## SEC Form 4

Instruction 1(b).

## FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

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

| 1. Name and Address of Reporting Person*<br><u>CALLAGHAN JON</u> |                            |                | 2. Issuer Name <b>and</b> Ticker or Trading Symbol <u>PELOTON INTERACTIVE, INC.</u> [ PTON ] |                        | ationship of Reporting Person(s) to Issuer<br>k all applicable)<br>Director 10% Owner |                       |  |
|--|----------------------------|----------------|--|------------------------|---|-----------------------|--|
| (Last)<br>575 HIGH STR   | (First)<br>REET, SUITE 400 | (Middle)       | 3. Date of Earliest Transaction (Month/Day/Year)<br>06/09/2021                               |                        | Officer (give title below)  | Other (specify below) |  |
| (Street)<br>PALO ALTO  | CA<br>(State)              | 94301<br>(Zip) | 4. If Amendment, Date of Original Filed (Month/Day/Year)                                     | 6. Indiv<br>Line)<br>X | vidual or Joint/Group Fili<br>Form filed by One Re<br>Form filed by More th<br>Person | porting Person        |  |

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

| 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>Transa<br>Code (<br>8) |   | 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 and 5) |               |                                   | 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 | Amount   | (A) or<br>(D) | Price                             | Reported<br>Transaction(s)<br>(Instr. 3 and 4)                   |  |   |  |
| Class A Common Stock            | 06/09/2021                                 |   | S <sup>(1)</sup>             |   | 3,805  | D             | \$106.9815 <sup>(2)</sup>         | 845,149  | Ι  | See<br>footnote <sup>(3)</sup>                                    |  |
| Class A Common Stock            | 06/09/2021                                 |   | S <sup>(1)</sup>             |   | 5,451  | D             | <b>\$</b> 107.8327 <sup>(4)</sup> | 839,698  | I  | See<br>footnote <sup>(3)</sup>                                    |  |
| Class A Common Stock            | 06/09/2021                                 |   | S <sup>(1)</sup>             |   | 500  | D             | \$108.81 <sup>(5)</sup>           | 839,198  | I  | See<br>footnote <sup>(3)</sup>                                    |  |
| Class A Common Stock            | 06/09/2021                                 |   | S <sup>(1)</sup>             |   | 244  | D             | \$109.5687 <sup>(6)</sup>         | 838,954  | I  | See<br>footnote <sup>(3)</sup>                                    |  |

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | of<br>Deriv<br>Secu<br>Acqu<br>(A) of<br>Dispo<br>of (D)<br>(Instr | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3, 4<br>and 5) |                     | 7. Titl<br>Amou<br>Secur<br>Unde<br>Deriv<br>Secur<br>3 and | int of<br>rities<br>rlying<br>ative<br>rity (Instr. | 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) |  |
|---|---|--|---|------------------------------|---|--|---|---------------------|---|---|---|--|--|--|--|
|   |   |  |   | Code                         | v | (A)  | (D)   | Date<br>Exercisable | Expiration<br>Date  | Title   | Amount<br>or<br>Number<br>of<br>Shares              |  |  |  |  |

#### 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 \$106.37 to \$107.35 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 \$107.38 to \$108.28 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 \$108.41 to \$109.30 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 \$109.44 to \$109.71 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> <u>fact for Jonathan D. Callaghan</u> <u>06/10/2021</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.