Mr. Hoag is a Class A Member of Management IX and a limited partner of TCM IX. Management IX is the sole general partner of TCV IX, L.P., which in turn is the sole member of TCV IX Cycle GP, which in turn is the sole general partner of Cycle B IX. Mr. Hoag, Management IX, TCM IX, TCV IX, L.P. and TCV IX Cycle GP may be deemed to beneficially own the shares held by Cycle B IX but each disclaims beneficial ownership of such shares except to the extent of their pecuniary interest therein.

10. These shares are directly held by TCV Cycle IX (MF), L.P. ("Cycle MF IX"). Mr. Hoag is a Class A Member of Management IX and a limited partner of TCM IX. Management IX is the sole general partner of TCM IX, which in turn is the sole general partner of TCV IX, L.P., which in turn is the sole member of TCV IX Cycle GP, which in turn is the sole general partner of TCV IX. Mr. Hoag is also a limited partner of TCV Member Fund, L.P., which is the sole limited partner of Cycle MF IX. Mr. Hoag, Management IX, TCM IX, TCM IX, L.P. and TCV IX Cycle GP may be deemed to beneficially own the shares held by Cycle MF IX but each disclaims beneficial ownership of such shares except to the extent of their pecuniary interest therein.

11. This number represents a weighted average purchase price per share. The shares were purchased at prices ranging from \$99.23 to \$99.985 per share. The Reporting Person hereby undertakes to provide upon request by the staff of the Securities and Exchange Commission, the issuer, or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

12. This number represents a weighted average purchase price per share. The shares were purchased at prices ranging from \$100 to \$100.71 per share. The Reporting Person hereby undertakes to provide upon request by the staff of the Securities and Exchange Commission, the issuer, or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

13. Each share of the issuer's Class B Common Stock will automatically be converted into one (1) share of the issuer's Class A Common Stock (a) at the option of the holder and (b) immediately prior to the close of business on the earliest of (i) ten (10) years from the closing of the issuer's IPO, (ii) the date on which the outstanding shares of Class B Common Stock represent less than one percent (1%) of the aggregate number of shares of Class A Common Stock and Class B Common Stock then outstanding or (iii) the date specified by the affirmative vote of the holders of Class B Common Stock representing not less than two-thirds (2/3) of the voting power of the outstanding shares of Class B Common Stock, voting separately as a single class, and has no expiration date.

14. The holder elected to convert the Class B common stock to Class A common stock on a 1-for-1 basis.

Remarks:

This Form 4 is filed by more than one Reporting Person and is a joint filing with the Form 4 filed by TCV X Cycle, L.P., TCV X Cycle (A), L.P., TCV X Cycle (B), L.P., TCV X Cycle (MF), L.P., TCV X, L.P., TCV X (A), L.P., TCV X (B), L.P., TCV X Member Fund, L.P., TcV N, L.P., TcV X, L.P., TcV N (A), L.P., TCV X (B), L.P., TCV X Member Fund, L.P., TcV N, L.P., TcV X, L.P., TcV N (A), L.P., TcV X (B), L.P., TCV X Member Fund, L.P., TcV X, L.P., TcV X (A), L.P., TcV X (B), L.P., TCV X Member Fund, L.P., TcV X (A), L.P., TcV X (B), L.P., TcV X (B),

Frederic D. Fenton, Authorized Signatory for TCV IX Cycle, L.P.	<u>05/21/2021</u>
<u>Frederic D. Fenton, Authorized</u> <u>Signatory for TCV IX Cycle</u> (<u>A), L.P.</u>	<u>05/21/2021</u>
<u>Frederic D. Fenton, Authorized</u> <u>Signatory for TCV IX Cycle</u> (B), L.P.	<u>05/21/2021</u>
<u>Frederic D. Fenton, Authorized</u> <u>Signatory for TCV IX (B), L.P.</u>	<u>05/21/2021</u>
<u>Frederic D. Fenton, Authorized</u> <u>Signatory for TCV IX Cycle</u> (<u>MF), L.P.</u>	<u>05/21/2021</u>
<u>Frederic D. Fenton, Authorized</u> <u>Signatory for TCV IX, L.P.</u>	<u>05/21/2021</u>
<u>Frederic D. Fenton, Authorized</u> <u>Signatory for TCV IX (A)</u> <u>Opportunities, L.P.</u>	<u>05/21/2021</u>
<u>Frederic D. Fenton, Authorized</u> <u>Signatory for Technology</u> <u>Crossover Management IX, L.P.</u>	05/21/2021
<u>Frederic D. Fenton, Authorized</u> <u>Signatory Technology</u> <u>Crossover Management IX,</u> <u>Ltd.</u>	<u>05/21/2021</u>
<u>Frederic D. Fenton, Authorized</u> <u>Signatory for TCV Member</u> <u>Fund, L.P.</u>	<u>05/21/2021</u>
** 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.