

OMB APPROVAL	
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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>Tucker Laurie Anne</u>  (Last) (First) (Middle) <u>3095 LOYALTY CIRCLE</u>  (Street) <u>COLUMBUS OH 43219</u>  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BREAD FINANCIAL HOLDINGS, INC.</u> [ BFH ]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>06/15/2026</u>	
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	06/15/2026		A <sup>(1)</sup>		1,638	A	(1)	35,459 <sup>(2)</sup>	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)
						Date Exercisable	Expiration Date					

**Explanation of Responses:**

- The new grant is for 1,638 shares of common stock represented by restricted stock units, which will vest on June 15, 2027.
- The total amount of securities beneficially owned includes: (a) 10,761 unrestricted shares; (b) 1,179 unvested restricted stock units granted 6/27/16; (c) 1,085 unvested restricted stock units granted 6/26/17; (d) 1,341 unvested restricted stock units granted 6/25/18; (e) 1,645 unvested restricted stock units granted 6/24/19; (f) 5,007 unvested restricted stock units granted 6/22/20; (g) 1,731 unvested restricted stock units granted 6/15/21; (h) 206 unvested restricted stock units granted 9/15/21; (i) 227 unvested restricted stock units granted 12/15/21; (j) 257 unvested restricted stock units granted 3/15/22; (k) 2,650 unvested restricted stock units granted 6/15/22; (l) 369 unvested restricted stock units granted 7/15/22; (m) 464 unvested restricted stock units granted 10/17/22; (n) 437 unvested restricted stock units granted 1/17/23;

**Remarks:**

Footnote 2, continued: (o) 497 unvested restricted stock units granted 4/17/23; (p) 4,932 unvested restricted stock units granted 6/15/23; (q) 552 unvested restricted stock units granted 7/17/23; (r) 481 unvested restricted stock units granted 10/16/23; and (s) the new grant for 1,638 restricted stock units.

/s/ Benjamin L. Morgan,  
Attorney in Fact 06/17/2026

\*\* 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.

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.