SEC Form 4	
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## FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations may continue. See

Instruction 1(b)

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL

STATEMENT OF CHANGES IN DENEFICIAL OWNERSHIP	OMB Number: 3235-0287 Estimated average burden		
Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934	hours per response:	0.5	
or Section 30(h) of the Investment Company Act of 1940			

			or Section 30(n) of the Investment Company Act of 1940							
1. Name and Address of Reporting Person* Liu Curtis			2. Issuer Name <b>and</b> Ticker or Trading Symbol <u>Amplitude, Inc.</u> [ AMPL ]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)						
				X Director X 10% Owner						
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 02/01/2024	X Officer (give title Other (specify below) below)						
C/O AMPLITUDE, INC.			02/01/2024	Chief Technology Officer						
201 THIRD ST., SUITE 200			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)						
(Street)				X Form filed by One Reporting Person						
SAN	CA	94103		Form filed by More than One Reporting Person						
FRANCISCO			Rule 10b5-1(c) Transaction Indication							
(City)	(State)	(Zip)	Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.							
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)	Transaction Code (Instr.				Disposed Of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)	
Class A Common Stock	02/01/2024		М		23,866	Α	\$4.19	23,866	D		
Class A Common Stock	02/01/2024		<b>C</b> <sup>(1)</sup>		23,866	D	\$0.00	0.00	D		

## Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 1. Title of Derivative 5. Number of Derivative 6. Date Exercisable and Expiration Date 7. Title and Amount of Securities Underlying 8. Price of Derivative 3. Transaction 3A. Deemed 9. Number of 10. 11. Nature Conversion Date Execution Date Transaction derivative Ownership of Indirect or Exercise Price of Derivative if any (Month/Day/Year) Security (Month/Dav/Year) Code (Instr. Securities (Month/Day/Year) **Derivative Security** Security Securities Form: Beneficial Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) Beneficially Ownership (Instr. 4) (Instr. 3) 8) (Instr. 3 and 4) (Instr. 5) Direct (D) Owned Following Reported or Indirect (I) (Instr. 4) Security Transaction(s) Amount or Number of (Instr. 4) Date Exercisable Expiration v (A) (D) Title Code Date Shares Stock Class A Options (2) 02/01/2024 \$4 19 23 866 12/28/2030 23.866 \$0.00 12 199 M Commo D (Right to Stock buv) Class A Class B **C**<sup>(1)</sup> (3) (3) (3) 23,866 0.00<sup>(4)</sup> 02/01/2024 23,866 \$0.00 Common Commo D Stock Stock Class B Class A 7,382,208 By Trust<sup>(5)</sup> Common (3)(3)(3)7,382,208<sup>(4)</sup> T Stock Stock

## 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 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 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).

4. Reflects the transfer of 23,866 shares by the Reporting Person to his trust.

5. Securities held by a trust over which the Reporting Person exercises voting and dispositive control

## Remarks:

/s/ Elizabeth Fisher, as attorney in fact for Liu Curtis 02/05/2024

\*\* 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.