| SEC Form 4 | |
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FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL
OMB Number: 3235-0287
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| Section 16. Form 4 or Form 5 | |
| obligations may continue. See | |
| Instruction 1(b). | File |

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

| 1. Nume and Address of Reporting reison | | | 2. Issuer Name and Ticker or Trading Symbol <u>PFSWEB INC</u> [PFSW] | (Check | tionship of Reporting Per all applicable) Director Officer (give title | son(s) to Issuer 10% Owner Other (specify |
|--|--|--|---|------------------------|---|---|
| 1 | ast) (First) (Middle) /O PFSWEB, INC 05 MILLENNIUM DRIVE | | 3. Date of Earliest Transaction (Month/Day/Year) 05/10/2022 | X | below) Former CAC | below) |
| 505 MILLENNIUM DRIVE (Street) ALLEN TX 75013 (City) (State) (Zip) | | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | 6. Indiv Line) X | idual or Joint/Group Filing Form filed by One Rep Form filed by More that Person | orting 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) | | | | | 5. Amount of Securities Beneficially Owned Following Reported | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership |
|---------------------------------|--|---|---|---|--------|---------------|-------------------|---|---|---|
| | | | Code | v | Amount | (A) or (D) | Price | Transaction(s) (Instr. 3 and 4) | | (Instr. 4) |
| Common Stock ⁽¹⁾ | 05/10/2022 | | М | | 5,735 | A | \$ <mark>0</mark> | 82,026 | D | |
| Common Stock ⁽²⁾ | 05/10/2022 | | F | | 1,433 | D | \$12.67 | 80,593 | D | |
| Common Stock ⁽¹⁾ | 05/10/2022 | | М | | 4,481 | A | \$ <mark>0</mark> | 85,074 | D | |
| Common Stock ⁽²⁾ | 05/10/2022 | | F | | 1,051 | D | \$12.67 | 84,023 | D | |
| Common Stock ⁽³⁾ | 05/10/2022 | | М | | 2,595 | A | \$ <mark>0</mark> | 86,618 | D | |
| Common Stock ⁽²⁾ | 05/10/2022 | | F | | 710 | D | \$12.67 | 85,908 | D | |
| Common Stock ⁽³⁾ | 05/10/2022 | | М | | 2,697 | A | \$ <mark>0</mark> | 88,605 | D | |
| Common Stock ⁽²⁾ | 05/10/2022 | | F | | 633 | D | \$12.67 | 87,972 | 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. Transa Code (8) | | of Deri Seci Acq (A) o Disp of (E | oosed 0) tr. 3, 4 | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | ate Amount of | | 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) |
| | | | | Code | v | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | | |
| Performance Share Award - 2021 STI | (4) | 05/10/2022 | | М | | | 5,735 | (4) | (4) | Common Stock | 5,735 | \$0 | 0 | D | |
| Performance Share Award - 2019 LTI | (4) | 05/10/2022 | | М | | | 4,481 | (4) | (4) | Common Stock | 4,481 | \$0 | 0 | D | |
| Performance Share Award - 2020 LTI | (5) | 05/10/2022 | | М | | | 2,595 | (5) | (5) | Common Stock | 2,595 | \$0 | 0 | D | |
| Performance Share Award - 2021 LTI | (5) | 05/10/2022 | | М | | | 2,697 | (5) | (5) | Common Stock | 2,697 | \$0 | 0 | D | |

Explanation of Responses:

1. Issuance of Common Stock upon settlement of previously issued Performance Share Award granted under the Plan.

2. Shares of Common Stock withheld by Issuer to satisfy tax withholding obligation.

3. Issuance of Common Stock upon partial settlement of previously issued Performance Share Award granted under the Company's Employee Stock and Incentive Plan (the "Plan").

4. Settlement of Performance Share Award issued under the Plan.

5. Partial settlement of Performance Share Award issued under the Plan. The remaining awards under the Plan were forfeited upon separation from employment with the Company.

Remarks:

/s/ Thomas J Madden by Power of Attorney 05/11/2022

** 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.