

MediaAlpha, Inc. Investigation - MAX

Company Name MediaAlpha, Inc.

Stock Symbol MAX

Robbins Geller Rudman & Dowd LLP is investigating potential violations of U.S. federal securities laws involving MediaAlpha, Inc. (NYSE: MAX) focused on whether the company and certain of its top executives made false and/or misleading statements and/or failed to disclose material information to investors.

If you have information that could assist in the MediaAlpha Investigation or if you are a MediaAlpha investor who suffered a loss and would like to learn more, you can provide your information in the form on this page. You can also contact attorney J.C. Sanchez or Jennifer N. Caringal of Robbins Geller by calling 800/449-4900 or via e-mail at info@rgrdlaw.com.

THE COMPANY: MediaAlpha, through its subsidiaries, operates an insurance customer acquisition platform.

THE REVELATION: On November 4, 2024, MediaAlpha revealed that MediaAlpha “received an initial settlement demand from the staff of the [Federal Trade Commission] (the “FTC Staff”) stating that the FTC Staff is prepared to recommend that the FTC approve the filing of a complaint against [MediaAlpha] for violations of Section 5(a) of the [Federal Trade Commission Act], the [Telemarketing Sales Rule] and the Government and Business Impersonation Rule. The FTC Staff proposes to seek injunctive and monetary relief and civil penalties.” MediaAlpha further disclosed that “[t]he total amount of the proposed items significantly exceed [MediaAlpha’s] existing liquidity and financial resources.” Following this news, MediaAlpha’s stock price fell by nearly 28%.