# FORM 4

### UNITED STATES SECURITIES AND EXCHANGE COMMISSION

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 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*     CALLAGHAN JON  |   |   | 2. Issuer Name and Ticker or Trading Symbol PELOTON INTERACTIVE, INC. [ PTON ] |   |  |   |       |                    |       |   |                                       | Relationship of Reporting (Check all applicable)     X Director     Officer (give title)   |  |  |   | Person(s) to Issuer  10% Owner  Other (specify                        |                                       |  |
|--|---|---|--|---|--|---|-------|--------------------|-------|---|---------------------------------------|--|--|--|---|---|---------------------------------------|--|
| (Last) (First) (Middle) 575 HIGH STREET, SUITE 400   |   | 3. Date of Earliest Transaction (Month/Day/Year) 02/10/2021 |  |   |  |   |       |                    |       |   |                                       | belov  |  |  | below   |   |                                       |  |
| (Street) PALO ALTO CA 94301 (City) (State) (Zip)   |   |   | 4. If Amendment, Date of Original Filed (Month/Day/Year)                       |   |  |   |       |                    |       |   |                                       | Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One Reporting Person |  |  |   |   |                                       |  |
| Table I  | - Non-Deriva                              | tive S  | Securi   | ities                                   | Acqu   | ired,   | , Dis | posed              | d of, | or I  | 3enefi                                | ciall  | y Own  | ed   |   |   |                                       |  |
| 1. Title of Security (Instr. 3)  | 2. Transaction<br>Date<br>(Month/Day/Year | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |  | 3.<br>Transaction<br>Code (Instr.<br>8) |  | 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 and |       |                    |       | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following                                  |                                       |  | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) |  | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |   |                                       |  |
|  |   |   |  |   | Code   | v   | Amo   | unt                | (A) o | Price   |                                       |  | Reported<br>Transaction(s)<br>(Instr. 3 and 4)                       |  | ,,  |   | ,,                                    |  |
| Class A Common Stock   | 02/10/2021                                |   |  |   | S <sup>(1)</sup>                               |   | 1,    | 000                | D     | 5   | \$144.28                              | 37 <sup>(2)</sup>  | 902  | 2,954  |   | T I   | See<br>footnote <sup>(3)</sup>        |  |
| Class A Common Stock   | 02/10/2021                                |   |  |   | S <sup>(1)</sup>                               |   | 4,    | 903                | D     | \$  | 145.15                                | 33(4)  | 898  | 3,051  |   |   | See<br>footnote <sup>(3)</sup>        |  |
| Class A Common Stock   | 02/10/2021                                |   |  |   | S <sup>(1)</sup>                               |   | 2,    | 502                | D     | \$  | 146.34                                | ·25 <sup>(5)</sup>   | 895  | 5,549  |   |   | See<br>footnote <sup>(3)</sup>        |  |
| Class A Common Stock   | 02/10/2021                                |   |  |   | S <sup>(1)</sup>                               |   | 4,    | 305                | D     | \$  | 147.09                                | 72 <sup>(6)</sup>  | 891  | 1,244  |   |   | See<br>footnote <sup>(3)</sup>        |  |
| Class A Common Stock   | 02/10/2021                                |   |  |   | S <sup>(1)</sup>                               |   | 1,    | 290                | D     | \$148.32  |                                       | 52 <sup>(7)</sup>  | 889,954  |  |   | I See footnote <sup>(3)</sup>   |                                       |  |
| Class A Common Stock   | 02/10/2021                                |   |  |   | S <sup>(1)</sup>                               |   | 8     | 800 D              |       |   | \$149.26 <sup>(8)</sup>               |  | 889,154  |  |   |   | See<br>footnote <sup>(3)</sup>        |  |
| Class A Common Stock   | 02/10/2021                                |   |  |   | S <sup>(1)</sup>                               |   | 200 D |                    | D     | \$150.25 <sup>(9)</sup>   |                                       | 5 <sup>(9)</sup>   | 888,954  |  |   |   | See<br>footnote <sup>(3)</sup>        |  |
| Tabl   | e II - Derivati<br>(e.g., pu              |   |  |   |  |   |       |                    |       |   |                                       |  | Owne   | d  |   |   |                                       |  |
| 1. Title of Derivative Security (Instr. 3)  2. Conversion or Exercise Price of Derivative Security  3. Transaction Date (Month/Day/Year) | BA. Deemed<br>Execution Date,<br>f any    | 4.<br>Transaction<br>Code (Instr.<br>8)                     |  | 5. Nur                                  | mber 6 E ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( | 6. Date Exercisa<br>Expiration Date<br>(Month/Day/Yea             |       | isable a           | nd    | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security (Inst<br>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>Ownershi<br>Form:<br>Direct (D)<br>or Indirec<br>(I) (Instr. 4 | Beneficial<br>Ownership<br>(Instr. 4) |  |
|  |   | Code  | v  | (A)                                     |  | Date<br>Exercis   | sable | Expiration<br>Date |       | Title   | Amour<br>or<br>Number<br>of<br>Shares | er   |  |  |   |   |                                       |  |

### **Explanation of Responses:**

- 1. The sales reported were effected pursuant to a Rule 10b5-1 plan adopted by the reporting person.
- 2. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$143.60 to \$144.58 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. These securities are held of record by a family trust controlled by the reporting person.
- 4. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$144.70 to \$145.58 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 \$145.72 to \$146.66 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 \$146.74 to \$147.69 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 \$147.82 to \$148.81 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 \$148.83 to \$149.73 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.
- 9. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$150.24 to \$150.26 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:

/s/ Hisao Kushi as attorney-infact for Jonathan D. Callaghan 02/11/2021

\*\* Signature of Reporting Person Date

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

- $^{\star}$  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.

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