FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| 20549 | | | |
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| OMB APPROVAL | | | | | | | | |
|------------------------|-----------|--|--|--|--|--|--|--|
| OMB Number: | 3235-0287 | | | | | | | |
| Estimated average burd | en | | | | | | | |
| 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

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

| | | | | | | _ | _ | | | _ | | | _ | | | | _ | | |
|--|-------|------------|------------|---|---|--|---------|--|--------------------|--|------------------|-------------|---|--|---|---------------------------------------|---|--------------|-------|
| Name and Address of Reporting Person* BEATSON DAVID I | | | | | 2. Issuer Name and Ticker or Trading Symbol PFSWEB INC [PFSW] | | | | | | | | | Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner | | | | | |
| | | | | | 3 0 | ato o | f Earli | act Trans | eaction (Mo | nth/F |)av/Voar) | | | ┥ ′ | | | | 10% Ov | - 1 |
| (Last) | (Fi | rst) (| (Middle) | | | 3. Date of Earliest Transaction (Month/Day/Year) 07/07/2023 | | | | | | | | below) | er (give title v) | | Other (s below) | pecity | |
| 9250 N. ROYAL LANE, SUITE 100 | | | | 4. If <i>i</i> | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | 6. Individual or Joint/Group Filing (Check Applicable Line) | | | | | | |
| (Street) | | | | | - | | | | | | | | | ; | X Form f | iled by One | e Repo | orting Perso | n |
| IRVING | TX | ζ | 75063 | | | | | | | | | | | | Form f Persor | | re thar | n One Repo | rting |
| (City) | (St | ate) (| (Zip) | | Ru | Rule 10b5-1(c) Transaction Indication | | | | | | | | | | | | | |
| | | | | | | Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. | | | | | | | | | | | | | |
| | | Tabl | le I - Nor | ո-Deri\ | ative | Sec | curit | ies Ac | quired, I | Disp | osed c | of, or E | 3ene | eficial | y Owned | t | | | |
| 1. Title of Security (Instr. 3) 2. Transar Date (Month/Date) | | | | | | Execution Date | | Transaction Dispose Code (Instr. 5) | | rities Acquired (A) o ed Of (D) (Instr. 3, 4 a | | | Benefici | es ally Following | Form (D) o | n: Direct or Indirect onstr. 4) | 7. Nature of Indirect Beneficial Ownership | | |
| | | | | | | | | Code | v | Amount | (A (C | () or () | Price | Transac (Instr. 3 | tion(s) | | | (Instr. 4) | |
| Common Stock ⁽¹⁾ 07 | | | 07/07 | 7/2023 | 7/2023 M 10,000 A | | | | \$4.2 | 4.2 53,680 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 Date (Month/Day/Year) Price of Derivative Security 3. Transaction Date Execution I fany (Month/Day/Year) (Month/Day/Year) | | | Date, | 4. Transaction Code (Instr. 8) | | n of E | | 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 derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4) | Ownersh Form: Direct (D or Indire (I) (Instr. | Ownership | Beneficial Ownership t (Instr. 4) | | |
| | | | | | Code | v | (A) | (D) | Date Exercisabl | | xpiration ate | Title | OI N Of | umber | | | | | |
| Option to purchase ⁽¹⁾ | \$4.2 | 07/07/2023 | | | M | | | 10,000 | 07/16/2014 | 1 0 | 7/15/2023 | Commo | | 0,000 | \$0 | 0 | | D | |

Explanation of Responses:

1. Exercise of stock options issued under the Company's Stock and Incentive Plan.

Remarks:

/s/ Thomas J. Madden by Power of Attorney

07/10/2023

** 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.