Instruction 1(b)

## FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

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

OMB APPROVAL

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| OMB Number:          | 3235-0287 |  |  |  |  |  |
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| Estimated average bu | ırden     |  |  |  |  |  |
| hours per response:  | 0.5       |  |  |  |  |  |

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

| 1. Name and Address of Reporting Person <sup>*</sup><br><u>Ngai Anthony K.K.</u> |  |                       |                                      | er Name <b>and</b> Ticke<br>aco Group, In   |                                   |  |  | ationship of Reporting Person(s) to Issuer<br>< all applicable)<br>Director 10% Owner |   |  |  |
|--|--|-----------------------|--------------------------------------|---|-----------------------------------|--|--|---|---|--|--|
| (Last)   | (First)  | (Middle)              | 3. Date 07/11                        | e of Earliest Transa<br>/2024   | action (Month/                    | Day/Year)  |  | Officer (give title below)  | Other<br>below)                                 | (specify<br>)                          |  |
|  | XO GROUP, IN<br>CK HENRY D   | IC.<br>RIVE, BUILDING |                                      | nendment, Date of   | Original Filed                    | (Month/Day/Year)   | <ul> <li>6. Individual or Joint/Group Filing (Check Applical Line)</li> <li>Form filed by One Reporting Person Form filed by More than One Reporting Person</li> </ul> |   |   | son                                    |  |
| SANTA<br>CLARA   | CA   | 95054                 | Rule                                 | 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 satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. |                                   |  |  |   |   |  |  |
|  | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |                       |                                      |   |                                   |  |  |   |   |  |  |
| Date   |  |                       | Transaction<br>ate<br>onth/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any   | 3.<br>Transaction<br>Code (Instr. | 4. Securities Acquired (A<br>Disposed Of (D) (Instr. 3<br>5) |  | 5. Amount of<br>Securities<br>Beneficially  | 6. Ownership<br>Form: Direct<br>(D) or Indirect | 7. Nature<br>of Indirect<br>Beneficial |  |

| Code     V     Amount     (A) or<br>(D)     Price     Repute<br>Transaction(s)<br>(Instr. 3 and 4)     (Instr. 4)       Common Stock     07/11/2024     A     V     Amount     (A) or<br>(D)     Price     Transaction(s)<br>(Instr. 3 and 4)     (Instr. 4) |              |            | (Month/Day/Year) | 8)   |   |          |               |                   | Reported       | (I) (Instr. 4) | Ownership<br>(Instr. 4) |
|--|--------------|------------|------------------|------|---|----------|---------------|-------------------|----------------|----------------|-------------------------|
| Common Stock         07/11/2024         A         7,858 <sup>(1)</sup> A         \$0         37,827         D  |              |            |                  | Code | v | Amount   | (A) or<br>(D) | Price             | Transaction(s) |                | (1150.4)                |
|  | Common Stock | 07/11/2024 |                  | Α    |   | 7,858(1) | Α             | \$ <mark>0</mark> | 37,827         | D              |                         |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

|   |   |  | ( 0 / 1   |                              |   |     |     |                     |                    |                 |  | ,  |  |   |  |  |  |
|---|---|--|---|------------------------------|---|-----|-----|---------------------|--------------------|-----------------|--|--|--|---|--|--|--|
| 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<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | of  |     |                     |                    | Expiration Date |  | nd 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security (Instr.<br>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>Ownership<br>(Instr. 4) |
|   |   |  |   | Code                         | v | (A) | (D) | Date<br>Exercisable | Expiration<br>Date | Title           | Amount<br>or<br>Number<br>of<br>Shares |  |  |   |  |  |  |

Explanation of Responses:

1. These shares represent an award of restricted stock units ("RSUs") granted on July 11, 2024 (the "Grant Date") under the Issuer's 2024 Stock Incentive Plan. Such award shall vest in full on the earlier of (i) June 30, 2025; (ii) the next annual meeting of the shareholders after the date hereof; and (iii) the consummation of a Change in Control (as defined in the Plan), subject to the Reporting Person's continuous service relationship with the Issuer through such date. Each RSU represents a contingent right to receive one share of the Issuer's Common Stock.

## Remarks:

## /s/ Thomas Yih, by Power of 07/12/2024 Attorney

\*\* 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.