

Verisk Analytics, Inc.  
Form 4  
July 08, 2016

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

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 OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

OMB  
Number: 3235-0287  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Hansen Bruce Edward

(Last) (First) (Middle)

C/O VERISK ANALYTICS,  
INC., 545 WASHINGTON  
BOULEVARD

(Street)

JERSEY CITY, NJ 07310

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
Verisk Analytics, Inc. [VRSK]

3. Date of Earliest Transaction  
(Month/Day/Year)  
07/01/2016

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☒ Director ☐ 10% Owner  
☐ Officer (give title below) ☐ Other (specify below)

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ Form filed by One Reporting Person  
☐ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3.<br>Code<br>(Instr. 8) | 4. Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Ownership<br>(Instr. 4) |
|---------------------------------------|---|---|--------------------------|--|--|--|---|
|                                       |   |   |                          | (A)<br>or<br>(D)   |  |  |   |
| Common<br>Stock <sup>(1)</sup>        | 07/01/2016                              |   | A                        | 896  | A \$ 0 2,935   | D  |   |
| Common<br>Stock <sup>(2)</sup>        | 07/01/2016                              |   | A                        | 1,112  | A \$ 0 4,047   | D  |   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of  
information contained in this form are not  
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SEC 1474  
(9-02)

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**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 Underlying Securities (Instr. 3 and 4) | 8. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---|
| Stock Option (3)                           | \$ 80.93   | 07/01/2016                           |  | A                              | 4,671   | (4) 07/01/2026   | Common Stock  | 4,761   |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships                    |
|--|----------------------------------|
|  | Director 10% Owner Officer Other |
| Hansen Bruce Edward<br>C/O VERISK ANALYTICS, INC.<br>545 WASHINGTON BOULEVARD<br>JERSEY CITY, NJ 07310 | X                                |

## Signatures

/s/ Kenneth E. Thompson,  
Attorney-in-Fact  
07/08/2016

Signature of Reporting Person

Date

## Explanation of Responses:

\* 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).

(1) These deferred stock units of Common Stock were granted under the Issuer's 2013 Equity Incentive Plan. Subject to the terms of the Issuer's 2013 Equity Incentive Plan and the applicable award agreement thereunder, these deferred stock units entitle the reporting person to 896 shares of Common Stock at the end of his service to the Board of the Issuer. These deferred stock units vest monthly ratably over a period of 12 months from the grant date.

(2) The reporting person elected to receive these deferred stock units under the Issuer's 2013 Equity Incentive Plan as part of his annual retainer. These deferred stock units entitled the reporting person to 1,112 shares of Common Stock at the end of his service to the Board of the Issuer.

(3) The reporting person was awarded the reported stock options under the Issuer's 2013 Equity Incentive Plan. These stock options vest monthly ratably over a period of 12 months from the grant date.

(4) Exercisable upon the earlier of (i) 7/1/2017 or (ii) the end of the reporting person's service to the Board of the Issuer.

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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