

| OMB APPROVAL | |
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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

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

| | | |
|---|--|---|
| 1. Name and Address of Reporting Person* <u>Green Jeffrey Terry</u> <hr/> (Last) (First) (Middle) C/O THE TRADE DESK, INC. 42 NORTH CHESTNUT STREET <hr/> (Street) VENTURA CA 93001 <hr/> (City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol <u>Trade Desk, Inc. [TTD]</u> | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) President and CEO |
| | 3. Date of Earliest Transaction (Month/Day/Year) 01/28/2021 | |
| | 4. If Amendment, Date of Original Filed (Month/Day/Year) | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person |

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) | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|--------------------------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Class A Common Stock | 01/28/2021 | | C | | 54,447 | A | \$0.00 | 54,447 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 2,585 | D | \$791.35 ⁽³⁾ | 51,862 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 2,116 | D | \$792.34 ⁽⁴⁾ | 49,746 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 1,451 | D | \$793.51 ⁽⁵⁾ | 48,295 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 2,566 | D | \$794.39 ⁽⁶⁾ | 45,729 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 3,306 | D | \$795.38 ⁽⁷⁾ | 42,423 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 5,455 | D | \$796.63 ⁽⁸⁾ | 36,968 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 7,630 | D | \$797.42 ⁽⁹⁾ | 29,338 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 5,201 | D | \$798.5 ⁽¹⁰⁾ | 24,137 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 8,921 | D | \$799.55 ⁽¹¹⁾ | 15,216 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 8,319 | D | \$800.49 ⁽¹²⁾ | 6,897 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 3,403 | D | \$801.42 ⁽¹³⁾ | 3,494 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 2,989 | D | \$802.36 ⁽¹⁴⁾ | 505 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/28/2021 | | S ⁽²⁾ | | 505 | D | \$803.21 ⁽¹⁵⁾ | 0 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/29/2021 | | C | | 600 | A | \$0.00 | 600 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/29/2021 | | S ⁽²⁾ | | 100 | D | \$791.16 ⁽¹⁶⁾ | 500 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/29/2021 | | S ⁽²⁾ | | 100 | D | \$792.8 | 400 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/29/2021 | | S ⁽²⁾ | | 100 | D | \$793.98 | 300 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | 01/29/2021 | | S ⁽²⁾ | | 300 | D | \$795.3 ⁽¹⁷⁾ | 0 | I | See Footnote ⁽¹⁾ |
| Class A Common Stock | | | | | | | | 12,000 | I | See Footnote ⁽¹⁸⁾ |

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) | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|-------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Class A Common Stock | | | | | | | | 72,366 | 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) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|----------------------------|--|--|---|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | | |
| Class B Common Stock | (19) | 01/28/2021 | | C | | 54,447 | | (19) | (19) | Class A Common Stock | 54,447 | \$0.00 | 3,363,273 | I | See Footnote ⁽¹⁾ |
| Class B Common Stock | (19) | 01/29/2021 | | C | | 600 | | (19) | (19) | Class A Common Stock | 600 | \$0.00 | 3,362,673 | I | See Footnote ⁽¹⁾ |
| Class B Common Stock | (19) | | | | | | | (19) | (19) | Class A Common Stock | 1,266,667 | | 1,266,667 | I | See Footnote ⁽²⁰⁾ |

Explanation of Responses:

- Represents securities held by the Jeff Green Trust (the "Trust"). Mr. Green is a Trustee of the Trust and has investment and voting control over the shares held by the Trust, and may be deemed to indirectly beneficially own the shares held by the Trust.
- The sales reported in this Form 4 were effected pursuant to a 10b5-1 trading plan adopted by the Reporting Person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934, as amended.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$790.84 to \$791.82, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$791.86 to \$792.74, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$792.94 to \$793.93, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$793.95 to \$794.93 inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$794.97 to \$795.91, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$796.00 to \$796.99, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$797.00 to \$797.99, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$798.01 to \$799.00, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$799.01 to \$800.00, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$800.01 to \$801.00, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$801.01 to \$801.98, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$802.01 to \$802.89, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$803.05 to \$803.55, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$791.01 to \$791.71, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$795.00 to \$795.45, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- Represents securities held by the Jeff T. Green Family Foundation (the "Foundation"). Mr. Green is the sole member and director of the Foundation and has investment and voting control over the shares held by the Foundation, and may be deemed to indirectly beneficially own the shares held by the Foundation.
- Each share of Class B Common Stock has no expiration date and is convertible for no additional consideration into one (1) share of Class A Common Stock at the option of the holder thereof at any time and upon certain other circumstances.
- Represents securities held by the Green Irrevocable Trust of 2015 (the "Irrevocable Trust"). Mr. Green is a Trustee of the Irrevocable Trust and has investment and voting control over the shares held by the Irrevocable Trust, and may be deemed to indirectly beneficially own the shares held by the Irrevocable Trust.

Remarks:

/s/ Alfred Palomino, Attorney-in-fact for Jeffrey Terry Green 02/01/2021

** 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.