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**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>Siegner Keith R.</u>  (Last) (First) (Middle) 421 ATLANTIC STREET, SUITE 200  (Street) STAMFORD CT 06901  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Lovesac Co [ LOVE ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director 10% Owner Officer (give title below) Other (specify below)  X EVP and CFO
	3. Date of Earliest Transaction (Month/Day/Year) 03/18/2026	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

**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, \$0.00001 par value	03/18/2026		M		2,963 <sup>(1)</sup>	A	\$0	18,338	D	
Common Stock, \$0.00001 par value	03/18/2026		M		4,802 <sup>(1)</sup>	A	\$0	23,140	D	
Common Stock, \$0.00001 par value	03/18/2026		M		7,097 <sup>(1)</sup>	A	\$0	30,237	D	

**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	Title	Amount or Number of Shares				
Restricted Stock Units (Performance-based Vesting)	(1)	03/18/2026		M			2,963	(2)	(2)	Common Stock	2,963	\$0	3,415	D	
Restricted Stock Units (Performance-based Vesting)	(1)	03/18/2026		D			226	(2)	(2)	Common Stock	226	\$0	3,189	D	
Restricted Stock Units (Performance-based Vesting)	(1)	03/18/2026		M			4,802	(3)	(3)	Common Stock	4,802	\$0	5,340	D	
Restricted Stock Units (Performance-based Vesting)	(1)	03/18/2026		D			269	(3)	(3)	Common Stock	269	\$0	5,071	D	

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	Title	Amount or Number of Shares				
Restricted Stock Units (Performance-based Vesting)	(I)	03/18/2026		M			7,097	(4)	(4)	Common Stock	7,097	\$0	16,046	D	
Restricted Stock Units (Performance-based Vesting)	(I)	03/18/2026		D			617	(4)	(4)	Common Stock	617	\$0	15,429	D	

**Explanation of Responses:**

- Each restricted stock unit ("RSU") represents the contingent right to receive, upon vesting and settlement of the RSU, one share of the Issuer's Common Stock.
- The reported shares were acquired upon the vesting of a portion of the third tranche of performance-based RSUs granted on June 30, 2023. The unearned balance of performance-based RSUs from this grant were forfeited.
- The reported shares were acquired upon the vesting of a portion of the second tranche of performance-based RSUs granted on June 11, 2024. The unearned balance of performance-based RSUs from this tranche were forfeited.
- The reported shares were acquired upon the vesting of a portion of the first tranche of performance-based RSUs granted on April 15, 2025. The unearned balance of performance-based RSUs from this tranche were forfeited.

**Remarks:**

/s/ Megan C. Preneta, as Attorney-in-Fact for Keith R. Siegner 03/20/2026

\*\* 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.

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