

MINDBODY, Inc.  
Form 4  
August 09, 2016

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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 \*  
Bessemer Venture Partners VII L.P.

(Last) (First) (Middle)

C/O BESSEMER VENTURE PARTNERS, 1865 PALMER AVENUE, SUITE 104

(Street)

LARCHMONT, NY 10538

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
MINDBODY, Inc. [MB]

3. Date of Earliest Transaction (Month/Day/Year)  
08/05/2016

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 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) |   |                       |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|---|-----------------------|
| Class A Common Stock            | 08/05/2016                           |  | C <sup>(1)</sup>               | V   | 800,000 <sup>(2)</sup>  | A  | \$ 0 <sup>(1)</sup> 800,000 <sup>(2)</sup>            | I | See Footnotes (3) (4) |
| Class A Common Stock            | 08/05/2016                           |  | S                              | D   | 800,000 <sup>(2)</sup>  | D  | \$ 17.625 <sup>(5)</sup> 0                            | I | See Footnotes (3) (4) |

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

**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 control**

SEC 1474 (9-02)

number.

**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. L                 | 9. S                       |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                | Amount or Number of Shares |
| Class B Common Stock                       | (1)  | 08/05/2016                           |  | C                              | 800,000<br>(2)  | (1)  | (1)   | Class A Common Stock | 800,000<br>(2)             |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| Bessemer Venture Partners VII L.P.<br>C/O BESSEMER VENTURE PARTNERS<br>1865 PALMER AVENUE, SUITE 104<br>LARCHMONT, NY 10538               | X             | X         |         |       |
| Deer VII & Co. Ltd.<br>C/O BESSEMER VENTURE PARTNERS<br>1865 PALMER AVENUE, SUITE 104<br>LARCHMONT, NY 10538                              | X             | X         |         |       |
| Deer VII & Co. L.P.<br>C/O BESSEMER VENTURE PARTNERS<br>1865 PALMER AVENUE, SUITE 104<br>LARCHMONT, NY 10538                              | X             | X         |         |       |
| Bessemer Venture Partners VII Institutional L.P.<br>C/O BESSEMER VENTURE PARTNERS<br>1865 PALMER AVENUE, SUITE 104<br>LARCHMONT, NY 10538 | X             | X         |         |       |
| BVP VII SPECIAL OPPORTUNITY FUND LP<br>C/O BESSEMER VENTURE PARTNERS<br>1865 PALMER AVENUE, SUITE 104<br>LARCHMONT, NY 10538              | X             | X         |         |       |

## Signatures

/s/ Scott Ring, General Counsel of Deer VII & Co. Ltd., the General Partner for Deer VII & Co. L.P., the General Partner of Bessemer Venture Partners VII Institutional L.P., Bessemer Venture Partners VII L.P. and BVP VII Special Opportunity Fund L.P.

08/09/2016

Edgar Filing: MINDBODY, Inc. - Form 4

\_\_Signature of Reporting Person

Date

/s/ Scott Ring, General Counsel of Deer VII & Co. Ltd., the General Partner for Deer VII & Co. L.P.

08/09/2016

\_\_Signature of Reporting Person

Date

/s/ Scott Ring, General Counsel of Deer VII & Co. Ltd.

08/09/2016

\_\_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) Each share of Class B Common Stock is convertible into one share of Class A Common Stock at the option of the holder and has no expiration date.

On August 5, 2016, Bessemer Venture Partners VII L.P. ("BVP VII") sold 256,000 shares, Bessemer Venture Partners VII Institutional

(2) L.P. ("BVP VII Inst") sold 112,000 shares, and BVP VII Special Opportunity Fund L.P. ("BVP VII SOF," and together with BVP VII and BVP VII Inst, the "Funds") sold 432,000 shares at a sale price of \$17.625.

Deer VII & Co. Ltd. ("Deer VII Ltd") is the general partner of Deer VII & Co. L.P. ("Deer VII LP" and, together with the Funds and Deer VII Ltd, the "Bessemer Entities"), which is the general partner of the Funds. Deer VII Ltd and Deer VII LP disclaim beneficial ownership

(3) of the securities held by the Funds, and this report shall not be deemed an admission that Deer VII Ltd and Deer VII LP are the beneficial owners of such securities, except to the extent of their pecuniary interest therein, if any, by virtue of their direct and indirect general partner interests in the Funds.

(4) Jeremy Levine, a director of Deer VII Ltd, serves as the representative of the Bessemer Entities on the Issuer's board of directors.

The shares were sold in a single execution, which took place at the price indicated above. The Reporting Person hereby undertakes, upon

(5) request of the Staff of the U.S. Securities and Exchange Commission, the Issuer or a security holder of the Issuer, to provide full information regarding such execution.

(6) After the reported transaction, BVP VII owned 1,322,888 shares, BVP VII Inst owned 578,762 shares, and BVP VII SOF owned 2,232,373 shares.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.