FORM 3

# **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

| OMB APPROVAL             |           |  |  |  |  |  |  |
|--------------------------|-----------|--|--|--|--|--|--|
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| hours per response:      | 0.5       |  |  |  |  |  |  |

## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| Name and Address of Reporting Person*  Ohls Paul   |                   | . Date of Event R<br>statement (Month/<br>0/01/2022            |                 | 3. Issuer Name and Ticker or Trading Symbol Sprinklr, Inc. [ CXM ]              |  |                                    |   |   |  |  |  |
|--|-------------------|--|-----------------|---|--|------------------------------------|---|---|--|--|--|
| (Last)   | (First)           | (Middle)   | 0,01,2022       |   | Relationship of Reporting Persor (Check all applicable)  | n(s) to Issuer                     |   | 5. If Amendment, Date of Original Filed (Month/Day/Year)    |  |  |  |
| C/O SPRINKLR, INC. 29 WEST 35TH STREET, 7TH FLOOR  (Street)  NEW YORK NY 10001                                     |                   |  |                 | Director  X Officer (give title below)  Chief Revenue                           | 10% Owner Other (speci                                   | fy Ap                              | Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person |   |  |  |  |
|  |                   | 10001  |                 |   | Cinci revenue e  |                                    |   | Form filed by More than One Reporting<br>Person             |  |  |  |
| (City)   | (State)           | (Zip)  |                 |   |  |                                    |   |   |  |  |  |
| Table I - Non-Derivative Securities Beneficially Owned   |                   |  |                 |   |  |                                    |   |   |  |  |  |
| 1. Title of Security (Instr. 4)  |                   |  |                 |   | 2. Amount of Securities<br>Beneficially Owned (Instr. 4) |                                    |   | Nature of Indirect Beneficial Ownership (Instr. 5)          |  |  |  |
| Class A Common Stock   |                   |  |                 |   | 108,616(1)   | D                                  |   |   |  |  |  |
| 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<br>Expiration Date<br>(Month/Day/Year) |                 | and 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) |  | 4.<br>Conversion<br>or Exercise    | (D) or  | 6. Nature of Indirect<br>Beneficial Ownership<br>(Instr. 5) |  |  |  |
|  |                   | Date<br>Exercisable  | Expiration Date | n<br>Title  | Amount<br>or<br>Number<br>of Shares                      | Price of<br>Derivative<br>Security | Indirect (I)<br>(Instr. 5)  |   |  |  |  |
| Employee Stock   | COption (right to | buy)   | (2)             | 08/14/2028  | 8 Class B Common Stock                                   | 372,000                            | 4.1   | D   |  |  |  |
| Employee Stock   | COption (right to | buy)   | (3)             | 05/15/2029  | Class B Common Stock                                     | 100,000                            | 4.25  | D   |  |  |  |
| Employee Stock   | COption (right to | buy)   | (4)             | 12/10/2029  | Class B Common Stock                                     | 100,000                            | 4.45  | D   |  |  |  |
| Employee Stock   | COption (right to | buy)   | (5)             | 08/31/2030  | Class B Common Stock                                     | 25,000                             | 7.38  | D   |  |  |  |
| Employee Stock   | COption (right to | buy)   | (6)             | 04/05/203   | Class B Common Stock                                     | 80,000                             | 10.96   | D   |  |  |  |
| Employee Stock Option (right to buy)   |                   |  | (7)             | 05/18/203   | Class B Common Stock                                     | 100,000                            | 12.88   | D   |  |  |  |

### **Explanation of Responses:**

- 1. Represents a restricted stock unit ("RSU") award. One-fourth (1/4th) of the RSUs shall vest on March 15, 2023, and one-twelfth (1/12th) of the remaining RSUs shall vest on each subsequent June 15, September 15 and March 15 thereafter, subject to the Reporting Person's continued service with the Issuer through each such vesting date.
- 2. Fully vested and exercisable.
- 3. One fourth (1/4th) of the shares subject to the option award vested on May 1, 2020, and one forty-eighth (1/48th) of the shares subject to the option award vested or shall vest on the first day of each month thereafter, subject to the Reporting Person's continuous service.
- 4. One fourth (1/4th) of the shares subject to the option award vested on December 10, 2020, and one forty-eighth (1/48th) of the shares subject to the option award vested or shall vest on the first day of each month thereafter, subject to the Reporting Person's continuous service.
- 5. One fourth (1/4th) of the shares subject to the option award vested on September 2, 2021, and one forty-eighth (1/48th) of the shares subject to the option award vested or shall vest on the first day of each month thereafter, subject to the Reporting Person's continuous service.
- 6. One fourth (1/4th) of the shares subject to the option award vested on April 5, 2022, and one forty-eighth (1/48th) of the shares subject to the option award vested or shall vest on the first day of each month thereafter, subject to the Reporting Person's continuous service.
- 7. One fourth (1/4th) of the shares subject to the option award vested on May 20, 2022, and one forty-eighth (1/48th) of the shares subject to the option award vested or shall vest on the first day of each month thereafter, subject to the Reporting Person's continuous service.

# Remarks:

Exhibit List - Exhibit 24 - Power of Attorney

<u>/s/ Jason Minio, Attorney-in-Fact</u> 10/11/2022

\*\* Signature of Reporting Person Date

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

- $^{\star}$  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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

#### POWER OF ATTORNEY

(For Executing Form ID and Fonns 3, 4 and 5)

Know all by these presents, that the undersigned hereby constitutes and appoints each of Jaime Chase, Trey Reilly, Charles York and Jason Minio of Cooley LLP, and Daniel Haley and Laura Acton of Sprinklr, Inc. (the "Company"), signing individually, the undersigned's true and lawful attorneys-in fact and agents to:

- (1) Prepare, execute in the undersigned's name and on the undersigned's behalf, and submit to the Securities and Exchange Commission (the "SEC") Form ID and Forms 3, 4 and 5 (including amendments thereto and joint filing agreements in connection therewith) in accordance with Section 16(a) of the Securities Exchange Act of 1934, as amended (the "Exchange Act") and the rules thereunder in the undersigned's capacity as an officer, director or beneficial owner of more than 10% of a registered class of securities of the Company;
- (2) Do and perform any and all acts for and on behalf of the undersigned that may be necessary or desirable to prepare and execute any such Forms 3, 4 or 5 (including amendments thereto and joint filing agreements in connection therewith) and file such forms with the SEC and any stock exchange, self-regulatory association or any similar authority; and
- (3) Take any other action of any type whatsoever in connection with the foregoing that, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required of the undersigned, it being understood that the documents executed by the attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as the attorney-in-fact may approve in the attorney-in-fact's discretion.

The undersigned hereby grants to each such attorney in fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally

present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney in fact, or such attorney in fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorneys-in-fact, and their substitutes, in serving in such capacity at the request of the undersigned, are not assuming (nor is the Company assuming) any of the undersigned's responsibilities to comply with Section 16 of the Exchange Act.

This Power of Attorney shall remain in full force and effect until the earliest to occur of (a) the undersigned is no longer required to file Forms 3, 4 and 5 with respect to the undersigned's holdings of and transactions in securities issued by the Company, (b) revocation by the undersigned in a signed writing delivered to the Company and the foregoing attorneys-in fact or (c) as to any attorney-in-fact individually, until such attorney-in-fact is no longer employed by the Company or Cooley LLP, as applicable.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of the date written below.

10/3/2022

/s/ Paul Ohls Paul Ohls