144: Filer Information

Filer CIK 0001550404
Filer CCC XXXXXXXXX
Is this a LIVE or TEST Filing? ○ LIVE ○ TEST

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

Name of Issuer LIVERAMP HOLDINGS INC
SEC File Number 001-38669
Address of Issuer 225 BUSH STREET, 17TH FLOOR
SAN FRANCISCO
CALIFORNIA
94104
Phone 866-352-3267
Name of Person for Whose Account the Securities are To Be Sold CADOGAN 2004 REVOCABLE TRUST
See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director

144: Securities Information

<table>
<thead>
<tr>
<th>Title of the Class of Securities To Be Sold</th>
<th>Name and Address of the Broker</th>
<th>Number of Shares or Other Units To Be Sold</th>
<th>Aggregate Market Value</th>
<th>Number of Shares or Other Units Outstanding</th>
<th>Approximate Date of Sale</th>
<th>Name the Securities Exchange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common</td>
<td>Morgan Stanley Smith</td>
<td>1500</td>
<td>56175.00</td>
<td>66183731</td>
<td>02/13/2024</td>
<td>NYSE</td>
</tr>
</tbody>
</table>

Morgan Stanley Smith Barney LLC Executive Financial Services
1 New York Plaza
38th Fl.
New York NY 10004

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

<table>
<thead>
<tr>
<th>Title of the</th>
<th>Date you</th>
<th>Nature of</th>
<th>Name of</th>
<th>Is</th>
<th>Date</th>
<th>Amount of</th>
<th>Date of</th>
<th>Nature of</th>
</tr>
</thead>
</table>
Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

### 144: Securities Sold During The Past 3 Months

<table>
<thead>
<tr>
<th>Name and Address of Seller</th>
<th>Title of Securities Sold</th>
<th>Date of Sale</th>
<th>Amount of Securities Sold</th>
<th>Gross Proceeds</th>
</tr>
</thead>
<tbody>
<tr>
<td>10b5-1 Sales for T R CADOGAN &amp; C M CADOGAN CO-TTEECADOGAN 2004 REVOCABLE TRUST U/ADTD 01/01/2004 225 BUSH STREET, 17TH FLOOR SAN FRANCISCO CA 94104</td>
<td>Common</td>
<td>12/29/2023</td>
<td>1500</td>
<td>57465.00</td>
</tr>
</tbody>
</table>

### 144: Remarks and Signature

**Remarks**

The securities to be sold were acquired upon the vesting of restricted stock units during the period of 05/22/2019 through 11/10/2021.

**Date of Notice**

02/13/2024

**Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1**

09/29/2023

**ATTENTION:**

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

**Signature**

/s/ Timothy Roy Cadogan

**ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)**