Common Stock

FORM 4

obligations may continue. See Instruction 1(b).

Check this box if no longer subject to Section 16. Form 4 or Form 5

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL 3235-0287 OMB Number: Estimated average burden hours per response: 0.5

> by Jon Kessler and

Laura M. Gottsman Family Trust(3) by Team

Bear Trust⁽⁶⁾ by Team

Bear Trust⁽⁶⁾ by Team

Bear Trust⁽⁶⁾ by Team

Gracie Trust⁽⁷⁾ by Team

Gracie

Trust⁽⁷⁾ by Team

Gracie Trust⁽⁷⁾

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			or Section 30(n) of the Investment Company Act of 1940						
Name and Address of Reporting Person*			2. Issuer Name and Ticker or Trading Symbol HEALTHEQUITY, INC. [HQY]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
Kessler Joi	<u> </u>			X	Director	10% Owner			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 09/27/2023	X	Officer (give title below)	Other (specify below)			
C/O HEALT	HEQUITY, INC		03/2/1/2023		PRESIDENT AND CEO				
15 W. SCENIC POINTE DR., STE. 100			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indi	6. Individual or Joint/Group Filing (Check Applicable Line)				
(Street)				X	Form filed by One Re	porting Person			
DRAPER	UT	84020			Form filed by More th Person	an One Reporting			
(City)	(State)	(Zip)	Rule 10b5-1(c) Transaction Indication	-					

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 2. Transaction Date 2A. Deemed Execution Date, 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) 5. Amount of Securities 6. Ownership Form: Direct 1. Title of Security (Instr. 3) 7. Nature of Transaction Indirect Beneficial Ownership (Instr. 4) if any (Month/Day/Year) (D) or Indirect (I) (Instr. 4) (Month/Day/Year) Code (Instr. Beneficially 8) Owned Following Reported Transaction(s) (A) or (D) Code ٧ Amount Price (Instr. 3 and 4) by Jon Kessler and S(1) 1,027 \$74.2527(2) 2,848 09/27/2023 Common Stock D Laura M. Gottsman Family Trust(3) by Jon Kessler and S⁽¹⁾ \$74.8576(4) Common Stock 09/27/2023 1,377 D 1,471 Laura M. Gottsman Family Trust(3)

S⁽¹⁾

S⁽¹⁾

S⁽¹⁾

S⁽¹⁾

S⁽¹⁾

S⁽¹⁾

S⁽¹⁾

1,471

4,699

6,960

6,771

6,279

9,199

9,035

D

D

D

D

D

D

D

\$75.7221(5)

\$74.255(2)

\$74.873(4)

\$75.7168(5)

\$74.2552(2)

\$74.8713(4)

\$75.7179(5)

0

13,731

6,771

0

18,234

9,035

0

213,991

09/27/2023

09/27/2023

09/27/2023

09/27/2023

09/27/2023

09/27/2023

09/27/2023

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. Transa Code (8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership		
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)	
Common Stock								100,000	I	by GKF, LLC ⁽⁸⁾	

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. Transa Code (8)		n of		Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)		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				
Stock Option (right to buy)	\$41.28							(9)	03/27/2027	Common Stock	34,820		34,820	I	by GKF, LLC
Stock Option (right to buy)	\$61.72							(9)	03/27/2028	Common Stock	23,930		23,930	I	by GKF, LLC
Stock Option (right to buy)	\$73.61							(9)	03/26/2029	Common Stock	12,782		12,782	I	by GKF, LLC
Stock Option (right to buy)	\$14							(9)	07/30/2024	Common Stock	60,000		60,000	I	by GKF, LLC
Stock Option (right to buy)	\$41.28							(9)	03/27/2027	Common Stock	17,409		17,409	D	
Stock Option (right to buy)	\$61.72							(9)	03/27/2028	Common Stock	23,929		23,929	D	
Stock Option (right to buy)	\$73.61							(9)	03/26/2029	Common Stock	38,343		38,343	D	

Explanation of Responses:

- $1.\ The\ sales\ reported\ in\ this\ Form\ 4\ were\ effected\ pursuant\ to\ a\ Rule\ 10b5-1\ trading\ plan\ adopted\ on\ March\ 24,\ 2023.$
- 2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$73.525 to \$74.52, 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 range set forth in footnote (2) of this Form 4.
- 3. These securities are held by the Jon Kessler and Laura M. Gottsman Family Trust, a revocable trust in which the Reporting Person and his Spouse are co-trustees, and the Reporting Person and members of his immediate family are the sole beneficiaries.
- 4. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$74.525 to \$75.52, 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 range set forth in footnote (4) of this Form 4.
- 5. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$75.525 to \$75.98, 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 range set forth in footnote (5) of this Form 4.
- 6. These securities are held by the Team Bear Trust. The Reporting Person disclaims beneficial ownership of these securities except to the extent of his pecuniary interest therein, and the filing of this report is not an admission that the Reporting Person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.
- 7. These securities are held by the Team Gracie Trust. The Reporting Person disclaims beneficial ownership of these securities except to the extent of his pecuniary interest therein, and the filing of this report is not an admission that the Reporting Person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.
- 8. These securities are held by the GKF, LLC. The Reporting Person disclaims beneficial ownership of these securities except to the extent of his pecuniary interest therein, and the filing of this report is not an admission that the Reporting Person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.

9. The option is immediately exercisable.

/s/ Jon Kessler

09/29/2023

** 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.