FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington,	D.C.	20549
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	nd Address of S. Andrew	Reporting Person*	:		<u>S1</u>	ECU		NA	cker or Tradi TIONA			<u>CIAL</u>		Relationship Check all appli	cable) or	g Pers	10% Ow	ner	
(Last) (First) (Middle) 3936 S. HALE DR.						3. Date of Earliest Transaction (Month/Day/Year) 01/29/2024								X Officer (give title Other (specify below)  Vice President/General Counsel					
	MALE DK.				$\vdash$			Date	of Original F	iled	(Month/Da	ıy/Year)		. Individual or					
(Street) MILLCREEK UT 84124					_	Line)  X Form filed by One Report  Form filed by More than Person											Ü		
(City) (State) (Zip)					R	Rule 10b5-1(c) Transaction Indication													
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			ole I - Nor						<del>-</del>	Dis				ally Owned					
Dat				Date	2. Transaction Date (Month/Day/Year)		2A. Deemed Execution Date, if any (Month/Day/Yea		Code (Instr		Disposed	ties Acquired (A) d Of (D) (Instr. 3, 4		nd Securitie Benefici	es ally Following	Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership (Instr. 4)	
									+	v	Amount	(A) o (D)	_	(Instr. 3	and 4)				
Class A (	Common St		Tabla II		29/202			Λ	G G		8,000		\$8.		623(1)	<u></u>	D		
	3								, option					ly Owned					
1. Title of Derivative Security  1. Title of Derivative Conversion or Exercise Price of Derivative Security  2. 3. Transaction Date Execution if any (Month/Day/Year) if any (Month/Day		Date, Transact					6. Date Exercisable and Expiration Date (Month/Day/Year)			7. Title and Amo of Securities Underlying Derivative Secur (Instr. 3 and 4)		Derivative Security	9. Number derivative Securities Beneficia Owned Following Reported Transacti (Instr. 4)	e s illy	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)			
					Code	v	(A)	(D)	Date Exercisabl		expiration late	Title	Amoun or Numbe of Shares	r	(mati. 4)				
Employee Stock Option (right to buy)	\$2.64 <sup>(2)</sup>	07/02/2014			Α		15,901		10/02/2014	4 0	7/02/2024	Class A Common Stock	15,90	1 \$2.64	15,90	1	D		
Employee Stock Option (right to buy)	\$3.1 <sup>(3)</sup>	12/05/2014			Α		31,803		03/05/201:	5 1	2/05/2024	Class A Common Stock	31,80	3 \$3.1	47,70	4	D		
Employee Stock Option (right to buy)	\$4.35 <sup>(4)</sup>	12/04/2015			Α		30,289		03/04/2010	5 1	2/04/2025	Class A Common Stock	30,28	9 \$4.35	77,99	3	D		
Employee Stock Option (right to buy)	\$4.79 <sup>(5)</sup>	12/02/2016			Α		28,847		03/02/2017	7 1	2/02/2026	Class A Common Stock	28,84	7 \$4.79	106,84	40	D		
Employee Stock Option (right to buy)	\$3.62 <sup>(6)</sup>	12/01/2017			A		27,473		03/01/2018	3 1	2/01/2027	Class C Common Stock	27,47	3 \$3.62	134,3	13	D		
Employee Stock Option (right to buy)	\$4.17 <sup>(7)</sup>	11/30/2018			A		32,705		02/28/2019	) 1	1/30/2028	Class C Common Stock	32,70	5 \$4.17	167,0	18	D		
Employee Stock Option (right to buy)	\$4.34 <sup>(8)</sup>	12/06/2019			Α		49,836		03/06/2020	) 1	2/06/2029	Class C Common Stock	49,83	6 \$4.34	216,85	54	D		
Employee Stock Option (right to buy)	\$3.15 <sup>(9)</sup>	03/27/2020			A		47,463		06/27/2020		3/27/2030	Class C Common Stock	47,46	3 \$3.15	264,3	17	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)	Transaction Of Derivati () 8) Securiti Acquire (A) or Dispose of (D) (II		erivative ecurities equired or			ate of Securities		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			Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (right to buy)	\$7.78 <sup>(10)</sup>	12/03/2021		A		66,150		03/03/2022	12/03/2031	Class C Common Stock	66,150	\$7.78	330,467	D	
Employee Stock Option (right to buy)	\$6.16 <sup>(11)</sup>	12/02/2022		A		84,000		03/02/2023	12/02/2032	Class C Common Stock	84,000	\$6.16	414,467	D	
Employee Stock Option (right to buy)	\$7.99 <sup>(12)</sup>	12/01/2023		A		80,000		03/01/2024	12/01/2033	Class C Common Stock	80,000	\$7.99	494,467	D	

## **Explanation of Responses:**

- 1. Does not include 93,292 shares of Class A Common Stock owned indirectly by the reporting person in the 401(k) Retirement Savings Plan.
- 2. This option was granted on July 2, 2014 as an option for 10,000 shares of Class A Common Stock at an exercise price of \$4.29 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 6, 2015, February 5, 2016, February 3, 2017, February 2, 2018, February 1, 2019, and February 7, 2020; a 2.5% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 18, 2021 and July 14, 2023.
- 3. This option was granted on December 5, 2014 as an option for 20,000 shares of Class A Common Stock at an exercise price of \$5.02 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 6, 2015, February 5, 2016, February 3, 2017, February 2, 2018, February 1, 2019, and February 7, 2020; a 2.5% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 16, 2021, July 08, 2022 and July 14, 2023.
- 4. This option was granted on December 4, 2015 as an option for 20,000 shares of Class A Common Stock at an exercise price of \$6.72 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 5, 2016, February 3, 2017, February 2, 2018, February 1, 2019, and February 7, 2020; a 2.5% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 16, 2021, July 08, 2022 and July 14, 2023.
- 5. This option was granted on December 2, 2016 as an option for 20,000 shares of Class A Common Stock at an exercise price of \$7.03 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 3, 2017, February 2, 2018, February 1, 2019, and February 7, 2020; a 2.5% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 16, 2021, July 08, 2022 and July 14, 2023.
- 6. This option was granted on December 1, 2017 as an option for either 20,000 shares of Class A Common Stock or 20,000 shares or Class C Common Stock at an exercise price of \$5.05 per share. This option reflects the reporting person's election to have an option for 20,000 shares of Class C Common Stock, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 2, 2018, February 1, 2019, and February 7, 2020; a 2.5% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 16, 2021, July 08, 2022 and July 14, 2023.
- 7. This option was granted on November 30, 2018 as an option for either 25,000 shares of Class A Common Stock or 25,000 shares of Class C Common Stock at an exercise price of \$5.52 per share. This option reflects the reporting person's election to have an option for 25,000 shares of Class C Common Stock, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 1, 2019 and February 7, 2020; a 2.5% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 16, 2021, July 08, 2022 and July 14, 2023.
- 8. This option was granted on December 6, 2019 as an option for either 40,000 shares of Class A Common Stock or 40,000 shares of Class C Common Stock at an exercise price of \$5.46 per share. This option reflects the reporting person's election to have an option for 40,000 shares of Class C Common Stock, but adjusted pursuant to the anti-dilution rights of the 2013 Stock Option Plan to reflect a 5% stock dividend paid on February 7, 2020; a 2.5% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 18, 2021, July 08, 2022 and July 14, 2023.
- 9. This option was granted on March 27, 2020 as an option for either 40,000 shares of Class A Common Stock or 40,000 shares of Class C Common Stock at an exercise price of \$3.76 per share. This option reflects the reporting person's election to have an option for 40,000 shares of Class C Common Stock, but adjusted pursuant to the anti-dilution rights of the 2013 Stock Option Plan to reflect a 2.5% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 16, 2021, July 08, 2022 and July 14, 2023.
- 10. This option was granted on December 3, 2021 as an option for either 60,000 shares of Class A Common Stock or 60,000 shares of Class C Common Stock at an exercise price of \$8.62 per share. This option reflects the reporting person's election to have an option for 60,000 shares of Class C Common Stock, but adjusted pursuant to the anti-dilution rights of the 2013 Stock Option Plan to reflect a 5% stock dividend paid on July 08, 2022 and July 14, 2023.
- 11. This option was granted on December 2, 2022 as an option for either 80,000 shares of Class A Common Stock or 80,000 shares of Class C Common Stock at an exercise price of \$6.48 per share. This option reflects the reporting person's election to have an option for 80,000 shares of Class C Common Stock, but adjusted pursuant to the anti-dilution rights of the 2013 Stock Option Plan to reflect a 5% stock dividend paid on July 14, 2023.
- 12. The option was granted on December 01, 2023 as an option for either 80,000 shares of Class A Common Stock or 80,000 shares of Class C Common Stock at an exercise price of \$7.99 per share. This option reflects the reporting person's election to have an option for 80,000 Class C Common Stock. The options vest in four equal quarterly installments, beginning on March 01, 2024.

<u>/s/ Andrew Quist</u> <u>02/16/2024</u>

\*\* 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.

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