

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

OMB APPROVAL	
OMB Number:	3235-0104
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person * <u>Redbird ML Holdco L.P.</u> (Last) (First) (Middle) <u>C/O BLACKSTONE INC.</u> <u>345 PARK AVENUE</u> (Street) <u>NEW YORK</u> <u>NY</u> <u>10154</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>08/24/2026</u>	3. Issuer Name and Ticker or Trading Symbol <u>Liftoff Mobile, Inc.</u> [<u>LFTO</u>] Foreign Trading Symbol	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director ☒ 10% Owner Officer (give title below) Other (specify below)	5. If Amendment, Date of Original Filed (Month/Day/Year)
			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	83,831,109	I	See Footnotes ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾

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)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

1. Name and Address of Reporting Person * <u>Redbird ML Holdco L.P.</u> (Last) (First) (Middle) <u>C/O BLACKSTONE INC.</u> <u>345 PARK AVENUE</u> (Street) <u>NEW YORK</u> <u>NY</u> <u>10154</u> (City) (State) (Zip)		
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1. Name and Address of Reporting Person * <u>Redbird ML Holdco GP LLC</u> (Last) (First) (Middle) <u>C/O BLACKSTONE INC.</u> <u>345 PARK AVENUE</u> (Street) <u>NEW YORK</u> <u>NY</u> <u>10154</u> (City) (State) (Zip)		
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Explanation of Responses:

1. On August 24, 2026, BCP Redbird Aggregator L.P. contributed 83,831,109 shares of common stock (the "Common Stock") of Liftoff Mobile, Inc. ("Issuer") previously held directly by it to its wholly-owned subsidiary Redbird ML Holdco LP. No securities of the Issuer were purchased, sold or otherwise transferred in connection with the contributions described herein.
2. Reflects shares of Common Stock of the Issuer held directly by Redbird ML Holdco LP. Redbird ML Holdco GP LLC is the general partner of Redbird ML Holdco LP. BCP Redbird Aggregator L.P. is the sole limited partner of Redbird ML Holdco LP and the managing member of Redbird ML Holdco GP LLC. BCP VII Holdings Manager L.L.C. is the general partner of BCP Redbird Aggregator L.P. Blackstone Management Associates VII L.L.C. is the sole member of BCP VII Holdings Manager L.L.C. BMA VII L.L.C. is the sole member of Blackstone Management Associates VII L.L.C. Blackstone Holdings III L.P. is the managing member of BMA VII L.L.C. Blackstone Holdings III GP L.P. is the general partner of Blackstone Holdings III L.P. Blackstone Holdings III GP Management L.L.C. is the general partner of Blackstone Holdings III GP L.P.
3. Blackstone Inc. is the sole member of Blackstone Holdings III GP Management L.L.C. The sole holder of the Series II preferred stock of Blackstone Inc. is Blackstone Group Management L.L.C. Blackstone Group Management L.L.C. is wholly-owned by Blackstone's senior managing directors and controlled by its founder, Stephen A. Schwarzman.
4. Information with respect to each of the Reporting Persons is given solely by such Reporting Person, and no Reporting Person has responsibility for the accuracy or completeness of information supplied by another Reporting Person.
5. Redbird ML Holdco GP LLC may be deemed to beneficially own the shares of Common Stock of the Issuer directly held by Redbird ML Holdco LP but disclaims beneficial ownership of the securities held by Redbird ML Holdco LP, except to the extent of its pecuniary interest therein, and, this filing shall not be deemed an admission that Redbird ML Holdco GP LLC is the beneficial owner of the reported securities for purposes of Section 16 or for any other purpose.

REDBIRD ML HOLDCO
LP, By: Redbird ML
Holdco GP LLC, its
general partner, By: /s/ 09/03/2026
Robert Brooks Name:
Robert Brooks Title:
Authorized Signatory.
REDBIRD ML HOLDCO
GP LLC, By: /s/ Robert
Brooks Name: Robert 09/03/2026
Brooks Title: Authorized
Signatory.
** Signature of Reporting Date
Person

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 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.