Check this box if no longer subject is backet in longer subject instruction 1(b). STATE MEEN FOR CONTRACES in DECEMPTION CONTRACTOR Section 30(h) of the instruction Control Section 16(a) of the Securities Exchange Act of 1934 Estimated average burden hours per response. In Name and Address of Reporting Person" 2. Issuer Name and Ticker or Trading Symbol LiveRamp Holdings, Inc. [RAMP] 5. Relationship of Reporting Person(s) to Issue (Check all applicable) INVERAMP HOLDINGS, INC. 2. Issuer Name and Ticker or Trading Symbol LiveRamp Holdings, Inc. [RAMP] 5. Relationship of Reporting Person(s) to Issue (Check all applicable) SAN FRANCISCO CA 94104 3. Date of Earliest Transaction (Month/Day/Year) 6. Individual or Joint/Group Filing (Check App Delow) City (State) (Zip) Check this box to indicate that a transaction number of region of Rule 10b5-1(c) Transaction Indication (Month/Day/Year) 6. Individual or Joint/Group Filing (Check App Delow) 1. Title of Security (Instr. 3) 2. Transaction Date (Month/Day/Year) 3. arc to indicate that a transaction vas made pursuant to a contract, instruction or written plan that is intend Safety the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. COMMON STOCK, S.10 PAR VALUE 02/22/2024 F 1,199/0 D S36.1 888,037 D COMMON STOCK, S.10 PAR VALUE 02/22/2024 F 2,580/0 D S36.1 888,047					Wash	ington,	D.C. 2	20549				OMB AF	PROVAL
Howe Scott E LiveRamp Holdings, Inc. [RAMP] (Check all applicable) X Director 10% Own LiveRamp Holdings, Inc. (First) (Middle) 10% Own X Director 10% Own LiveRamp Holdings, Inc. 225 BUSH STREET, 17TH FLOOR 3. Date of Earliest Transaction (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Application) Check His box to indicate that a transaction Indication X Director 10% Own (Street) SAN Form filed by One Reporting Person Form filed by One Reporting Person Form filed by More than One Report Person (City) (State) (Zip) Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intend satisfy the affirmative defense conditions of Rule 10b5-1(c). Transaction 10. S. Amount of Bisposed of, Or Beneficially Owned 1. Title of Security (Instr. 3) 2. Transaction Date, (Month/Day/Year) 3. Amount (A) or Price S. Amount of Bisposed of (D) (Instr. 3, 4 and 3) S. Amount of Bisposed of (D) (Instr. 3, 4 and 4) S. Amount of Bisposed of (D) (Instr. 3, 4 and 4) S. Amount of Bisposed of (D) (Instr. 4) S. Amount of Bisposed of (D) (Instr. 3, 4 and 4) S. Amount of Bisposed of (D) (Instr. 3, 4 and 4) S. Amount of Bisposed of (D) (Instr. 3, 4 and 4) S. Amount of Bisposed of (D) (Instr. 4) S. Amount of Bisposed of (D) (Instr. 4) </th <th>to Section 16. Form 4 or Form obligations may continue. See</th> <th></th> <th></th> <th>purs</th> <th>uant to Section 16</th> <th>(a) of the</th> <th>e Sec</th> <th>urities Exchar</th> <th>nge Act o</th> <th></th> <th>RSHIP</th> <th>Estimated avera</th> <th>•</th>	to Section 16. Form 4 or Form obligations may continue. See			purs	uant to Section 16	(a) of the	e Sec	urities Exchar	nge Act o		RSHIP	Estimated avera	•
(Last) (First) (Middle) LIVERAMP HOLDINGS, INC. (Middle) 225 BUSH STREET, 17TH FLOOR (Middle) (Street) (Street) SAN (City) (State) (Zip) (City) (State) (Zip) Check this box to indicate that a transaction rusman and pursuant to a contract, instruction or written plan that is intend satisfy the affirmative defense conditions of Rule 1005-1(c). See instruction 10. Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intend satisfy the affirmative defense conditions of Rule 1005-1(c). See instruction 10. Table 1 - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1. Title of Security (Instr. 3) 2. Transaction Date, franget, frang		ıg Person [*]]		heck all applicabl	e)	(s) to Issuer 10% Owner
(Street) SAN FRANCISCO CA 94104 Image: Construct of the second se						insactio	n (Mo	nth/Day/Year)		A below)		,	
FRANCISCO Image: Construction of the problem in th	(Street)			4. li	f Amendment, Date	e of Oriç	jinal F	iled (Month/D)ay/Year)		ne) X Form filed Form filed	by One Reportir	ng Person
1. Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2. Transaction Date (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. 4)6. Ownership Form: Direct Indirect (I) (Instr. 4)7. Nature Nature Indirect (I) (Instr. 4)COMMON STOCK, \$.10 PAR VALUE02/22/2024F1,199(1)D\$36.1888,037DCOMMON STOCK, \$.10 PAR VALUE02/22/2024F2,580(1)D\$36.1885,457DCOMMON STOCK, \$.10 PAR VALUE02/22/2024FIIIISafe.1885,457DCOMMON STOCK, \$.10 PAR VALUE02/22/2024FIIISafe.1Sa	(City) (State)				Check this box to in satisfy the affirmation	ndicate the defen	nat a tr se con	ansaction was ditions of Rule	made pur 10b5-1(c)	suant to a . See Instr	uction 10.	or written plan the	at is intended to
Code V Amount (A) or (D) Price Transaction(s) (Instr. 3 and 4) Code V COMMON STOCK, \$.10 PAR VALUE 02/22/2024 F 1,199(1) D \$36.1 888,037 D COMMON STOCK, \$.10 PAR VALUE 02/22/2024 F 2,580(1) D \$36.1 885,457 D COMMON STOCK, \$.10 PAR VALUE 02/22/2024 F 2,580(1) D \$36.1 885,457 D			Non-Deriva	tive									
COMMON STOCK, \$.10 PAR VALUE 02/22/2024 F 2,580 ⁽¹⁾ D \$36.1 885,457 D COMMON STOCK, \$.10 PAR VALUE 02/22/2024 F 2,580 ⁽¹⁾ D \$3148,0113 J	1. Title of Security (Instr. 3)		2. Transaction Date	·	2A. Deemed Execution Date, if any	3. Transa Code (ction	4. Securities Disposed Of	Acquired	I (A) or	5. Amount of Securities Beneficially Owned Followin	Form: Direct (D) or g Indirect (I)	Indirect Beneficial Ownership
COMMON STOCK \$ 10 PAR VALUE	1. Title of Security (Instr. 3)		2. Transaction Date	·	2A. Deemed Execution Date, if any	3. Transa Code (8)	ction Instr.	4. Securities Disposed Of 5)	Acquired (D) (Instr (A) or	I (A) or . 3, 4 and	5. Amount of Securities Beneficially Owned Followin Reported Transaction(s)	Form: Direct (D) or g Indirect (I)	Indirect Beneficial
COMMON STOCK \$ 10 PAR VALUE			2. Transaction Date (Month/Day/Ye	ı əar)	2A. Deemed Execution Date, if any	3. Transa Code (8) Code	ction Instr.	4. Securities Disposed Of 5) Amount	Acquired (D) (Instr (A) or (D)	I (A) or 3, 4 and Price	5. Amount of Securities Beneficially Owned Followin Reported Transaction(s) (Instr. 3 and 4)	Form: Direct (D) or g Indirect (I) (Instr. 4)	Indirect Beneficial Ownership
	COMMON STOCK, \$.10 P.	AR VALUE	2. Transaction Date (Month/Day/Ye	ı əar) 4	2A. Deemed Execution Date, if any	3. Transa Code (8) Code	ction Instr.	4. Securities Disposed Of 5) Amount 1,199 ⁽¹⁾	Acquired (D) (Instr (A) or (D) D	(A) or . 3, 4 and Price \$36.1	5. Amount of Securities Beneficially Owned Followin Reported Transaction(s) (Instr. 3 and 4) 8888,037	Form: Direct (D) or Indirect (I) (Instr. 4)	Indirect Beneficial Ownership

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)		of		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				

Explanation of Responses:

1. These shares were withheld by the Issuer to satisfy the reporting person's tax obligations that arose on February 22, 2024, when restricted stock units belonging to the reporting person vested.

/s/ By: Jerry C. Jones, Attorney-In-Fact for: Scott E. 02/26/2024

<u>Howe</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.

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.