FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, 2.5. 250 to	OMB APPROVAL		
STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP	OMB Number:	3235-0287	

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB AP	PROVAL
OMB Number:	3235-0287
Estimated average	ge burden
hours per respon	ise: 0.5

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 ar		of Reporting Person*									Symbol SMPL ]			(Chec	k all app Direc	licable) tor		to Issuer 6 Owner er (specify	
(Last) 1225 177 SUITE 1	TH ST.	irst) (I	Middle)		3. Date of Earliest Transaction (Month/Day/Year) 11/08/2024									Officer (give title Other (specify below)  Chief Financial Officer					
(Street)		O 8	0202		4. If <i>I</i>	Amend	ment,	Date o	of Origin	al File	d (Month/Da	y/Year	)	6. Ind Line)	Form	filed by On	p Filing (Che e Reporting F re than One I		
(City)	(5		Zip)																
1. Title of Security (Instr. 3)			2. Transac Date (Month/Da	tion 2A. Deemed Execution Date,		d Date,	Transaction Disposed C		of, or Beneficial es Acquired (A) or Of (D) (Instr. 3, 4 and		5. Amount of Securities Beneficially Owned Following Reported		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	of Indirect Education of the control					
									Code	v	Amount	(A) (D)	or I	Price	Transa	action(s) 3 and 4)		(Instr. 4)	
Common Stock 11/			11/08/2	024		A		11,436(1)	A	١.	\$ <mark>0</mark>	65,430		D					
Common Stock 11/08/2			024		F		4,916(2)	D \$36.2		\$36.23	23 60,514		D						
Common Stock 11/08/2			2024				A		487(3)	A	\	\$ <mark>0</mark>	6	1,001	D				
		Та	ble II -								osed of, convertib				Owne	d			
1. Title of Derivative Conversion Date Execution Security or Exercise (Month/Day/Year) if any		Execut if any	eemed 4. Ition Date, Tran				vative urities uired or osed 0) r. 3, 4	6. Date Exercis		cisable and 7. Title a		e and int of rities rlying ative rity (In	8. De Se (In	Price of rivative curity str. 5)	9. Number derivative Securities Beneficiall Owned Following Reported Transaction (Instr. 4)	Owners Form: Direct ( or Indir (I) (Inst	Beneficia Ownersh ect (Instr. 4)		
			Code	v	(A)	(D)	Date Exercis	sable	Expiration Date	Title	Amo or Num of Shar	nber							

## **Explanation of Responses:**

- 1. Represents time-based restricted stock units ("RSUs") granted under the issuer's 2017 Omnibus Incentive Plan. Each RSU represents the contingent right to receive one share of the issuer's common stock. The RSUs vest in three substantially equal annual installments beginning on November 8, 2025, subject to the reporting person's continuous service with the issuer as of each vesting date.
- 2. Represents shares withheld by the Issuer to cover the tax withholding obligations upon the vesting of restricted stock units.
- 3. Represents the net shares of common stock acquired by the Reporting Person upon the vesting of performance-based restricted stock units ("PSUs") granted under the issuer's 2017 Omnibus Incentive

## Remarks:

/s/ Timothy R. Kraft as Attorney-in-Fact for Shaun

11/12/2024

\*\* Signature of Reporting Person

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.