FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| OMB APPROVAL | | | | | | | | | |
|--------------------------|-----------|--|--|--|--|--|--|--|--|
| OMB Number: | 3235-0287 | | | | | | | | |
| Estimated average burden | | | | | | | | | |
| hours per response: | 0.5 | | | | | | | | |

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

| | | | | | | 360 | 1011 30(| 11) 01 1 | ne in | ivesime | IL CC | mpany Ac | 101 1940 | | | | | | | |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------|-------------------------------------------|------------------------------|------------------------------------------------------------|--------------|-------------------------------------------------------------------------|-----------------|---------------------------------------------------------------|------------------------|------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------|
| 1. Name and Address of Reporting Person* VANDERPLOEG MARTIN J. | | | | | | | | | | er or Trac | | Symbol | | ck all applic | onship of Reporting Perso Il applicable) Director | | | on(s) to Issuer | | |
| (Last) | st) (First) (Middle) | | | | | | | 3. Date of Earliest Transaction (Month/Day/Year) 08/09/2024 | | | | | | | | | | | Other (s below) | pecify |
| 2900 UNIVERSITY BOULEVARD | | | | | 4. 1 | If Ame | endmer | nt, Dat | e of | Original | Filed | d (Month/D | Line) | 6. Individual or Joint/Group Filing (Check Applicable Line) | | | | | | |
| (Street) AMES | IA | A | 50010 | | | | | | | | | | | ▼ Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | | | |
| (City) | (State) (Zip) | | | | | Rule 10b5-1(c) Transaction Indication | | | | | | | | | | | | | | |
| | | | | | | | | oox to inve defe | ndica ense (| ite that a condition | trans s of F | action was r Rule 10b5-1(| made pur (c). See Ir | uan stru | t to a contra ction 10. | ct, instruction | or written p | olan tha | at is intended | to satisfy |
| | | Tal | ble I - No | on-Deri | vativ | e Se | ecurit | ies A | \cq | uired, | Dis | sposed (| of, or I | 3er | eficially | Owned | | | | |
| Di | | | Date | 2. Transaction Date Month/Day/Year) | | 2A. Deemed Execution Date, if any (Month/Day/Year | | · | Code (Inst | | 4. Securit Disposed | | | (A) or 3, 4 and 5) | Securitie Beneficia Owned F | 5. Amount of Securities Beneficially Dwned Following | | n: Direct r Indirect istr. 4) | 7. Nature of Indirect Beneficial Ownership | |
| | | | | | | | | Code V Amount (A) or (D) Price Reported Transaction(s) (Instr. 3 and 4) | | | | | | (Instr. 4) | | | | | | |
| Class A (| Class A Common Stock | | | | 08/09/2024 | | | | | | | 3,710 |) A | | \$74.94 [©] | 337 | 337,579 | | 1 1 | By living trust |
| Class A Common Stock | | | | 08/09 | 08/09/2024 | | | | | P | | 290 | A | | \$75.61 ⁽² | 337 | 337,869 | | | By living trust |
| Class A (| Common St | ock | | | | | | | | | | | | | | 326,862 | | D | | |
| | | | Table II | | | | | | | | | | | | | Owned | | | | |
| | | | 1 | · • | | , cal | - | | | | | convert | | | | | | | | |
| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deeme Execution if any (Month/Da | Date, | 4. Transa Code (8) | | n of E | | Exp | 6. Date Exercisable ar Expiration Date (Month/Day/Year) | | | e and 7. Title and Amo of Securities Underlying Derivative Secu (Instr. 3 and 4) | | s security | 8. Price of Derivative Security (Instr. 5) | 9. Numbe derivative Securities Beneficia Owned Following Reported Transacti (Instr. 4) | e s Illy | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
| | | | | | Code | v | (A) | (D) | Dat | te ercisable | | Expiration Date | ; | | Amount or Number of Shares | | | | | |
| Class B Common Stock ⁽³⁾ | (3) | | | | | | | | | (3) | | (3) | Class A Commo Stock | | 710,562 | | 710,56 | 52 | I | By living trust |
| Class B Common Stock ⁽³⁾ | (3) | | | | | | | | | (3) | | (3) | Class A Commo Stock | | 491,270 | | 491,27 | 70 | I | By charitable remainder trust |
| Employee Stock Option to Purchase Class A Common Stock ⁽⁴⁾ | \$14.74 | | | | | | | | 02/ | 01/2017 ⁽ | 5) | 01/31/2026 | Class A Commo Stock | 'n | 84,210 | | 84,21 | 0 | D | |
| Employee Stock Option to Purchase Class A Common Stock ⁽⁴⁾ | \$12.4 | | | | | | | | 02/ | 01/2018 ⁽ | 5) (| 01/31/2027 | Class A Commo Stock | | 200,204 | | 200,20 |)4 | D | |

Explanation of Responses:

- 1. The price reported in Column 4 is a weighted-average price. The price actually received ranges from \$74.60 to \$75.58. For all transactions reported in this Form 4 utilizing a weighted-average price, the reporting person undertakes to provide upon request by the SEC staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price within the range.
- 2. The price reported in Column 4 is a weighted-average price. The price actually received ranges from \$75.60 to \$75.62. For all transactions reported in this Form 4 utilizing a weighted-average price, the reporting person undertakes to provide upon request by the SEC staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price within the range.
- 3. Each share of Class B Common Stock is convertible, at any time at the election of the holder, into one share of Class A Common Stock. In addition, each share of Class B Common Stock will convert automatically into one share of Class A Common Stock upon (i) the date specified by the holders of at least 66 2/3% of the outstanding shares of Class B Common Stock, (ii) any transfer, except for certain "qualified transfers" (as defined in the Issuer's Certificate of Incorporation) or (iii) upon the death of a natural person holding shares of Class B Common Stock (subject to certain exceptions as defined in the Issuer's Certificate of Incorporation).
- 4. Grant of stock option pursuant to the 2014 Equity Incentive Plan.
- 5. Vests in three equal annual installments commencing on the first anniversary of the grant date.

** 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.