| SEC Form 4 |  |
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Instruction 1(b).

# FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

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

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

| 1. Name and Add           |  | ng Person <sup>*</sup> | 2. Issuer Name <b>and</b> Ticker or Trading Symbol<br><u>Advantage Solutions Inc.</u> [ ADV ] | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) |                            |                       |  |  |  |  |  |  |
|---------------------------|--|------------------------|---|---|----------------------------|-----------------------|--|--|--|--|--|--|
| <u>Flynn Timothy John</u> |  |                        |   | X   | Director                   | 10% Owner             |  |  |  |  |  |  |
| (Last) (First) (Middle)   |  |                        |   | 4   | Officer (give title        | Other (specify        |  |  |  |  |  |  |
|                           |  | (Middle)               | 3. Date of Earliest Transaction (Month/Day/Year)  |   | below)                     | below)                |  |  |  |  |  |  |
| 11111 SANTA               | MONICA E   | OULEVARD, SUITE        | 10/28/2020  |   |                            |                       |  |  |  |  |  |  |
| 2000                      |  |                        |   |   |                            |                       |  |  |  |  |  |  |
|                           |  |                        | 4. If Amendment, Date of Original Filed (Month/Day/Year)                                      | 6. Indi<br>Line)  | vidual or Joint/Group Fili | ing (Check Applicable |  |  |  |  |  |  |
| (Street)                  |  |                        |   | x   | Form filed by One Re       | porting Person        |  |  |  |  |  |  |
| LOS CA<br>ANGELES         | 90025  |                        |   | Form filed by More th<br>Person   | an One Reporting           |                       |  |  |  |  |  |  |
| (City)                    | (State)  | (Zip)                  |   |   |                            |                       |  |  |  |  |  |  |
|                           | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |                        |   |   |                            |                       |  |  |  |  |  |  |

### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |      |   | 4. Securities Acq<br>Disposed Of (D) ( |               |             | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | (D) or<br>Indirect (I) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership |
|---------------------------------|--|---|------|---|--|---------------|-------------|---|------------------------|---|
|                                 |  |   | Code | v | Amount                                 | (A) or<br>(D) | Price       | Transaction(s)<br>(Instr. 3 and 4)  | (Instr. 4)             | (Instr. 4)  |
| Class A Common Stock            | 10/28/2020                                 |   | A    |   | 15,450,000 <sup>(1)</sup>              | A             | <b>\$10</b> | 15,450,000 <sup>(2)</sup>   | Ι                      | See<br>footnote. <sup>(3)</sup>                     |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code (Instr.<br>8) |   | Transaction |     | Transaction<br>Code (Instr. |                    | ransaction<br>ode (Instr.<br>Acqu<br>(A) o<br>Disp<br>of (D<br>(Instr |  | ansaction of<br>ode (Instr. Derivative |  | Expiration Date<br>(Month/Day/Year)<br>sed<br>3, 4 |  | Expiration Date |  | and 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security (Instr.<br>3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---|---|--|---|---|---|-------------|-----|-----------------------------|--------------------|---|--|--|--|--|--|-----------------|--|---|--|---|--|--|--|
|   |   |  |   | Code                                    | v | (A)         | (D) | Date<br>Exercisable         | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of<br>Shares |  |  |  |  |                 |  |   |  |   |  |  |  |

#### Explanation of Responses:

1. Represents shares of Class A common stock, par value \$0.0001 per share ("A-Common") of the Issuer purchased by Green Equity Investors VI, L.P. ("GEI VI"), Green Equity Investors Side VI, L.P. ("GEI Side VI"), and Karman Coinvest L.P. ("Karman") in a private placement concurrent with the execution of the Agreement and Plan of Merger by and among the Issuer, CP II Merger Sub, Inc., Advantage Solutions Inc., and Karman Topco L.P., dated September 7, 2020. Of the shares of A-Common purchased, 9,580,210 shares were purchased by GEI VI, 5,709,790 were purchased by GEI Side VI, and 160,000 were purchased by Karman. Karman is jointly controlled and managed by an affiliate of GEI VI and GEI Side VI, and an entity controlled by another private equity sponsor.

2. Represents shares owned by GEI VI, GEI Side VI and Karman. Of the shares of A-Common reported, 9,580,210 shares are owned by GEI VI, 5,709,790 shares are owned by GEI Side VI, and 160,000 shares are owned by Karman.

3. Mr. Flynn directly (whether through ownership or position), or indirectly through one or more intermediaries, may be deemed for purposes of Section 16 of the Securities Exchange Act of 1934, as amended, to be the indirect beneficial owner of the shares owned by GEI VI, GEI Side VI, and Karman. Mr. Flynn disclaims beneficial ownership of the shares owned by each of GEI VI, GEI Side VI, and Karman, except to the extent of his pecuniary interest in GEI VI and GEI Side VI, and this report shall not otherwise be deemed an admission that he is the beneficial owner of such securities for purposes of Section 16 or for any other purpose.

#### Remarks:

## /s/ Andrew C. Goldberg,

attorney-in-fact

10/30/2020

\*\* 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.