FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

	VIAD E		GL C	,
Washington	D.C. 20549	۵		

OMB APPROVAL

- 1								
	OMB Number:	3235-0287						
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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).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative

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

	ee Instruction 1																			
1. Name ar		Reporting Person*	•						er or Tra <u>Inc.</u>						heck a		of Reportir icable) or	ng Per	son(s) to Is	
	(Fii FIRM HOL LIFORNIA	DINGS, INC.	Middle)			3. Date of Earliest Transaction (Month/Day/Year) 12/10/2024								Officer (give title Other (spe below) below)					specify	
(Street) SAN FRANCE	ISCO CA	A 9	94108		4. If <i>I</i>	Amend	ment,	Date of	f Origina	al Filed	d (Month/Da	y/Yea	ar)	Lir	ne)	Form	Joint/Grou filed by On- filed by Mo n	e Repo	orting Perso	on
(City)	(St	ate) (2	Zip)																	
		Table	I - Nor	n-Deriva	tive S	Secu	rities	Acq	uired,	Dis	posed of	, or	Ben	eficia	ally (Own	∍d			
1. Title of Security (Instr. 3) 2. Transac Date (Month/Da					Execution Date,		3. 4. Securities Acquired Disposed Of (D) (Instr. 8)			(A) or 3, 4 a	nd S B	5. Amount of Securities Beneficially Owned Following		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership				
								Code	v	Amount	(A (D	() or	Price	т	Reported Transaction(s) (Instr. 3 and 4)				(Instr. 4)	
Class A Common Stock 12/10/				/2024				A		3,015(1)) A		\$ <mark>0</mark> ()(2) 311,72		1,728		D		
	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)	Derivative Conversion Date Security or Exercise (Month/Day/Year) if any				ransaction of Code (Instr. Derivative		Expiration Date (Month/Day/Year)			7. Title and Amount of Securities Underlying Derivative Security (Ins 3 and 4)		f 9	8. Prio Deriva Secur (Instr.	ative ity	9. Number derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	y G	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code	v	(A)	(D)			Expiration Date	Title	or Nur of	ount nber ires	1						

Explanation of Responses:

- 1. Grant of Restricted Stock Units (RSUs) under the Issuer's Amended and Restated 2012 Stock Plan. The RSUs vest in full upon the earlier of December 10, 2025 or the date of the Issuer's next annual meeting of stockholders, subject to continued service by the Reporting Person as a non-employee director until such earlier date.
- 2. Each RSU represents a contingent right to receive one share of the Issuer's Class A Common Stock.

Remarks:

/s/ Josh Samples, Attorney-in-**Fact**

** Signature of Reporting Person

12/12/2024

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.