

Alexander Laura  
 Form 4  
 September 05, 2018

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2015  
 Estimated average burden hours per response... 0.5

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 \*  
 Alexander Laura

2. Issuer Name and Ticker or Trading Symbol  
 REGIS CORP [RGS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 7201 METRO BLVD.  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 08/31/2018

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 SVP, Merchandise

MINNEAPOLIS, MN 55439

4. If Amendment, Date 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

(City) (State) (Zip)

**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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |   |
| Common Stock                    | 08/31/2018                           |  | F                              | 488 D \$ 21.39  | 7,724   | D  |   |
| Common Stock                    | 08/31/2018                           |  | A                              | 1,851 (1) A \$ 21.39  | 9,575   | D  |   |
| Common Stock                    | 08/31/2018                           |  | A                              | 3,506 (2) A \$ 0  | 13,081  | D  |   |
| Common Stock                    | 08/31/2018                           |  | A                              | 10,226 (3) A \$ 0   | 23,307  | D  |   |
| Common Stock                    | 08/31/2018                           |  | A                              | 30,680 (4) A \$ 0   | 53,987  | D  |   |

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

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SEC 1474  
(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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

## Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |                     |       |
|--|---------------|-----------|---------------------|-------|
|  | Director      | 10% Owner | Officer             | Other |
| Alexander Laura<br>7201 METRO BLVD.<br>MINNEAPOLIS, MN 55439 |               |           | SVP,<br>Merchandise |       |

## Signatures

/s/ Samuel T. Bickel, by power of attorney

09/05/2018

\_\_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) The Reporting Person elected to participate in the Issuer's Stock Purchase and Matching RSU Program (SPMP). The Reporting Person purchased 1,851 shares of RGS common stock under the SPMP.  
The Reporting Person was awarded a grant of 3,506 restricted stock units (RSUs) pursuant to the SPMP. The RSUs will vest on the fifth anniversary of the grant date, subject to the Reporting Person's continued employment with the Issuer through such anniversary and the other terms and conditions of the grant agreement. Each RSU represents the contingent right to receive one share of RGS common stock upon vesting.
  - (2) The Reporting Person was awarded a grant of 10,226 RSUs. The RSUs will vest on the third anniversary of the grant date, subject to the Reporting Person's continued employment with the Issuer through such anniversary and the other terms and conditions of the grant agreement. Each RSU represents the contingent right to receive one share of RGS common stock upon vesting.
  - (3) The Reporting Person was awarded a grant of 10,226 RSUs. The RSUs will vest on the third anniversary of the grant date, subject to the Reporting Person's continued employment with the Issuer through such anniversary and the other terms and conditions of the grant agreement. Each RSU represents the contingent right to receive one share of RGS common stock upon vesting.

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- (4) The Reporting Person was awarded a grant of 30,680 performance stock units (PSUs). The PSUs will vest on the fifth anniversary of the grant date if and to the extent certain market-based conditions are met during a performance period ending June 30, 2021, subject to the Reporting Person's continued employment with the Issuer through such anniversary and the other terms and conditions of the grant agreement. Each PSU represents the contingent right to receive one share of RGS common stock upon vesting.

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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