| SEC For   | rm 4  |  |   |        |                              |  |  |   |  |                  |                |                    |  |  |  |  |   |  |   |
|---|---|--|---|--------|------------------------------|--|--|---|--|------------------|----------------|--------------------|--|--|--|--|---|--|---|
|   | FORM  | 4  | UNITE                                   | ATES   | s si                         | ISSION   |  | OMB   | APPRO  | VAL              |                |                    |  |  |  |  |   |  |   |
| Section 16. Form 4 or Form 5<br>obligations may continue. See                           |   |  |   |        | iled pur                     | NT OF CHANGES IN BENEFICIAL OWNE<br>d pursuant to Section 16(a) of the Securities Exchange Act of 1934<br>or Section 30(h) of the Investment Company Act of 1940 |  |   |  |                  |                |                    |  |  |  |  |   |  | 3235-0287   |
| 1. Name and Address of Reporting Person <sup>*</sup><br>Miller J Stuart                 |   |  |   |        | 2. 1                         | ssuer  | Name   | and T   |  | or Trac          | ding           | Symbol             |  | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director 10% Owner |  |  |   |  |   |
| (Last) (First) (Middle)<br>2900 UNIVERSITY BOULEVARD                                    |   |  |   |        |                              | 3. Date of Earliest Transaction (Month/Day/Year)<br>02/03/2021   |  |   |  |                  |                |                    |  |  | X Officer (give title Other (specify below) below)<br>Executive VP & CFO                           |  |   |  |   |
| (Street)<br>AMES IA 50010   |   |  |   |        | - 4. 1                       | Line)<br>X Form file<br>Form file  |  |   |  |                  |                |                    |  | iled by One  | oint/Group Filing (Check Applicable<br>ed by One Reporting Person<br>ed by More than One Reporting |  |   |  |   |
| (City)  | (City) (State) (Zip)  |  |   |        |                              |  |  |   |  |                  |                |                    |  |  |  | Person   |   |  |   |
|   |   | Tak  | ole I - No                              | n-Deri | ivativ                       | e Se   | curiti   | ies A   | cqui   | red,             | Dis            | posed c            | of, or Be  | neficia  | lly Owned  | ł  |   |  |   |
| 1. Title of Security (Instr. 3) 2. Transac<br>Date<br>(Month/Da                         |   |  |   |        | Execution Date,              |  |  | Cd  | Transaction Disposed Of (D) (Ins<br>Code (Instr. |                  |                |                    |  |  | Forn<br>(D) o  | n: Direct<br>r Indirect<br>nstr. 4)  | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |  |   |
|   |   |  |   |        |                              |  |  |   | Co   | ode              | v              | Amount             | Amount (A) or (D) Price  |  | Transac<br>(Instr. 3   | ction(s)   |   |  | (Instr. 4)  |
| Class A Common Stock 02/03/2  |   |  |   |        |                              | 2021   |  |   | F  | F <sup>(1)</sup> |                | 5,842 D \$1        |  | \$102.   | 91 33  | 37,648   |   | D  |   |
|   |   | -  | Table II -                              |        |                              |  |  |   |  |                  |                |                    |  |  | / Owned  |  |   |  |   |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)                                     | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any |        | 4.<br>Transa<br>Code (<br>8) | action   | 5. Nu<br>of<br>Deriv<br>Secu<br>Acqu<br>(A) o<br>Disp<br>of (D | umber<br>vative<br>urities<br>uired<br>or<br>osed<br>)<br>r. 3, 4 |  | te Exe           | ercisa<br>Date | ble and            | 7. Title and Amu<br>of Securities<br>Underlying<br>Derivative Secu<br>(Instr. 3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5)  | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) |   | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownershi<br>(Instr. 4) |
|   |   |  |   |        | Code                         | v  | (A)  | (D)   | Date<br>Exerc                                    | cisable          |                | Expiration<br>Date | Title  | Amount<br>or<br>Number<br>of<br>Shares   |  |  |   |  |   |
| Employee<br>Stock<br>Option to<br>Purchase<br>Class A<br>Common<br>Stock <sup>(2)</sup> | \$14.74   |  |   |        |                              |  |  |   | 02/01  | L/2017           | (3)            | 01/31/2026         | Class A<br>Common<br>Stock   | 31,469   |  | 31,46  | 9   | D  |   |
| Employee<br>Stock<br>Option to<br>Purchase<br>Class A<br>Common<br>Stock <sup>(2)</sup> | \$12.4  |  |   |        |                              |  |  |   | 02/01  | L/2018           | (3)            | 01/31/2027         | Class A<br>Common<br>Stock   | 37,407   |  | 37,40  | 17  | D  |   |

Explanation of Responses:

1. Shares delivered to the issuer for the payment of withholding taxes due upon the vesting of restricted stock units previously granted.

2. Grant of stock option pursuant to the 2014 Equity Incentive Plan.

3. Vests in three equal annual installments commencing on the first anniversary of the grant date.

Remarks:

## <u>/s/ Brandon E. Ziegler as</u> <u>attorney-in-fact for J. Stuart</u>

Miller

02/04/2021

\*\* 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.