

Filby John D  
Form 4  
August 02, 2017

# FORM 4

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

OMB APPROVAL

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## 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 \*  
Filby John D

(Last) (First) (Middle)

3680 VICTORIA STREET N

(Street)

SHOREVIEW, MN 55126

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
DELUXE CORP [DLX]

3. Date of Earliest Transaction (Month/Day/Year)  
07/31/2017

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)

Sr. V.P., Financial Services

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 Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |  |
| Common Stock                    | 07/31/2017                           |  | M                              | 26,491 A \$ 23.81   | 46,154  | D  |  |
| Common Stock                    | 07/31/2017                           |  | M                              | 21,900 A \$ 38.8  | 68,054  | D  |  |
| Common Stock                    | 07/31/2017                           |  | M                              | 12,372 A \$ 50.32   | 80,426  | D  |  |
| Common Stock                    | 07/31/2017                           |  | M                              | 8,270 A \$ 67.08  | 88,696  | D  |  |
| Common Stock                    | 07/31/2017                           |  | M                              | 7,028 A \$ 54.3   | 95,724  | D  |  |

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|              |            |   |        |   |          |                       |   |
|--------------|------------|---|--------|---|----------|-----------------------|---|
| Common Stock | 07/31/2017 | F | 57,125 | D | \$ 72.21 | 38,599                | D |
| Common Stock | 07/31/2017 | S | 18,936 | D | \$ 72.21 | 19,663                | D |
| Common Stock | 07/31/2017 | M | 2,285  | A | \$ 23.81 | 21,948                | D |
| Common Stock | 07/31/2017 | F | 1,493  | D | \$ 72.2  | 20,455 <sup>(1)</sup> | D |

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                              |
| Common Stock Option                        | \$ 23.81   | 07/31/2017                           |  | M                              | 26,491  | 04/30/2013 <sup>(2)</sup> 04/30/2019                     | Common Stock 26,491   |
| Common Stock Option                        | \$ 23.81   | 07/31/2017                           |  | M                              | 2,285   | 04/30/2013 <sup>(2)</sup> 04/30/2019                     | Common Stock 2,285  |
| Common Stock Option                        | \$ 38.8  | 07/31/2017                           |  | M                              | 21,900  | 02/20/2014 <sup>(2)</sup> 02/20/2020                     | Common Stock 21,900   |
| Common Stock Option                        | \$ 50.32   | 07/31/2017                           |  | M                              | 12,372  | 02/27/2015 <sup>(2)</sup> 02/27/2021                     | Common Stock 12,372   |
| Common Stock Option                        | \$ 67.08   | 07/31/2017                           |  | M                              | 8,270   | 02/12/2016 <sup>(2)</sup> 02/12/2022                     | Common Stock 8,270  |
| Common Stock                               | \$ 54.3  | 07/31/2017                           |  | M                              | 7,028   | 02/17/2017 <sup>(2)</sup> 02/17/2023                     | Common Stock 7,028  |

Option

Common

Stock \$ 75.61

Option

02/23/2018<sup>(2)</sup> 02/23/2024

Common  
Stock

12,14

## Reporting Owners

| Reporting Owner Name / Address                                | Relationships |           |                                    |       |
|---|---------------|-----------|------------------------------------|-------|
|   | Director      | 10% Owner | Officer                            | Other |
| Filby John D<br>3680 VICTORIA STREET N<br>SHOREVIEW, MN 55126 |               |           | Sr. V.P.,<br>Financial<br>Services |       |

## Signatures

J. Michael Schroeder as Power of Attorney for John D.  
Filby

08/02/2017

\_\_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).

(1) Total ownership includes 8,916 shares of restricted stock.

(2) Options vest in three equal installments on the three succeeding anniversary dates of the date of grant, provided the holder remains an employee of the Company. Date entered reflects date on which first installment vests(ed).

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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