

| OMB APPROVAL | |
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

| | | |
|---|--|--|
| 1. Name and Address of Reporting Person* <u>VON MUEHLEN CONSTANCE E</u> (Last) (First) (Middle) ALASKA AIR GROUP, INC. 19300 INTERNATIONAL BLVD (Street) SEATTLE WA 98188 (City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol <u>ALASKA AIR GROUP, INC. [ALK]</u> | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) EVP AND COO |
| | 3. Date of Earliest Transaction (Month/Day/Year) 05/02/2023 | |
| 4. If Amendment, Date of Original Filed (Month/Day/Year) | | Rule 10b5-1(c) Transaction Indication <input type="checkbox"/> 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. |

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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------------|--------------------|---|--|--|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| COMMON STOCK | 05/02/2023 | | M | | 1,190 | A | \$0 ⁽¹⁾ | 8,320 | D | |
| COMMON STOCK | 05/02/2023 | | F | | 436 | D ⁽²⁾ | \$43.37 | 7,884 | D | |
| COMMON STOCK | 05/02/2023 | | A | | 556 | A ⁽³⁾ | \$0 | 8,440 | D | |
| COMMON STOCK | 05/02/2023 | | F | | 219 | D ⁽⁴⁾ | \$43.37 | 8,221 | D | |
| COMMON STOCK | | | | | | | | 470 | I | Held by Spouse |

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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|-------|--|-----------------|---|----------------------------|--|--|---|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | | |
| RESTRICTED STOCK UNITS | \$0.0 ⁽¹⁾ | 05/02/2023 | | A | | 1,190 | | 05/02/2023 | 05/02/2023 | COMMON STOCK | 1,190 | \$0 | 1,190 | D | |
| RESTRICTED STOCK UNITS | \$0.0 ⁽¹⁾ | 05/02/2023 | | M | | | 1,190 | 05/02/2023 | 05/02/2023 | COMMON STOCK | 1,190 | \$0 | 0 | D | |
| RESTRICTED STOCK UNITS | \$0.0 ⁽¹⁾ | 05/02/2023 | | A | | 4,110 | | 04/03/2024 | 04/03/2024 | COMMON STOCK | 4,110 | \$0 | 4,110 | D | |
| RESTRICTED STOCK UNITS | \$0.0 ⁽¹⁾ | 05/02/2023 | | A | | 5,810 | | 02/07/2025 | 02/07/2025 | COMMON STOCK | 5,810 | \$0 | 5,810 | D | |
| EMPLOYEE STOCK OPTION (RIGHT TO BUY) | \$69.49 | 05/02/2023 | | A | | 8,576 | | (5) | 05/02/2033 | COMMON STOCK | 8,576 | \$0 | 8,576 | D | |
| EMPLOYEE STOCK OPTION (RIGHT TO BUY) | \$64.55 | 05/02/2023 | | A | | 2,585 | | (6) | 05/02/2033 | COMMON STOCK | 2,585 | \$0 | 2,585 | D | |
| COMMON STOCK | \$55.36 | 05/02/2023 | | A | | 13,770 | | (7) | 05/02/2033 | COMMON STOCK | 13,770 | \$0 | 13,770 | D | |
| RESTRICTED STOCK UNITS | \$0.0 ⁽¹⁾ | 05/04/2023 | | A | | 13,160 | | 05/04/2026 | 05/04/2026 | COMMON STOCK | 13,160 | \$0 | 13,160 | D | |

Explanation of Responses:

- Each restricted stock unit represents a contingent right to receive one share of ALK common stock.
- The shares withheld were an exempt disposition to the Issuer under Rule 16b-3(e) to satisfy tax withholding obligations arising out of the vesting of RSUs and settled with shares by the reporting person.
- The acquisition resulted from the vesting of Performance Stock Units (PSUs) pursuant to the attainment of certain performance goals over a three-year period ending December 31, 2022, in accordance with the terms of a PSU award agreement granted under the Issuer's 2016 Performance Incentive Plan and per approval by the Board's Compensation Committee.
- The shares withheld were an exempt disposition to the Issuer under Rule 16b-3(e) to satisfy tax withholding obligations arising out of the vesting of PSUs and settled with shares by the reporting person.
- The option vests as to 3,546 shares on May 2, 2023; as to 2,515 shares on April 3, 2024; and as to 2,515 shares on April 3, 2025.
- The option vests as to 1,292 shares on May 2, 2023, and as to 1,293 shares on February 11, 2024.
- The option vests as to 3,442 shares on May 2, 2023; as to 3,443 shares on February 7, 2024; as to 3,442 shares on February 7, 2025; and as to 3,443 shares on February 7, 2026.

Remarks:

/s/ Howard Kuppler, by power of 05/04/2023
attorney.

** 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.

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