

HEFFERNAN EDWARD J  
Form 4  
February 20, 2018

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
HEFFERNAN EDWARD J

2. Issuer Name and Ticker or Trading Symbol  
ALLIANCE DATA SYSTEMS  
CORP [ADS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
7500 DALLAS PARKWAY, SUITE 700

3. Date of Earliest Transaction (Month/Day/Year)  
02/15/2018

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
President and CEO

(Street)  
PLANO, TX 75024

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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	02/15/2018		A <sup>(1)</sup>		5,912	A	(1) 246,114
Common Stock	02/15/2018		A <sup>(2)</sup>		11,824	A	(2) 257,938
Common Stock	02/15/2018		A <sup>(3)</sup>		11,824	A	(3) 269,762
Common Stock	02/15/2018		A <sup>(4)</sup>		2,982	A	(4) 272,744
Common Stock	02/15/2018		F <sup>(5)</sup>		2,881	D	\$ 266,484 (6) 243.99 (7)

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**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 Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 3 and 4)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HEFFERNAN EDWARD J 7500 DALLAS PARKWAY, SUITE 700 PLANO, TX 75024	X		President and CEO	

## Signatures

Cynthia L. Hageman, Attorney  
in Fact 02/20/2018

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* 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).
- (1) The new grant is for 5,912 shares of common stock represented by time-based restricted stock units. The restrictions will lapse on 1,950 units on 2/15/19, on 1,951 units on 2/18/20 and on 2,011 units on 2/16/21, subject to continued employment by the Reporting Person on the vesting dates.
- (2) The new grant is for 11,824 shares of common stock represented by performance-based restricted stock units, which may be adjusted up or down at the time the performance restriction lapses. The restriction may lapse with respect to 33% of such shares on each of 2/15/19 and 2/18/20 and with respect to 34% of such shares on 2/16/21 contingent on meeting an EBT metric for 2018 and subject to continued employment by the Reporting Person on the vesting dates.
- (3) The new grant is for 11,824 shares of common stock represented by performance-based restricted stock units, which may be adjusted up or down at the time the performance restriction lapses. The restriction may lapse with respect to 100% of such shares on 2/18/20

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contingent on meeting a relative total shareholder return metric for 2018 and 2019 and subject to continued employment by the Reporting Person on the vesting dates.

(4) Based on the Company's EBT performance in 2017, 150% of the original award of 5,964 performance-based restricted stock units granted 2/15/17 were earned, resulting in an additional 2,982 units, for a total of 8,946 units. The restrictions will lapse with respect to 4,473 units on 2/15/19, subject to continued employment by the Reporting Person on the remaining vesting dates.

(5) Shares withheld by the Company to satisfy the Reporting Person's tax withholding obligation upon the vesting of restricted stock units.

The total number of securities beneficially owned includes: (a) 196,502 unrestricted shares; (b) 1,297 unvested units from an award of 3,814 time-based restricted stock units granted 2/17/15; (c) 5,188 unvested units from an award of 15,257 performance-based restricted stock units granted 2/17/15; (d) 3,367 unvested units from an award of 5,026 time-based restricted stock units granted 2/16/16; (e) 5,994 unvested units from an award of 8,947 performance-based restricted stock units granted 2/16/16; (f) 3,738 unvested units from an award of 5,578 time-based restricted stock units granted 2/15/17; (g) 5,210 unvested units from an award of 7,776 performance-based restricted stock units granted 2/15/17; (h) 11,155 unvested performance-based restricted stock units granted 2/15/17; (i) 4,473 unvested units from an award of 8,946 performance-based restricted stock units granted 2/15/17; (j) the new grant for 5,912 time-based restricted stock units;

(6) Based on the Company's EBT performance in 2017, 69.7% of the original award of 11,155 performance-based restricted stock units granted 2/15/17, or 7,776 units, were earned. The restrictions will lapse with respect to 2,566 units on 2/15/19 and with respect to 2,644 units on 2/18/20, subject to continued employment by the Reporting Person on the remaining vesting dates.

### Remarks:

(6) Continued from above: (k) the new grant for 11,824 performance-based restricted stock units; and (l) the new grant for 11,824 performance-based restricted stock units.

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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