



**Attn: Trading and Market Making/Legal and Compliance/Operations/Systems
UNIFORM PRACTICE ADVISORY (UPC #18-24) 04/09/2024 Troika Media
Group, Inc. (TRKAQ, TRKWQ)**

Notice has been received that the above Debtors Joint Chapter 11 Plan of Liquidation became effective on 3/29/2024. On the Effective Date, No Holder of an Interest shall be entitled to a Distribution under the Plan on account of such Interest. On the Effective Date, all Interests shall be retired, cancelled, and/or extinguished. See the Debtors Joint Chapter 11 Plan of Liquidation for more details.¹

Members are reminded of their obligations under FINRA Rule 2111 if they continue to engage in transactions in the above security after the effective date.

Pursuant to FINRA Rule 11530, members are advised that, among other things, in contracts for securities where a public announcement or publication of general circulation discloses that the securities have been deemed worthless, deliveries shall consist a) the worthless securities or; or b) a Letter of Indemnity which shall grant the purchaser any rights and privileges which might accrue to the holders of the physical securities. Such deliveries shall operate to close-out the contract and shall be settled at the existing contract price pursuant to FINRA Rule 11530.

Questions regarding this notice should be directed to: FINRA Market Operations- 1-866-776-0800.

¹ See *e.g.*, In re: Troika Media Group, Inc., *et al.*, Chapter 11 Case No. 23-11969 (DSJ) (Jointly Administered) Debtors Joint Chapter 11 Plan of Liquidation for Troika Media Group, Inc., ET AL.