

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

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).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person* <u>GENERAL ATLANTIC GENPAR, L.P.</u> (Last) (First) (Middle) <u>C/O GENERAL ATLANTIC SERVICE CO., L.P.</u> <u>55 EAST 52ND STREET, 33RD FLOOR</u> (Street) <u>NEW YORK NY 10055</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Liftoff Mobile, Inc. [LFTO]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>06/05/2026</u>	
	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			
Common Stock, par value \$0.0001 per share	06/05/2026		P		1,304,347	A	\$23 ⁽¹⁾	25,315,646	I	See footnote ⁽²⁾⁽³⁾⁽⁴⁾

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					

1. Name and Address of Reporting Person*
GENERAL ATLANTIC GENPAR, L.P.
 (Last) (First) (Middle)
C/O GENERAL ATLANTIC SERVICE CO., L.P.
55 EAST 52ND STREET, 33RD FLOOR
 (Street)
NEW YORK NY 10055
 (City) (State) (Zip)

1. Name and Address of Reporting Person*
General Atlantic GenPar (Lux) SCSp
 (Last) (First) (Middle)
412F, ROUTE D'ESCH
 (Street)
LUXEMBOURG N4 L-1471
 (City) (State) (Zip)

1. Name and Address of Reporting Person*

General Atlantic (Lux) S.a r.l.

(Last) (First) (Middle)
412F, ROUTE D'ESCH

(Street)
LUXEMBOURG N4 L-1471

(City) (State) (Zip)

1. Name and Address of Reporting Person^{*}
GENERAL ATLANTIC, L.P.

(Last) (First) (Middle)
C/O GENERAL ATLANTIC SERVICE CO., L.P.
55 EAST 52ND STREET, 33RD FLOOR

(Street)
NEW YORK NY 10055

(City) (State) (Zip)

Explanation of Responses:

1. The shares of Common Stock were purchased by General Atlantic (LFT), L.P. ("GA LFT") in the Issuer's initial public offering, which closed on June 5, 2026, at a price of \$23.00.
2. The following investment funds share beneficial ownership of the common shares held of record by GA LFT (collectively, the "GA Funds"): General Atlantic Partners 100, L.P. ("GAP 100"), General Atlantic Partners (Lux) SCSp ("GAP Lux"), GAP Coinvestments III, LLC ("GAPCO III"), GAP Coinvestments IV, LLC ("GAPCO IV"), GAP Coinvestments V, LLC ("GAPCO V") and GAP Coinvestments CDA, L.P. ("GAPCO CDA"). (Cont'd in FN3)
3. (Cont'd from FN2) General Atlantic (SPV) GP, LLC ("GA SPV") is the general partner of GA LFT. General Atlantic, L.P. ("GA LP") is the sole member of GA SPV. The general partner of GAP Lux is General Atlantic GenPar (Lux) SCSp ("GA GenPar Lux"), and the general partner of GA GenPar Lux is General Atlantic (Lux) S.a. r.l. ("GA Lux"). The sole shareholder of GA Lux is General Atlantic GenPar (Bermuda), L.P. ("GenPar Bermuda"). (Cont'd in FN4)
4. (Cont'd from F3) GA LP, which is controlled by the Partnership Committee of GASC MGP, LLC (the "GA Partnership Committee"), is the managing member of GAPCO III, GAPCO IV, and GAPCO V and the general partner of GAPCO CDA. GAP (Bermuda) LP ("GAP Bermuda"), which is also controlled by the Partnership Committee, is the general partner of GenPar Bermuda. The general partner of GAP 100 is General Atlantic GenPar, L.P. ("GA GenPar"), and the general partner of GA GenPar is GA LP. There are six members of the GA Partnership Committee. Each of the members of the GA Partnership Committee disclaims ownership of the shares except to the extent that he has a pecuniary interest therein.

Remarks:

GA LP, GA SPV, GA GenPar, GA GenPar Lux, GA Lux, GenPar Bermuda, GAP Bermuda, GA LFT and the GA Funds may be deemed to be members of a "group" for the purposes of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). Each reporting person disclaims beneficial ownership of any securities deemed to be owned by the group that are not directly owned by the reporting person. This report shall not be deemed an admission that the reporting persons are a member of a group or the beneficial owner of any securities not directly owned by the reporting person. Each of the reporting persons is a director-by-deputization solely for purposes of Section 16 of the Exchange Act. // Form 2 of 2

/s/ Michael Gosk 06/09/2026

/s/ Ingrid van der Hoom 06/09/2026

/s/ Ingrid van der Hoom 06/09/2026

/s/ Michael Gosk 06/09/2026

** 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.