

| OMB APPROVAL | |
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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

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>Institutional Venture Management XV, LLC</u> (Last) (First) (Middle) 300 SAND HILL ROAD, BUILDING 2 SUITE 250 (Street) MENLO PARK CA 94025 (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) 09/21/2021 | |
| 4. If Amendment, Date of Original Filed (Month/Day/Year) | | |

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 | 09/21/2021 | | C | | 8,661,047 | A | \$0.00 ⁽¹⁾ | 8,661,047 | I | See footnote ⁽²⁾ |
| Class A Common Stock | 09/21/2021 | | C | | 46,063 | A | \$0.00 ⁽¹⁾ | 46,063 | I | See footnote ⁽³⁾ |

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 | (1) | 09/21/2021 | | C | | 8,661,047 | | (4) | (4) | Class A Common Stock | 8,661,047 | \$0.00 | 54,954 | I | See footnote ⁽²⁾ |
| Class B Common Stock | (1) | 09/21/2021 | | C | | 46,063 | | (4) | (4) | Class A Common Stock | 46,063 | \$0.00 | 291 | I | See footnote ⁽³⁾ |

1. Name and Address of Reporting Person*
Institutional Venture Management XV, LLC

 (Last) (First) (Middle)
 300 SAND HILL ROAD, BUILDING 2
 SUITE 250

 (Street)
 MENLO PARK CA 94025

 (City) (State) (Zip)

1. Name and Address of Reporting Person*
Institutional Venture Partners XV, L.P.

 (Last) (First) (Middle)
 300 SAND HILL ROAD, BUILDING 2
 SUITE 250

 (Street)
 MENLO PARK CA 94025

 (City) (State) (Zip)

1. Name and Address of Reporting Person*
Chaffee Todd C

 (Last) (First) (Middle)
 300 SAND HILL ROAD, BUILDING 2

SUITE 250

(Street)

MENLO PARK CA 94025

(City)

(State)

(Zip)

1. Name and Address of Reporting Person*

[Dash Somesh](#)

(Last)

(First)

(Middle)

300 SAND HILL ROAD, BUILDING 2
SUITE 250

(Street)

MENLO PARK CA 94025

(City)

(State)

(Zip)

1. Name and Address of Reporting Person*

[FOGELSONG NORMAN A](#)

(Last)

(First)

(Middle)

300 SAND HILL ROAD, BUILDING2,
SUITE 250

(Street)

MENLO PARK CA 94025

(City)

(State)

(Zip)

1. Name and Address of Reporting Person*

[Harrick Stephen J](#)

(Last)

(First)

(Middle)

300 SAND HILL ROAD, BUILDING 2
SUITE 250

(Street)

MENLO PARK CA 94025

(City)

(State)

(Zip)

1. Name and Address of Reporting Person*

[Liaw Eric](#)

(Last)

(First)

(Middle)

300 SAND HILL ROAD, BUILDING 2
SUITE 250

(Street)

MENLO PARK CA 94025

(City)

(State)

(Zip)

1. Name and Address of Reporting Person*

[Maltz Jules A.](#)

(Last)

(First)

(Middle)

300 SAND HILL ROAD, BUILDING 2
SUITE 250

(Street)

MENLO PARK CA 94025

(City)

(State)

(Zip)

1. Name and Address of Reporting Person*

[Miller J Sanford](#)

(Last)

(First)

(Middle)

300 SAND HILL ROAD, BUILDING 2
SUITE 250

(Street)

| | | |
|--|---------|----------|
| MENLO PARK | CA | 94025 |
| (City) | (State) | (Zip) |
| 1. Name and Address of Reporting Person* | | |
| Phelps Dennis B | | |
| (Last) | (First) | (Middle) |
| 300 SAND HILL ROAD, BUILDING 2 | | |
| SUITE 250 | | |
| (Street) | | |
| MENLO PARK | CA | 94025 |
| (City) | (State) | (Zip) |

Explanation of Responses:

- These shares of Class B common stock were converted on a one-for-one basis into Class A common stock.
- These shares are owned directly by Institutional Venture Partners XV, L.P., of which Institutional Venture Management XV, LLC ("IVM XV") is the sole general partner and exercises voting and investment power over these shares. The managing directors of IVM XV are Todd C. Chaffee, Somesh Dash, Norman A. Fogelsong, Stephen J. Harrick, Eric Liaw, Jules A. Maltz, J. Sanford Miller and Dennis B. Phelps, Jr. The reporting persons disclaim beneficial ownership of these securities, except to the extent of their respective proportionate pecuniary interest therein and this report shall not be deemed an admission that any reporting person is the beneficial owner of such securities for Section 16 or any other purpose.
- These shares are owned directly by Institutional Venture Partners XV Executive Fund, L.P., of which IVM XV is the sole general partner and exercises voting and investment power over these shares. The managing directors of IVM XV are Todd C. Chaffee, Somesh Dash, Norman A. Fogelsong, Stephen J. Harrick, Eric Liaw, Jules A. Maltz, J. Sanford Miller and Dennis B. Phelps, Jr. The reporting persons disclaim beneficial ownership of these securities, except to the extent of their respective proportionate pecuniary interest therein and this report shall not be deemed an admission that any reporting person is the beneficial owner of such securities for Section 16 or any other purpose.
- 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:

1 of 2: The number of joint filers exceeds the EDGAR maximum of 10 joint filers per Form. This Form 4 is being filed in conjunction with a Form 4 being filed by Institutional Venture Partners XV Executive Fund, L.P.

| | |
|---|----------------------------|
| /s/ Tracy Hogan, as Attorney-in-Fact for Institutional Venture Management XV, LLC | 09/23/2021 |
| /s/ Tracy Hogan, as Attorney-in-Fact for Institutional Venture Partners XV, L.P. | 09/23/2021 |
| /s/ Tracy Hogan, as Attorney-in-Fact for Todd C. Chaffee | 09/23/2021 |
| /s/ Tracy Hogan, as Attorney-in-Fact for Somesh Dash | 09/23/2021 |
| /s/ Tracy Hogan, as Attorney-in-Fact for Norman A. Fogelsong | 09/23/2021 |
| /s/ Tracy Hogan, as Attorney-in-Fact for Stephen J. Harrick | 09/23/2021 |
| /s/ Tracy Hogan, as Attorney-in-Fact for Eric Liaw | 09/23/2021 |
| /s/ Tracy Hogan, as Attorney-in-Fact for Jules A. Maltz | 09/23/2021 |
| /s/ Tracy Hogan, as Attorney-in-Fact for J. Sanford Miller | 09/23/2021 |
| /s/ Tracy Hogan, as Attorney-in-Fact for Dennis B. Phelps, Jr. | 09/23/2021 |
| ** 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.