

BROWN HYATT J  
Form 4  
February 26, 2018

**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  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**BROWN HYATT J**

(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)  
**02/23/2018**

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 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price		
Common Stock	02/23/2018		M		14,728	A	\$ 22	78,673	D
Common Stock	02/23/2018		M		13,812	A	\$ 30.2	92,485	D
Common Stock	02/23/2018		M		12,550	A	\$ 34.91	105,035	D
Common Stock	02/23/2018		M		9,675	A	\$ 49.26	114,710	D
Common Stock	02/23/2018		M		4,912	A	\$ 60.71	119,622	D

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Common Stock	02/23/2018	M	5,686	A	\$ 60.9	125,308	D
Common Stock	02/23/2018	M	4,716	A	\$ 72.95	130,024	D
Common Stock	02/23/2018	M	4,671	A	\$ 80.93	134,695	D
Common Stock	02/23/2018	M	2,837	A	\$ 84.37	137,532	D
Common Stock	02/23/2018	S	31,005	D	\$ 99.96 (1)	106,527	D
Common Stock	02/23/2018	S	42,582	D	\$ 100.38 (2)	63,945	D

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

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SEC 1474  
(9-02)

**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. Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Stock Option (3)	\$ 22	02/23/2018		M	14,728	(4) 10/06/2019	Common Stock	14,728
Stock Option (3)	\$ 30.2	02/23/2018		M	13,812	(4) 07/01/2020	Common Stock	13,812
Stock Option (3)	\$ 34.91	02/23/2018		M	12,550	(4) 07/01/2021	Common Stock	12,550
Stock Option (3)	\$ 49.26	02/23/2018		M	9,675	(4) 07/01/2022	Common Stock	9,675

Stock Option (5)	\$ 60.71	02/23/2018	M	4,912	(4)	07/01/2023	Common Stock	4,912
Stock Option (5)	\$ 60.9	02/23/2018	M	5,686	(4)	07/01/2024	Common Stock	5,686
Stock Option (5)	\$ 72.95	02/23/2018	M	4,716	(4)	07/01/2025	Common Stock	4,716
Stock Option (5)	\$ 80.93	02/23/2018	M	4,671	(4)	07/01/2026	Common Stock	4,671
Stock Option (5)	\$ 84.37	02/23/2018	M	2,837	(6)	07/01/2027	Common Stock	2,837

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BROWN HYATT J C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310	X			

## Signatures

/s/ Kenneth E. Thompson,  
Attorney-in-Fact  
02/26/2018

\_\_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) This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$99.18 to \$100.17, inclusive. The reporting person undertakes to provide upon request by the SEC staff, the Issuer or any security holder of the Issuer, full information regarding the number of shares of Common Stock sold at each separate price within the ranges set forth in this footnote (1).

(2) This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$100.18 to \$100.58, inclusive. The reporting person undertakes to provide upon request by the SEC staff, the Issuer or any security holder of the Issuer, full information regarding the number of shares of Common Stock sold at each separate price within the ranges set forth in this footnote (2).

(3) Stock Options outstanding under the Issuer's 2009 Equity Incentive Plan.

(4) Immediately.

(5) Stock Options outstanding under the Issuer's 2013 Equity Incentive Plan.

(6) These stock options vest monthly ratably over a period of 12 months from the grant date.

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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