

National CineMedia, Inc.

Form 3

January 30, 2017

**FORM 3****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 A House Geri R

(Last) (First) (Middle)

C/O NATIONAL CINEMEDIA,  
 INC., 9110 E. NICHOLS AVE.,  
 SUITE 200

(Street)

CENTENNIAL, CO 80112-3405

(City) (State) (Zip)

2. Date of Event  
 Requiring Statement  
 (Month/Day/Year)  
 01/19/2017

3. Issuer Name and Ticker or Trading Symbol  
 National CineMedia, Inc. [NCMI]

4. Relationship of Reporting  
 Person(s) to Issuer

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

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10%  
 Owner

☒ Officer \_\_\_\_ Other  
 (give title below) (specify below)  
 EVP, People & Organization

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 Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	89,901	D	

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

SEC 1473 (7-02)

**Persons who respond to the collection of  
 information contained in this form are not  
 required to respond unless the form displays a  
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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) Title	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date		Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Employee stock option (right to buy)	Â (1)	11/04/2020	Common Stock	30,977	\$ 18.5653	D	Â
Employee stock option (right to buy)	Â (1)	01/13/2021	Common Stock	13,745	\$ 17.7905	D	Â
Employee stock option (right to buy)	Â (1)	01/12/2022	Common Stock	4,533	\$ 12.7255	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
House Geri R C/O NATIONAL CINEMEDIA, INC. 9110 E. NICHOLS AVE., SUITE 200 CENTENNIAL,Â COÂ 80112-3405	Â	Â	Â EVP, People & Organization	Â

## Signatures

/s/ Teri Scott, as  
attorney-in-fact 01/30/2017

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(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 derivative security is fully vested.

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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