

OMB APPROVAL	
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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

1. Name and Address of Reporting Person* <u>Lion Capital LLP</u> <hr/> (Last) (First) (Middle) <u>21 GROSVENOR PLACE</u> <hr/> (Street) <u>LONDON X0 SW1X 7HF</u> <hr/> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>03/24/2021</u>	3. Issuer Name and Ticker or Trading Symbol <u>Digital Media Solutions, Inc. [DMS]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 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 <input checked="" type="checkbox"/> 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)
<u>Class A Common Stock</u>	<u>7,624,282</u>	<u>I</u>	<u>See Footnote⁽¹⁾</u>

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>Lion Capital LLP</u> <hr/> (Last) (First) (Middle) <u>21 GROSVENOR PLACE</u> <hr/> (Street) <u>LONDON X0 SW1X 7HF</u> <hr/> (City) (State) (Zip)
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1. Name and Address of Reporting Person* <u>LION CAPITAL IV GP Ltd</u> <hr/> (Last) (First) (Middle) <u>21 GROSVENOR PLACE</u> <hr/> (Street) <u>LONDON X0 SW1X 7HF</u> <hr/> (City) (State) (Zip)
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Explanation of Responses:

1. The shares of Class A common stock reported on this Form were acquired in a private transaction by several investment funds. Lion Capital IV GP Limited is the General Partner of each such investment fund. Lion Capital IV GP Limited is owned and managed by Lion Capital LLP, which is controlled by Lyndon Lea. As a result, Mr. Lea may be deemed to beneficially own the shares reported herein, but reports such beneficial ownership separately.

Remarks:

Lion Capital LLP, Lion Capital IV GP Limited, s/ Simon Brown, Authorized Signatory. 04/05/2021

** 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 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.