FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

| Washington, I | D.C. 20549 |
|---------------|------------|
|---------------|------------|

| Check this box if no longer subject | STATE |
|-------------------------------------|-------|
| to Section 16. Form 4 or Form 5     |       |
| obligations may continue. See       |       |
| Instruction 1(b).                   |       |

## MENT OF CHANGES IN BENEFICIAL OWNERSHIP

**OMB APPROVAL** 3235-0287 Estimated average burden hours per response: 0.5

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

| 1. Name and Address of Reporting Person*  MURPHY MICHAEL JOHN  |   |         |         |          | 2. Issuer Name and Ticker or Trading Symbol DULUTH HOLDINGS INC. [ DLTH ]   |   |  |  |                                |          |  |        |                 | 5. I<br>(CI   | neck all app<br>Direc  | ctor  |  | 10% Ov   | vner |
|--|---|---------|---------|----------|---|---|--|--|--------------------------------|----------|--|--------|-----------------|---|--|---|--|--|------|
| (Last) 201 EAS   | (Fir  | ,       | Middle) |          |   | 3. Date of Earliest Transaction (Month/Day/Year) 03/13/2023 |  |  |                                |          |  |        |                 |   | ^ belov  | er (give title<br>w)<br>Chief Acc                                 |  | Other (s<br>below)<br>ing Office                                   |      |
| (Street)  MOUNT HOREB  WI 53572  |   |         |         |          | 4. If Amendment, Date of Original Filed (Month/Day/Year)  |   |  |  |                                |          |  |        | 6. Lin          | e)<br>X Form<br>Form                                | fividual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person |   |  |  |      |
| (City)   | (Sta  | ate) (Z | Zip)    |          | Rule 10b5-1(c) Transaction Indication  Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. |   |  |  |                                |          |  |        |                 |   |  |   | nded to  |  |      |
|  |   | Table   | I - No  | n-Deriva | tive S  | Secui   | rities   | Acq  | uired,                         | Dis      | posed of   | , or l | Bene            | eficia  | ally Own   | ed  |  |  |      |
| 1. Title of Security (Instr. 3)  2. Transac Date (Month/Date)  |   |         |         |          | Exec<br>ay/Year) if an  |   | Deemed<br>cution Date,<br>ny<br>nth/Day/Year)  |  |                                |          | es Acquired (A)<br>Of (D) (Instr. 3,                     |        |                 | nd Securi<br>Benefi                                 | cially<br>I Following  | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) |  | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4)  |      |
|  |   |         |         |          |   |   | Code   | v  | Amount                         | (A<br>(D | ) or<br>)  | Price  | Transa          | nsaction(s)<br>etr. 3 and 4)                        |  |   | (mou. 4)   |  |      |
| Class B Common Stock 03/13/2   |   |         |         |          |   | 2023  |  |  | A 26,943                       |          |  | A      | (1)             | 4   | 43,180   |   | D  |  |      |
| Class B Common Stock 03/13,  |   |         |         |          | /2023   |   |  |  | A 12                           |          | 12,573   |        | A               | (2)   | 5  | 58,753  |  | D  |      |
| Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |   |         |         |          |   |   |  |  |                                |          |  |        |                 |   |  |   |  |  |      |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)  | ivative Conversion Date Execution Date, urity or Exercise (Month/Day/Year) if any |         |         |          | 4.<br>Transaction<br>Code (Instr.<br>8)   |   | 5. Nu<br>of<br>Deriv<br>Secu<br>Acqu<br>(A) or<br>Dispo<br>of (D)<br>(Instr<br>and 5 | rities<br>ired<br>r<br>osed<br>)<br>: 3, 4 | 6. Date<br>Expirati<br>(Month/ | on Da    | Securities Underlying Derivative Security (Ins. 3 and 4) |        | ,               | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4)       | у   | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |      |
|  |   |         |         |          | Code  | v   | / (A) (D)  |  | Date<br>Exercis                | able     | Expiration<br>Date                                       | Title  | or<br>Nun<br>of | nber  |  |   |  |  |      |

## **Explanation of Responses:**

- 1. Award of restricted stock granted under the 2015 Equity Incentive Plan of Duluth Holdings Inc. The shares of restricted stock vest in three equal installments on the 18 month, two year and three year anniversary of the date of grant.
- 2. Award of restricted stock granted under the 2015 Equity Incentive Plan of Duluth Holdings Inc. The shares of restricted stock vest in four equal annual installments commencing on March 13, 2024.

Dennis F. Connolly, as POA 04/05/2023

\*\* Signature of Reporting Person Date

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 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).

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.