

Verisk Analytics, Inc.  
Form 4  
April 05, 2017

# FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Huston Eva F.

(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)  
04/01/2017

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)  
SVP and CFO

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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock <u>(1)</u>	04/01/2017		A	6,162	\$ 0	11,920	D
Common Stock	04/01/2017		F	908	\$ 81.14	11,012	D
Common Stock	04/03/2017		M	1,575	\$ 61.14	12,587	D
Common Stock	04/03/2017		M	2,893	\$ 59.74	15,480	D
Common Stock	04/03/2017		M	6,317	\$ 71.53	21,797	D

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Common Stock	04/03/2017	M	3,259	A	\$ 80.19	25,056	D	
Common Stock	04/03/2017	S	12,975	D	\$ 80.53 (2)	12,081	D	
Common Stock	04/05/2017	S	1,267	D	\$ 79.98	10,814	D	
Common Stock						3	I	By child sharing Reporting Person's household
Common Stock						2	I	By child sharing Reporting Person's household

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

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(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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Stock Option (3)	\$ 81.14	04/01/2017		A	32,259	(4) 04/01/2027	Common Stock 32,259
Stock Option (5)	\$ 61.14	04/03/2017		D	1,575	04/01/2017 04/01/2023	Common Stock 1,575
Stock Option (3)	\$ 59.74	04/03/2017		D	2,893	04/01/2017 04/01/2024	Common Stock 2,893
Stock	\$ 71.53	04/03/2017		D	6,317	04/01/2017 04/01/2025	Common Stock 6,317

Option (3)									Stock	
Stock Option (3)	\$ 80.19	04/03/2017		D	3,259	04/01/2017	04/01/2026		Common Stock	3,25

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Huston Eva F. C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310			SVP and CFO	

## Signatures

/s/ Kenneth E. Thompson,  
Attorney-in-Fact

04/05/2017

\*\*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).
- These restricted shares of Common Stock were granted under the Issuer's 2013 Equity Incentive Plan. Subject to the terms of the Issuer's
- (1) 2013 Equity Incentive Plan and the applicable award agreement thereunder, these restricted shares vest in four equal installments on the first, second, third and fourth anniversaries of their grant date.
  - (2) This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$80.19 to \$80.89, 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) This stock option was granted under the Issuer's 2013 Equity Incentive Plan.
  - (4) Subject to the terms of the Issuer's 2013 Equity Incentive Plan and the applicable award agreement thereunder, this stock option vests and becomes exercisable in four equal installments on the first, second, third and fourth anniversaries of the stock option grant date.
  - (5) This stock option was granted under the Issuer's 2009 Equity Incentive Plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.