FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Washington,     | D C  | 20540 |
|-----------------|------|-------|
| vvasiiiiiqtoii, | D.C. | 20549 |

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| OMB APPROVAL             |     |  |  |  |  |  |  |
|--------------------------|-----|--|--|--|--|--|--|
| OMB Number: 3235-0       |     |  |  |  |  |  |  |
| 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*     Skates Spenser |   |                     |  |                         | 2. Issuer Name and Ticker or Trading Symbol Amplitude, Inc. [ AMPL ] |   |                                   |           |  |        |                    |   | Relationship of Reporting Person(s) to Issuer (Check all applicable)     X Director X 10% Owner  Officer (size title |   |   |   |  |   |
|--|---|---------------------|--|-------------------------|--|---|-----------------------------------|-----------|--|--------|--------------------|---|--|---|---|---|--|---|
|  | (F<br>PLITUDE,<br>RD ST., SU  |                     | (Middle)   |                         |  | Date 2/18/2   |                                   | t Transac | ction (Mo  | onth/D | Day/Year)          | X   | below)   | give title<br>nief Exec   | Other (s<br>below)<br>cutive Officer  |   | pecify   |   |
| (Street) SAN FRANCE                                      | ISCO  | CA<br>State)        | 94103<br>(Zip)                                     |                         | 4.   | 4. If Amendment, Date of Original Filed (Month/Day/Year)  6. Individual or Joint/Group F Line)  X Form filed by One Form filed by More Person |                                   |           |  |        |                    |   |  |   | Repoi   | rting Persor  | 1  |   |
| (City)   | (3  |                     | . ,,   | n-Deri                  | vati   | ve S  | ecuriti                           | es Acn    | uired.   | Dis    | nosed of           | or Bene   | eficially  | Owned   |   |   |  |   |
| 1. Title of Security (Instr. 3)                          |   | 2. Tran<br>Date     | Transaction  |                         | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year)          |   | 3.<br>Transaction<br>Code (Instr. |           | 4. Securities Acquired (A) o<br>Disposed Of (D) (Instr. 3, 4 a |        | (A) or             | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following |  | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | : Direct<br>Indirect<br>str. 4)   | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership |  |   |
|  |   |                     |  |                         |  |   |                                   |           | Code   | v      | Amount             | (A) or<br>(D)   | Price  | Reported Transaction(s) (Instr. 3 and 4)                          |   |   |  | (Instr. 4)                              |
| Class A (  | Common St   | ock                 |  | 02/1                    | L <mark>8/2</mark> 0   | )22   |                                   |           | M  |        | 30,000             | A   | \$4.19   | 30,   | 30,000 D  |   | D  |   |
| Class A (  | Common St   | ock                 |  | 02/1                    | 18/20  | )22   |                                   |           | M  |        | 70,000             | A   | \$4.19   | 100,000   |   |   | D  |   |
| Class A (  | Common St   | ock                 |  | 02/1                    | 18/20  | )22   |                                   |           | C <sup>(1)</sup>   |        | 30,000             | D   | \$0.00   | \$0.00 70,000 I   |   | D   |  |   |
| Class A (  | Common St   | ock                 |  | 02/1                    | 18/20  | )22   |                                   |           | C <sup>(1)</sup>   |        | 70,000             | D   | \$0.00   | (   | 0 D   |   |  |   |
|  |   |                     | Table II -   |                         |  |   |                                   |           |  |        | osed of, o         |   |  | Owned   |   |   |  |   |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)      | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | se (Month/Day/Year) | 3A. Deemed<br>Execution D<br>if any<br>(Month/Day/ | 4.<br>Transa<br>Code (I |  | ction   | 5. Number of Derivative           |           | 6. Date Exercisable<br>Expiration Date<br>(Month/Day/Year)     |        | isable and         | 7. Title and of Securiti Underlying Derivative (Instr. 3 and  | d Amount<br>es<br>J<br>Security  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5)               | 9. Number derivative Securitie Beneficia Owned Following Reported Transacti | e<br>s<br>ally<br>g                                 | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | Beneficial<br>Ownership<br>t (Instr. 4) |
|  |   |                     |  | c                       | Code   | v   | (A)                               | (A) (D) I |  | able   | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of<br>Shares   |   | (Instr. 4)  | J. J            |  |   |
| Stock<br>Option<br>(Right to<br>Buy)                     | \$4.19  | 02/18/2022          |  |                         | M  |   |                                   | 30,000    | (2)  |        | 12/28/2030         | Class A<br>Common<br>Stock                                    | 30,000   | \$0.00  | 89,33   | 30  | D  |   |
| Stock<br>Option<br>(Right to<br>Buy)                     | \$4.19  | 02/18/2022          |  |                         | M  |   |                                   | 70,000    | (3)  |        | 12/28/2030         | Class A<br>Common<br>Stock                                    | 70,000   | \$0.00  | 1,101,0   | 1,101,030   |  |   |
| Class B<br>Common<br>Stock                               | (4)   | 02/18/2022          |  |                         | C <sup>(1)</sup>   |   | 30,000                            |           | (4)  |        | (4)                | Class A<br>Common<br>Stock                                    | 30,000   | \$0.00  | 6,282,146   |   | D  |   |
| Class B<br>Common<br>Stock                               | (4)   | 02/18/2022          |  |                         | C <sup>(1)</sup>   |   | 70,000                            |           | (4)  |        | (4)                | Class A<br>Common<br>Stock                                    | 70,000   | \$0.00  | 6,352,1   | 146   | D  |   |

## **Explanation of Responses:**

- 1. Represents the conversion of Class A Common Stock into the Issuer's Class B Common Stock effected pursuant to an amendment to the Issuer's Amended and Restated 2014 Stock Option and Grant Plan, which gave holders a one-time right to exchange such shares of Class A Common Stock for an equal number of shares of Class B Common Stock.
- 2. 1/48th of the shares subject to the option vest on each monthly anniversary measured from January 1, 2021 (the "Vesting Commencement Date"), such that 100% of the shares subject to the option will be fully vested and exercisable on the fourth anniversary of the Vesting Commencement Date.
- 3. The option is early exercisable. 1/24th of the shares subject to the option vest on each monthly anniversary measured from September 21, 2021 (the "Vesting Commencement Date"), such that 100% of the shares subject to the option will be fully vested on the second anniversary of the Vesting Commencement Date.
- 4. The Class B Common Stock is convertible at any time at the option of the holder into the Issuer's Class A Common Stock on a one-to-one basis. The Class B Common Stock will convert automatically into shares of the Issuer's Class A Common Stock on a one-to-one basis upon the earlier of (a) any transfer of the Class B Common Stock by the holder, whether or not for value, subject to certain exceptions, (b) the death or incapacity of the holder, (c) the date that is six months following the date on which the holder is no longer an employee or director of the Issuer (unless such holder has rejoined the Issuer during such six-month period) or (d) the date that is six months following the date on which none of the Issuer's founders is an employee or director of the Issuer (unless a founder has rejoined the Issuer during such six-month period).

/s/ Elizabeth Fisher, as

Attorney-in-Fact for Spenser

02/23/2022

Skates

\*\* 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.

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.