

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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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

1. Name and Address of Reporting Person* <u>SPURLOCK STEVEN M</u> (Last) (First) (Middle) 2965 WOODSIDE ROAD (Street) WOODSIDE CA 94062 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Amplitude, Inc. [AMPL]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) 11/12/2021	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person

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)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	11/12/2021		c ⁽¹⁾		3,000,000	A	\$0	3,000,000	I	See footnote ⁽²⁾
Class A Common Stock	11/12/2021		j ⁽³⁾		3,000,000	D	\$0	0	I	See footnote ⁽²⁾
Class A Common Stock	11/12/2021		j ⁽³⁾		51,775	A	\$0	84,673	I	See footnote ⁽⁴⁾
Class A Common Stock	11/15/2021		s		35	D	\$67.71 ⁽⁵⁾	84,638	I	See footnote ⁽⁴⁾
Class A Common Stock	11/15/2021		s		287	D	\$69.2766 ⁽⁶⁾	84,351	I	See footnote ⁽⁴⁾
Class A Common Stock	11/15/2021		s		688	D	\$70.3713 ⁽⁷⁾	83,663	I	See footnote ⁽⁴⁾
Class A Common Stock	11/15/2021		s		745	D	\$71.2845 ⁽⁸⁾	82,918	I	See footnote ⁽⁴⁾
Class A Common Stock	11/15/2021		s		396	D	\$72.359 ⁽⁹⁾	82,522	I	See footnote ⁽⁴⁾
Class A Common Stock	11/15/2021		s		277	D	\$73.0466 ⁽¹⁰⁾	82,245	I	See footnote ⁽⁴⁾
Class A Common Stock	11/12/2021		j ⁽³⁾		173,254	A	\$0	288,753	I	See footnote ⁽¹¹⁾
Class A Common Stock	11/12/2021		j ⁽³⁾		124,690	A	\$0	204,498	I	See footnote ⁽¹²⁾
Class A Common Stock	11/15/2021		s		71	D	\$67.71 ⁽⁵⁾	204,427	I	See footnote ⁽¹²⁾
Class A Common Stock	11/15/2021		s		589	D	\$69.2766 ⁽⁶⁾	203,838	I	See footnote ⁽¹²⁾
Class A Common Stock	11/15/2021		s		1,410	D	\$70.3713 ⁽⁷⁾	202,428	I	See footnote ⁽¹²⁾
Class A Common Stock	11/15/2021		s		1,527	D	\$71.2845 ⁽⁸⁾	200,901	I	See footnote ⁽¹²⁾
Class A Common Stock	11/15/2021		s		813	D	\$72.359 ⁽⁹⁾	200,088	I	See footnote ⁽¹²⁾
Class A Common Stock	11/15/2021		s		568	D	\$73.0466 ⁽¹⁰⁾	199,520	I	See footnote ⁽¹²⁾
Class A Common Stock	11/12/2021		j ⁽³⁾		5,910	A	\$0	9,850	I	See footnote ⁽¹³⁾
Class A Common Stock	11/12/2021		j ⁽³⁾		148,729	A	\$0	247,879	I	See footnote ⁽¹⁴⁾
Class A Common Stock	11/12/2021		j ⁽³⁾		11,820	A	\$0	11,820	I	See footnote ⁽¹⁵⁾
Class A Common Stock	11/12/2021		j ⁽³⁾		142,820	A	\$0	142,820	I	See footnote ⁽¹⁶⁾

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)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	11/12/2021		J ⁽³⁾		88,876	A	\$0	144,526	I	See footnote ⁽¹⁷⁾
Class A Common Stock	11/15/2021		S		77	D	\$67.71 ⁽⁵⁾	144,449	I	See footnote ⁽¹⁷⁾
Class A Common Stock	11/15/2021		S		638	D	\$69.2766 ⁽⁶⁾	143,811	I	See footnote ⁽¹⁷⁾
Class A Common Stock	11/15/2021		S		1,530	D	\$70.3713 ⁽⁷⁾	142,281	I	See footnote ⁽¹⁷⁾
Class A Common Stock	11/15/2021		S		1,656	D	\$71.2845 ⁽⁸⁾	140,625	I	See footnote ⁽¹⁷⁾
Class A Common Stock	11/15/2021		S		882	D	\$72.359 ⁽⁹⁾	139,743	I	See footnote ⁽¹⁷⁾
Class A Common Stock	11/15/2021		S		616	D	\$73.0466 ⁽¹⁰⁾	139,127	I	See footnote ⁽¹⁷⁾
Class A Common Stock	11/12/2021		J ⁽³⁾		1,044	A	\$0	1,740	I	See footnote ⁽¹⁸⁾
Class A Common Stock	11/12/2021		J ⁽³⁾		1,214	A	\$0	1,214	I	See footnote ⁽¹⁹⁾

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. Transaction Code (Instr. 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)		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
Class B Common Stock	⁽²⁰⁾	11/12/2021		C		3,000,000		⁽²⁰⁾	⁽²⁰⁾	Class A Common Stock	3,000,000	\$0	9,264,298	I	See footnote ⁽²⁾

1. Name and Address of Reporting Person*

[SPURLOCK STEVEN M](#)

(Last) (First) (Middle)

2965 WOODSIDE ROAD

(Street)

WOODSIDE CA 94062

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[Cohler Matt](#)

(Last) (First) (Middle)

C/O BENCHMARK

2965 WOODSIDE ROAD

(Street)

WOODSIDE CA 94062

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[FENTON PETER H](#)

(Last) (First) (Middle)

C/O BENCHMARK

2965 WOODSIDE ROAD

(Street)

WOODSIDE CA 94062

(City) (State) (Zip)

1. Name and Address of Reporting Person*		
GURLEY J WILLIAM		
(Last)	(First)	(Middle)
C/O BENCHMARK		
2965 WOODSIDE ROAD		
(Street)		
WOODSIDE	CA	94062
(City) (State) (Zip)		
1. Name and Address of Reporting Person*		
Hu An-Yen		
(Last)	(First)	(Middle)
C/O BENCHMARK		
2965 WOODSIDE ROAD		
(Street)		
WOODSIDE	CA	94062
(City) (State) (Zip)		
1. Name and Address of Reporting Person*		
LASKY MITCHELL		
(Last)	(First)	(Middle)
C/O BENCHMARK		
2965 WOODSIDE ROAD		
(Street)		
WOODSIDE	CA	94062
(City) (State) (Zip)		
1. Name and Address of Reporting Person*		
Puttagunta Chetan		
(Last)	(First)	(Middle)
C/O BENCHMARK		
2965 WOODSIDE ROAD		
(Street)		
WOODSIDE	CA	94062
(City) (State) (Zip)		
1. Name and Address of Reporting Person*		
Tavel Sarah E		
(Last)	(First)	(Middle)
C/O BENCHMARK		
2965 WOODSIDE ROAD		
(Street)		
WOODSIDE	CA	94062
(City) (State) (Zip)		

Explanation of Responses:

1. Conversion of a derivative security in accordance of its terms.
2. Shares are held directly by Benchmark Capital Partners VIII, L.P. ("BCP VIII") for itself and as nominee for Benchmark Founders' Fund VIII, L.P. ("BFF VIII") and Benchmark Founders' Fund VIII-B, L.P. ("BFF VIII-B"). Benchmark Capital Management Co. VIII, L.L.C. ("BCMC VIII"), the general partner of BCP VIII, BFF VIII and BFF VIII-B, may be deemed to have sole voting and dispositive power over the securities. Eric Vishria, a member of the Issuer's board of directors, Matthew R. Cohler, Peter H. Fenton, J. William Gurley, An-Yen Hu, Mitchell H. Lasky, Chetan Puttagunta, Steven M. Spurlock and Sarah E. Tavel are the managing members of BCMC VIII, and each of them may be deemed to share voting and dispositive power over the securities held by such entities. Each such person and entity disclaims the existence of a "group" and disclaims beneficial ownership of the securities, except to the extent of such person's or entity's pecuniary interest in such securities.
3. Represents a pro-rata, in-kind distribution by BCP VIII and its affiliated funds, not for additional consideration, to its partners, including BCMC VIII and its respective members and assignees.
4. Shares are held by Steven M. Spurlock's family partnership.
5. Represents the weighted-average sale price per share of a series of transactions, all of which were executed on November 15, 2021. The actual sale prices ranged from a low of \$67.57 to a high of \$67.85, inclusive. Each Reporting Person undertakes to provide upon request of the SEC Staff, Amplitude, Inc. or any security holder of Amplitude, Inc. full information regarding the number of shares sold at each price within the range. The amount reflected has been rounded to 4 decimal points.
6. Represents the weighted-average sale price per share of a series of transactions, all of which were executed on November 15, 2021. The actual sale prices ranged from a low of \$68.65 to a high of \$69.64, inclusive. Each Reporting Person undertakes to provide upon request of the SEC Staff, Amplitude, Inc. or any security holder of Amplitude, Inc. full information regarding the number of shares sold at each price within the range. The amount reflected has been rounded to 4 decimal points.
7. Represents the weighted-average sale price per share of a series of transactions, all of which were executed on November 15, 2021. The actual sale prices ranged from a low of \$69.77 to a high of \$70.765, inclusive. Each Reporting Person undertakes to provide upon request of the SEC Staff, Amplitude, Inc. or any security holder of Amplitude, Inc. full information regarding the number of shares sold at each price within the range. The amount reflected has been rounded to 4 decimal points.
8. Represents the weighted-average sale price per share of a series of transactions, all of which were executed on November 15, 2021. The actual sale prices ranged from a low of \$70.775 to a high of \$71.77 inclusive. Each Reporting Person undertakes to provide upon request of the SEC Staff, Amplitude, Inc. or any security holder of Amplitude, Inc. full information regarding the number of shares sold at each price within the range. The amount reflected has been rounded to 4 decimal points.

9. Represents the weighted-average sale price per share of a series of transactions, all of which were executed on November 15, 2021. The actual sale prices ranged from a low of \$71.8 to a high of \$72.795, inclusive. Each Reporting Person undertakes to provide upon request of the SEC Staff, Amplitude, Inc. or any security holder of Amplitude, Inc. full information regarding the number of shares sold at each price within the range. The amount reflected has been rounded to 4 decimal points.

10. Represents the weighted-average sale price per share of a series of transactions, all of which were executed on November 15, 2021. The actual sale prices ranged from a low of \$72.8 to a high of \$73.5, inclusive. Each Reporting Person undertakes to provide upon request of the SEC Staff, Amplitude, Inc. or any security holder of Amplitude, Inc. full information regarding the number of shares sold at each price within the range. The amount reflected has been rounded to 4 decimal points.

11. Shares are held by Matthew R. Cohler's trust entity.

12. Shares are held by Peter H. Fenton's trust entities.

13. Shares are held by Mitchell H. Lasky's family partnership.

14. Shares are held by Mitchell H. Lasky's trust entity.

15. Shares are held by J. William Gurley's family partnerships.

16. Shares are held by J. William Gurley's trust entity

17. Shares are held by Sarah Tavel.

18. Shares held by An-Yen Hu's trust entity.

19. Shares held by Chetan Puttagunta.

20. 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 or (b) 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).

Remarks:

This report is one of four reports, each on a separate Form 4, but relating to the same holdings being filed by entities affiliated with Benchmark and their applicable members.

<u>/s/ An-Yen Hu, by power of attorney for Steven M. Spurlock</u>	<u>11/16/2021</u>
<u>/s/ An-Yen Hu, by power of attorney for Matthew R. Cohler</u>	<u>11/16/2021</u>
<u>/s/ An-Yen Hu, by power of attorney for Peter H. Fenton</u>	<u>11/16/2021</u>
<u>/s/ An-Yen Hu, by power of attorney for J. William Gurley</u>	<u>11/16/2021</u>
<u>/s/ An-Yen Hu</u>	<u>11/16/2021</u>
<u>/s/ An-Yen Hu, by power of attorney for Mitchell H. Lasky</u>	<u>11/16/2021</u>
<u>/s/ An-Yen Hu, by power of attorney for Chetan Puttagunta</u>	<u>11/16/2021</u>
<u>/s/ An-Yen Hu, by power of attorney for Sarah E. Tavel</u>	<u>11/16/2021</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.