

Form 5500 Department of the Treasury Internal Revenue Service Department of Labor Employee Benefits Security Administration Pension Benefit Guaranty Corporation	Annual Return/Report of Employee Benefit Plan This form is required to be filed for employee benefit plans under sections 104 and 4065 of the Employee Retirement Income Security Act of 1974 (ERISA) and sections 6057(b) and 6058(a) of the Internal Revenue Code (the Code). ▶ Complete all entries in accordance with the instructions to the Form 5500.	OMB Nos. 1210-0110 1210-0089 2023 This Form is Open to Public Inspection
--	---	---

Part I	Annual Report Identification Information
For calendar plan year 2023 or fiscal plan year beginning 01/01/2023 and ending 12/31/2023	
A	This return/report is for: ☐ a multiemployer plan ☐ a multiple-employer plan (Filers checking this box must provide participating employer information in accordance with the form instructions.) ☒ a single-employer plan ☐ a DFE (specify) _____ ☐ the first return/report ☐ the final return/report ☐ an amended return/report ☐ a short plan year return/report (less than 12 months)
C	If the plan is a collectively-bargained plan, check here. ▶ ☐
D	Check box if filing under: ☒ Form 5558 ☐ automatic extension ☐ the DFVC program ☐ special extension (enter description)
E	If this is a retroactively adopted plan permitted by SECURE Act section 201, check here. ▶ ☐

Part II	Basic Plan Information—enter all requested information
1a	Name of plan GALLUP RETIREMENT AND SAVINGS PLAN
1b	Three-digit plan number (PN) ▶ 003
1c	Effective date of plan 09/08/1992
2a	Plan sponsor's name (employer, if for a single-employer plan) Mailing address (include room, apt., suite no. and street, or P.O. Box) City or town, state or province, country, and ZIP or foreign postal code (if foreign, see instructions) GALLUP, INC. P.O. BOX 2277 OMAHA, NE 68103-2277 1001 GALLUP DRIVE OMAHA, NE 68102
2b	Employer Identification Number (EIN) 21-0699771
2c	Plan Sponsor's telephone number 402-938-6447
2d	Business code (see instructions) 541910

Caution: A penalty for the late or incomplete filing of this return/report will be assessed unless reasonable cause is established.

Under penalties of perjury and other penalties set forth in the instructions, I declare that I have examined this return/report, including accompanying schedules, statements and attachments, as well as the electronic version of this return/report, and to the best of my knowledge and belief, it is true, correct, and complete.

SIGN HERE	Filed with authorized/valid electronic signature.	10/15/2024	ANN ZIEBARTH
	Signature of plan administrator	Date	Enter name of individual signing as plan administrator
SIGN HERE			
	Signature of employer/plan sponsor	Date	Enter name of individual signing as employer or plan sponsor
SIGN HERE			
	Signature of DFE	Date	Enter name of individual signing as DFE

3a Plan administrator's name and address ☒ Same as Plan Sponsor	3b Administrator's EIN 3c Administrator's telephone number
4 If the name and/or EIN of the plan sponsor or the plan name has changed since the last return/report filed for this plan, enter the plan sponsor's name, EIN, the plan name and the plan number from the last return/report: a Sponsor's name c Plan Name	4b EIN 4d PN
5 Total number of participants at the beginning of the plan year	5 1406
6 Number of participants as of the end of the plan year unless otherwise stated (welfare plans complete only lines 6a(1) , 6a(2) , 6b , 6c , and 6d). a(1) Total number of active participants at the beginning of the plan year a(2) Total number of active participants at the end of the plan year b Retired or separated participants receiving benefits c Other retired or separated participants entitled to future benefits d Subtotal. Add lines 6a(2) , 6b , and 6c e Deceased participants whose beneficiaries are receiving or are entitled to receive benefits f Total. Add lines 6d and 6e g(1) Number of participants with account balances as of the beginning of the plan year (only defined contribution plans complete this item) g(2) Number of participants with account balances as of the end of the plan year (only defined contribution plans complete this item) h Number of participants who terminated employment during the plan year with accrued benefits that were less than 100% vested	6a(1) 905 6a(2) 1060 6b 14 6c 431 6d 1505 6e 7 6f 1512 6g(1) 1384 6g(2) 1450 6h 0
7 Enter the total number of employers obligated to contribute to the plan (only multiemployer plans complete this item)	7

8a If the plan provides pension benefits, enter the applicable pension feature codes from the List of Plan Characteristics Codes in the instructions:

2E 2F 2G 2J 2K 2R 2S 2T 3D 3H

b If the plan provides welfare benefits, enter the applicable welfare feature codes from the List of Plan Characteristics Codes in the instructions:

9a Plan funding arrangement (check all that apply) (1) ☐ Insurance (2) ☐ Code section 412(e)(3) insurance contracts (3) ☒ Trust (4) ☐ General assets of the sponsor	9b Plan benefit arrangement (check all that apply) (1) ☐ Insurance (2) ☐ Code section 412(e)(3) insurance contracts (3) ☒ Trust (4) ☐ General assets of the sponsor
---	---

10 Check all applicable boxes in 10a and 10b to indicate which schedules are attached, and, where indicated, enter the number attached. (See instructions)

a Pension Schedules

- (1) ☒ **R** (Retirement Plan Information)
- (2) ☐ **MB** (Multiemployer Defined Benefit Plan and Certain Money Purchase Plan Actuarial Information) - signed by the plan actuary
- (3) ☐ **SB** (Single-Employer Defined Benefit Plan Actuarial Information) - signed by the plan actuary
- (4) ☐ **DCG** (Individual Plan Information) – Number Attached _____
- (5) ☐ **MEP** (Multiple-Employer Retirement Plan Information)

b General Schedules

- (1) ☒ **H** (Financial Information)
- (2) ☐ **I** (Financial Information – Small Plan)
- (3) ☐ **A** (Insurance Information) – Number Attached _____
- (4) ☒ **C** (Service Provider Information)
- (5) ☒ **D** (DFE/Participating Plan Information)
- (6) ☐ **G** (Financial Transaction Schedules)

Part III Form M-1 Compliance Information (to be completed by welfare benefit plans)

11a If the plan provides welfare benefits, was the plan subject to the Form M-1 filing requirements during the plan year? (See instructions and 29 CFR 2520.101-2.) ☐ Yes ☐ No

If "Yes" is checked, complete lines 11b and 11c.

11b Is the plan currently in compliance with the Form M-1 filing requirements? (See instructions and 29 CFR 2520.101-2.) ☐ Yes ☐ No

11c Enter the Receipt Confirmation Code for the 2023 Form M-1 annual report. If the plan was not required to file the 2023 Form M-1 annual report, enter the Receipt Confirmation Code for the most recent Form M-1 that was required to be filed under the Form M-1 filing requirements. (Failure to enter a valid Receipt Confirmation Code will subject the Form 5500 filing to rejection as incomplete.)

Receipt Confirmation Code _____

SCHEDULE C (Form 5500) Department of the Treasury Internal Revenue Service Department of Labor Employee Benefits Security Administration Pension Benefit Guaranty Corporation	Service Provider Information This schedule is required to be filed under section 104 of the Employee Retirement Income Security Act of 1974 (ERISA). ▶ File as an attachment to Form 5500.	OMB No. 1210-0110
		2023
		This Form is Open to Public Inspection.

For calendar plan year 2023 or fiscal plan year beginning 01/01/2023 and ending 12/31/2023		
A Name of plan GALLUP RETIREMENT AND SAVINGS PLAN	B Three-digit plan number (PN) ▶	003
C Plan sponsor's name as shown on line 2a of Form 5500 GALLUP, INC.	D Employer Identification Number (EIN) 21-0699771	

Part I	Service Provider Information (see instructions)
--------	---

You must complete this Part, in accordance with the instructions, to report the information required for **each person** who received, directly or indirectly, \$5,000 or more in total compensation (i.e., money or anything else of monetary value) in connection with services rendered to the plan or the person's position with the plan during the plan year. If a person received **only** eligible indirect compensation for which the plan received the required disclosures, you are required to answer line 1 but are not required to include that person when completing the remainder of this Part.

1 Information on Persons Receiving Only Eligible Indirect Compensation

- a Check "Yes" or "No" to indicate whether you are excluding a person from the remainder of this Part because they received only eligible indirect compensation for which the plan received the required disclosures (see instructions for definitions and conditions).. ☒ Yes ☐ No
- b If you answered line 1a "Yes," enter the name and EIN or address of each person providing the required disclosures for the service providers who received only eligible indirect compensation. Complete as many entries as needed (see instructions).

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation
THE VANGUARD GROUP, INC.
23-1945930

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation
--

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation
--

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation
--

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation

2. Information on Other Service Providers Receiving Direct or Indirect Compensation. Except for those persons for whom you answered "Yes" to line 1a above, complete as many entries as needed to list each person receiving, directly or indirectly, \$5,000 or more in total compensation (i.e., money or anything else of value) in connection with services rendered to the plan or their position with the plan during the plan year. (See instructions).

(a) Enter name and EIN or address (see instructions)

THE VANGUARD GROUP, INC.

23-1945930

(b) Service Code(s)	(c) Relationship to employer, employee organization, or person known to be a party-in-interest	(d) Enter direct compensation paid by the plan. If none, enter -0-.	(e) Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	(f) Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	(g) Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0-.	(h) Did the service provider give you a formula instead of an amount or estimated amount?
15 16 25 33 37 52	NONE	142302	Yes ☒ No ☐	Yes ☒ No ☐	0	Yes ☐ No ☐

(a) Enter name and EIN or address (see instructions)

SAGEVIEW ADVISORY GROUP LLC

33-0818667

(b) Service Code(s)	(c) Relationship to employer, employee organization, or person known to be a party-in-interest	(d) Enter direct compensation paid by the plan. If none, enter -0-.	(e) Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	(f) Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	(g) Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0-.	(h) Did the service provider give you a formula instead of an amount or estimated amount?
51	NONE	93001	Yes ☐ No ☒	Yes ☐ No ☐		Yes ☐ No ☐

(a) Enter name and EIN or address (see instructions)

(b) Service Code(s)	(c) Relationship to employer, employee organization, or person known to be a party-in-interest	(d) Enter direct compensation paid by the plan. If none, enter -0-.	(e) Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	(f) Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	(g) Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0-.	(h) Did the service provider give you a formula instead of an amount or estimated amount?
			Yes ☐ No ☐	Yes ☐ No ☐		Yes ☐ No ☐

Part I Service Provider Information (continued)

3. If you reported on line 2 receipt of indirect compensation, other than eligible indirect compensation, by a service provider, and the service provider is a fiduciary or provides contract administrator, consulting, custodial, investment advisory, investment management, broker, or recordkeeping services, answer the following questions for (a) each source from whom the service provider received \$1,000 or more in indirect compensation and (b) each source for whom the service provider gave you a formula used to determine the indirect compensation instead of an amount or estimated amount of the indirect compensation. Complete as many entries as needed to report the required information for each source.

(a) Enter service provider name as it appears on line 2	(b) Service Codes (see instructions)	(c) Enter amount of indirect compensation
(d) Enter name and EIN (address) of source of indirect compensation	(e) Describe the indirect compensation, including any formula used to determine the service provider's eligibility for or the amount of the indirect compensation.	
(a) Enter service provider name as it appears on line 2	(b) Service Codes (see instructions)	(c) Enter amount of indirect compensation
(d) Enter name and EIN (address) of source of indirect compensation	(e) Describe the indirect compensation, including any formula used to determine the service provider's eligibility for or the amount of the indirect compensation.	
(a) Enter service provider name as it appears on line 2	(b) Service Codes (see instructions)	(c) Enter amount of indirect compensation
(d) Enter name and EIN (address) of source of indirect compensation	(e) Describe the indirect compensation, including any formula used to determine the service provider's eligibility for or the amount of the indirect compensation.	

Part II Service Providers Who Fail or Refuse to Provide Information

4 Provide, to the extent possible, the following information for each service provider who failed or refused to provide the information necessary to complete this Schedule.

(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(c) Describe the information that the service provider failed or refused to provide
(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(c) Describe the information that the service provider failed or refused to provide
(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(c) Describe the information that the service provider failed or refused to provide
(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(c) Describe the information that the service provider failed or refused to provide
(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(c) Describe the information that the service provider failed or refused to provide
(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(c) Describe the information that the service provider failed or refused to provide

Part III Termination Information on Accountants and Enrolled Actuaries (see instructions)
(complete as many entries as needed)

a Name:	b EIN:
c Position:	
d Address:	e Telephone:

Explanation:

a Name:	b EIN:
c Position:	
d Address:	e Telephone:

Explanation:

a Name:	b EIN:
c Position:	
d Address:	e Telephone:

Explanation:

a Name:	b EIN:
c Position:	
d Address:	e Telephone:

Explanation:

a Name:	b EIN:
c Position:	
d Address:	e Telephone:

Explanation:

SCHEDULE D (Form 5500) Department of the Treasury Internal Revenue Service Department of Labor Employee Benefits Security Administration	DFE/Participating Plan Information This schedule is required to be filed under section 104 of the Employee Retirement Income Security Act of 1974 (ERISA). ▶ File as an attachment to Form 5500.	OMB No. 1210-0110 2023 This Form is Open to Public Inspection.
---	---	---

For calendar plan year 2023 or fiscal plan year beginning 01/01/2023 and ending 12/31/2023

A Name of plan GALLUP RETIREMENT AND SAVINGS PLAN	B Three-digit plan number (PN) 003
---	--

C Plan or DFE sponsor's name as shown on line 2a of Form 5500 GALLUP, INC.	D Employer Identification Number (EIN) 21-0699771
--	---

Part I	Information on interests in MTIAs, CCTs, PSAs, and 103-12 IEs (to be completed by plans and DFEs) (Complete as many entries as needed to report all interests in DFEs)
--------	---

a Name of MTIA, CCT, PSA, or 103-12 IE: GOLDMAN SACHS STABLE VL COL TRUST

b Name of sponsor of entity listed in (a): GOLDMAN SACHS TRUST COMPANY

c EIN-PN 13-4166989-025	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 5733651
---	---------------------------------------	--

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET 2020 TR II

b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY

c EIN-PN 90-6083982-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 1452090
---	---------------------------------------	--

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET 2025 TR II

b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY

c EIN-PN 90-6083980-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 14178069
---	---------------------------------------	---

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET 2030 TR II

b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY

c EIN-PN 90-6083978-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 27244688
---	---------------------------------------	---

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET 2035 TR II

b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY

c EIN-PN 90-6083976-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 15070816
---	---------------------------------------	---

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET 2040 TR II

b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY

c EIN-PN 90-6083974-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 16191335
---	---------------------------------------	---

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET 2045 TR II

b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY

c EIN-PN 90-6083972-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 21482136
---	---------------------------------------	---

For Paperwork Reduction Act Notice, see the Instructions for Form 5500.

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET 2050 TR II		
b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY		
c EIN-PN 90-6083970-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 15972819

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET 2055 TR II		
b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY		
c EIN-PN 27-6715091-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 7774136

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET 2060 TR II		
b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY		
c EIN-PN 45-3799419-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 3867760

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET 2065 TR II		
b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY		
c EIN-PN 82-6194314-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 946363

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET INCOME TR II		
b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY		
c EIN-PN 90-6083967-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 3420039

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET INC & GROWTH TR II		
b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY		
c EIN-PN 87-6420194-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 0

a Name of MTIA, CCT, PSA, or 103-12 IE: VFTC TARGET RET 2070 R II		
b Name of sponsor of entity listed in (a): VANGUARD FIDUCIARY TRUST COMPANY		
c EIN-PN 87-7039453-001	d Entity code C	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions) 3943

a Name of MTIA, CCT, PSA, or 103-12 IE:		
b Name of sponsor of entity listed in (a):		
c EIN-PN	d Entity code	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions)

a Name of MTIA, CCT, PSA, or 103-12 IE:		
b Name of sponsor of entity listed in (a):		
c EIN-PN	d Entity code	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions)

a Name of MTIA, CCT, PSA, or 103-12 IE:		
b Name of sponsor of entity listed in (a):		
c EIN-PN	d Entity code	e Dollar value of interest in MTIA, CCT, PSA, or 103-12 IE at end of year (see instructions)

Part II Information on Participating Plans (to be completed by DFEs, other than DCGs)

(Complete as many entries as needed to report all participating plans. DCGs must report each participating plan using Schedule DCG.)

a Plan name**b** Name of
plan sponsor**c** EIN-PN**a** Plan name**b** Name of
plan sponsor**c** EIN-PN**a** Plan name**b** Name of
plan sponsor**c** EIN-PN**a** Plan name**b** Name of
plan sponsor**c** EIN-PN**a** Plan name**b** Name of
plan sponsor**c** EIN-PN**a** Plan name**b** Name of
plan sponsor**c** EIN-PN**a** Plan name**b** Name of
plan sponsor**c** EIN-PN**a** Plan name**b** Name of
plan sponsor**c** EIN-PN**a** Plan name**b** Name of
plan sponsor**c** EIN-PN**a** Plan name**b** Name of
plan sponsor**c** EIN-PN**a** Plan name**b** Name of
plan sponsor**c** EIN-PN**a** Plan name**b** Name of
plan sponsor**c** EIN-PN

SCHEDULE H (Form 5500) Department of the Treasury Internal Revenue Service Department of Labor Employee Benefits Security Administration Pension Benefit Guaranty Corporation	Financial Information This schedule is required to be filed under section 104 of the Employee Retirement Income Security Act of 1974 (ERISA), and section 6058(a) of the Internal Revenue Code (the Code). ▶ File as an attachment to Form 5500.	OMB No. 1210-0110
		2023
		This Form is Open to Public Inspection

For calendar plan year 2023 or fiscal plan year beginning 01/01/2023 and ending 12/31/2023		
A Name of plan GALLUP RETIREMENT AND SAVINGS PLAN	B Three-digit plan number (PN) ▶	003
C Plan sponsor's name as shown on line 2a of Form 5500 GALLUP, INC.		
		D Employer Identification Number (EIN) 21-0699771

Part I	Asset and Liability Statement
---------------	--------------------------------------

1 Current value of plan assets and liabilities at the beginning and end of the plan year. Combine the value of plan assets held in more than one trust. Report the value of the plan's interest in a commingled fund containing the assets of more than one plan on a line-by-line basis unless the value is reportable on lines 1c(9) through 1c(14). Do not enter the value of that portion of an insurance contract which guarantees, during this plan year, to pay a specific dollar benefit at a future date. **Round off amounts to the nearest dollar.** MTIAs, CCTs, PSAs, and 103-12 IEs do not complete lines 1b(1), 1b(2), 1c(8), 1g, 1h, and 1i. CCTs, PSAs, and 103-12 IEs also do not complete lines 1d and 1e. See instructions.

Assets		(a) Beginning of Year	(b) End of Year
a Total noninterest-bearing cash	1a		
b Receivables (less allowance for doubtful accounts):			
(1) Employer contributions	1b(1)	2227059	3176462
(2) Participant contributions	1b(2)		
(3) Other	1b(3)		
c General investments:			
(1) Interest-bearing cash (include money market accounts & certificates of deposit)	1c(1)		
(2) U.S. Government securities	1c(2)		
(3) Corporate debt instruments (other than employer securities):			
(A) Preferred	1c(3)(A)		
(B) All other	1c(3)(B)		
(4) Corporate stocks (other than employer securities):			
(A) Preferred	1c(4)(A)		
(B) Common	1c(4)(B)		
(5) Partnership/joint venture interests	1c(5)		
(6) Real estate (other than employer real property)	1c(6)		
(7) Loans (other than to participants)	1c(7)		
(8) Participant loans	1c(8)	851454	1188500
(9) Value of interest in common/collective trusts	1c(9)	112815215	133337845
(10) Value of interest in pooled separate accounts	1c(10)		
(11) Value of interest in master trust investment accounts	1c(11)		
(12) Value of interest in 103-12 investment entities	1c(12)		
(13) Value of interest in registered investment companies (e.g., mutual funds)	1c(13)	32194098	37251393
(14) Value of funds held in insurance company general account (unallocated contracts)	1c(14)		
(15) Other	1c(15)	5520923	6658219

1d Employer-related investments:		(a) Beginning of Year	(b) End of Year
(1) Employer securities	1d(1)	30908513	51546233
(2) Employer real property	1d(2)		
e Buildings and other property used in plan operation	1e		
f Total assets (add all amounts in lines 1a through 1e)	1f	184517262	233158652
Liabilities			
g Benefit claims payable	1g		
h Operating payables	1h		
i Acquisition indebtedness	1i		
j Other liabilities	1j		
k Total liabilities (add all amounts in lines 1g through 1j)	1k	0	0
Net Assets			
l Net assets (subtract line 1k from line 1f)	1l	184517262	233158652

Part II Income and Expense Statement

2 Plan income, expenses, and changes in net assets for the year. Include all income and expenses of the plan, including any trust(s) or separately maintained fund(s) and any payments/receipts to/from insurance carriers. Round off amounts to the nearest dollar. MTIAs, CCTs, PSAs, and 103-12 IEs do not complete lines 2a, 2b(1)(E), 2e, 2f, and 2g.

Income		(a) Amount	(b) Total
a Contributions:			
(1) Received or receivable in cash from: (A) Employers	2a(1)(A)	3239807	
(B) Participants	2a(1)(B)	9624163	
(C) Others (including rollovers)	2a(1)(C)	423001	
(2) Noncash contributions	2a(2)		
(3) Total contributions. Add lines 2a(1)(A) , (B) , (C) , and line 2a(2)	2a(3)		13286971
b Earnings on investments:			
(1) Interest:			
(A) Interest-bearing cash (including money market accounts and certificates of deposit)	2b(1)(A)		
(B) U.S. Government securities	2b(1)(B)		
(C) Corporate debt instruments	2b(1)(C)		
(D) Loans (other than to participants)	2b(1)(D)		
(E) Participant loans	2b(1)(E)	69612	
(F) Other	2b(1)(F)		
(G) Total interest. Add lines 2b(1)(A) through (F)	2b(1)(G)		69612
(2) Dividends: (A) Preferred stock	2b(2)(A)		
(B) Common stock	2b(2)(B)		
(C) Registered investment company shares (e.g. mutual funds)	2b(2)(C)	1157375	
(D) Total dividends. Add lines 2b(2)(A) , (B) , and (C)	2b(2)(D)		1157375
(3) Rents	2b(3)		
(4) Net gain (loss) on sale of assets: (A) Aggregate proceeds	2b(4)(A)	4325751	
(B) Aggregate carrying amount (see instructions)	2b(4)(B)	2379581	
(C) Subtract line 2b(4)(B) from line 2b(4)(A) and enter result	2b(4)(C)		
(5) Unrealized appreciation (depreciation) of assets: (A) Real estate	2b(5)(A)		
(B) Other	2b(5)(B)	19138692	
(C) Total unrealized appreciation of assets. Add lines 2b(5)(A) and (B)	2b(5)(C)		

		(a) Amount	(b) Total
(6) Net investment gain (loss) from common/collective trusts.....	2b(6)		19028325
(7) Net investment gain (loss) from pooled separate accounts.....	2b(7)		
(8) Net investment gain (loss) from master trust investment accounts.....	2b(8)		
(9) Net investment gain (loss) from 103-12 investment entities.....	2b(9)		
(10) Net investment gain (loss) from registered investment companies (e.g., mutual funds)	2b(10)		5330813
c Other income	2c		1175022
d Total income. Add all income amounts in column (b) and enter total	2d		61132980

Expenses

e Benefit payment and payments to provide benefits:			
(1) Directly to participants or beneficiaries, including direct rollovers	2e(1)	12252440	
(2) To insurance carriers for the provision of benefits.....	2e(2)		
(3) Other	2e(3)	439	
(4) Total benefit payments. Add lines 2e(1) through (3)	2e(4)		12252879
f Corrective distributions (see instructions)	2f		
g Certain deemed distributions of participant loans (see instructions)	2g		3408
h Interest expense	2h		
i Administrative expenses:			
(1) Salaries and allowances	2i(1)		
(2) Contract administrator fees.....	2i(2)		
(3) Recordkeeping fees.....	2i(3)		
(4) IQPA audit fees.....	2i(4)		
(5) Investment advisory and investment management fees	2i(5)	93001	
(6) Bank or trust company trustee/custodial fees	2i(6)	142302	
(7) Actuarial fees	2i(7)		
(8) Legal fees	2i(8)		
(9) Valuation/appraisal fees	2i(9)		
(10) Other trustee fees and expenses	2i(10)		
(11) Other expenses	2i(11)		
(12) Total administrative expenses. Add lines 2i(1) through (11)	2i(12)		235303
j Total expenses. Add all expense amounts in column (b) and enter total	2j		12491590

Net Income and Reconciliation

k Net income (loss). Subtract line 2j from line 2d	2k		48641390
l Transfers of assets:			
(1) To this plan	2l(1)		
(2) From this plan	2l(2)		

Part III Accountant's Opinion

3 Complete lines 3a through 3c if the opinion of an independent qualified public accountant is attached to this Form 5500. Complete line 3d if an opinion is not attached.

a The attached opinion of an independent qualified public accountant for this plan is (see instructions):

(1) ☒ Unmodified (2) ☐ Qualified (3) ☐ Disclaimer (4) ☐ Adverse

b Check the appropriate box(es) to indicate whether the IQPA performed an ERISA section 103(a)(3)(C) audit. Check both boxes (1) and (2) if the audit was performed pursuant to both 29 CFR 2520.103-8 and 29 CFR 2520.103-12(d). Check box (3) if pursuant to neither.

(1) ☒ DOL Regulation 2520.103-8 (2) ☐ DOL Regulation 2520.103-12(d) (3) ☐ neither DOL Regulation 2520.103-8 nor DOL Regulation 2520.103-12(d).

c Enter the name and EIN of the accountant (or accounting firm) below:

(1) Name: **LUTZ AND COMPANY, PC**

(2) EIN: **47-0625816**

d The opinion of an independent qualified public accountant is **not attached** as part of Schedule H because:

(1) ☐ This form is filed for a CCT, PSA, DCG or MTIA. (2) ☐ It will be attached to the next Form 5500 pursuant to 29 CFR 2520.104-50.

Part IV Compliance Questions

4 CCTs and PSAs do not complete Part IV. MTIAs, 103-12 IEs, and GIAs do not complete lines 4a, 4e, 4f, 4g, 4h, 4k, 4m, 4n, or 5. 103-12 IEs also do not complete lines 4j and 4l. MTIAs also do not complete line 4l. DCGs do not complete lines 4e, 4f, 4k, 4l, and 5, and DCGs generally complete the rest of Part IV collectively for all plans in the DCG, except as otherwise provided (see instructions).

During the plan year:

	Yes	No	Amount
a Was there a failure to transmit to the plan any participant contributions within the time period described in 29 CFR 2510.3-102? Continue to answer "Yes" for any prior year failures until fully corrected. (See instructions and DOL's Voluntary Fiduciary Correction Program.)		☒	
b Were any loans by the plan or fixed income obligations due the plan in default as of the close of the plan year or classified during the year as uncollectible? Disregard participant loans secured by participant's account balance. (Attach Schedule G (Form 5500) Part I if "Yes" is checked.)		☒	
c Were any leases to which the plan was a party in default or classified during the year as uncollectible? (Attach Schedule G (Form 5500) Part II if "Yes" is checked.)		☒	
d Were there any nonexempt transactions with any party-in-interest? (Do not include transactions reported on line 4a. Attach Schedule G (Form 5500) Part III if "Yes" is checked.)		☒	
e Was this plan covered by a fidelity bond?	☒		1000000
f Did the plan have a loss, whether or not reimbursed by the plan's fidelity bond, that was caused by fraud or dishonesty?		☒	
g Did the plan hold any assets whose current value was neither readily determinable on an established market nor set by an independent third party appraiser?		☒	
h Did the plan receive any noncash contributions whose value was neither readily determinable on an established market nor set by an independent third party appraiser?		☒	
i Did the plan have assets held for investment? (Attach schedule(s) of assets if "Yes" is checked, and see instructions for format requirements.)	☒		
j Were any plan transactions or series of transactions in excess of 5% of the current value of plan assets? (Attach schedule of transactions if "Yes" is checked and see instructions for format requirements.)		☒	
k Were all the plan assets either distributed to participants or beneficiaries, transferred to another plan, or brought under the control of the PBGC?		☒	
l Has the plan failed to provide any benefit when due under the plan?		☒	
m If this is an individual account plan, was there a blackout period? (See instructions and 29 CFR 2520.101-3.)		☒	
n If 4m was answered "Yes," check the "Yes" box if you either provided the required notice or one of the exceptions to providing the notice applied under 29 CFR 2520.101-3.			

5a Has a resolution to terminate the plan been adopted during the plan year or any prior plan year? ☐ Yes ☒ No
If "Yes," enter the amount of any plan assets that reverted to the employer this year _____.

5b If, during this plan year, any assets or liabilities were transferred from this plan to another plan(s), identify the plan(s) to which assets or liabilities were transferred. (See instructions.)

5b(1) Name of plan(s)	5b(2) EIN(s)	5b(3) PN(s)

5c Was the plan a defined benefit plan covered under the PBGC insurance program at any time during this plan year? (See ERISA section 4021 and instructions.) ☐ Yes ☐ No ☐ Not determined

If "Yes" is checked, enter the My PAA confirmation number from the PBGC premium filing for this plan year _____.

SCHEDULE R (Form 5500) Department of the Treasury Internal Revenue Service Department of Labor Employee Benefits Security Administration Pension Benefit Guaranty Corporation	Retirement Plan Information This schedule is required to be filed under sections 104 and 4065 of the Employee Retirement Income Security Act of 1974 (ERISA) and section 6058(a) of the Internal Revenue Code (the Code). ▶ File as an attachment to Form 5500.	OMB No. 1210-0110 2023 This Form is Open to Public Inspection.
For calendar plan year 2023 or fiscal plan year beginning 01/01/2023 and ending 12/31/2023		
A Name of plan GALLUP RETIREMENT AND SAVINGS PLAN		B Three-digit plan number (PN) ▶ 003
C Plan sponsor's name as shown on line 2a of Form 5500 GALLUP, INC.		D Employer Identification Number (EIN) 21-0699771
Part I	Distributions	
All references to distributions relate only to payments of benefits during the plan year.		
1 Total value of distributions paid in property other than in cash or the forms of property specified in the instructions.....		1
2 Enter the EIN(s) of payor(s) who paid benefits on behalf of the plan to participants or beneficiaries during the year (if more than two, enter EINs of the two payors who paid the greatest dollar amounts of benefits): EIN(s): 23-2186884		
Profit-sharing plans, ESOPs, and stock bonus plans, skip line 3.		
3 Number of participants (living or deceased) whose benefits were distributed in a single sum, during the plan year		3
Part II	Funding Information (If the plan is not subject to the minimum funding requirements of section 412 of the Internal Revenue Code or ERISA section 302, skip this Part.)	
4 Is the plan administrator making an election under Code section 412(d)(2) or ERISA section 302(d)(2)? ☐ Yes ☐ No ☐ N/A		
If the plan is a defined benefit plan, go to line 8.		
5 If a waiver of the minimum funding standard for a prior year is being amortized in this plan year, see instructions and enter the date of the ruling letter granting the waiver. Date: Month _____ Day _____ Year _____		
If you completed line 5, complete lines 3, 9, and 10 of Schedule MB and do not complete the remainder of this schedule.		
6 a Enter the minimum required contribution for this plan year (include any prior year accumulated funding deficiency not waived)		6a
b Enter the amount contributed by the employer to the plan for this plan year		6b
c Subtract the amount in line 6b from the amount in line 6a. Enter the result (enter a minus sign to the left of a negative amount)		6c
If you completed line 6c, skip lines 8 and 9.		
7 Will the minimum funding amount reported on line 6c be met by the funding deadline? ☐ Yes ☐ No ☐ N/A		
8 If a change in actuarial cost method was made for this plan year pursuant to a revenue procedure or other authority providing automatic approval for the change or a class ruling letter, does the plan sponsor or plan administrator agree with the change? ☐ Yes ☐ No ☐ N/A		
Part III	Amendments	
9 If this is a defined benefit pension plan, were any amendments adopted during this plan year that increased or decreased the value of benefits? If yes, check the appropriate box. If no, check the "No" box. ☐ Increase ☐ Decrease ☐ Both ☐ No		
Part IV	ESOPs (see instructions). If this is not a plan described under section 409(a) or 4975(e)(7) of the Internal Revenue Code, skip this Part.	
10 Were unallocated employer securities or proceeds from the sale of unallocated securities used to repay any exempt loan? ☐ Yes ☐ No		
11 a Does the ESOP hold any preferred stock? ☐ Yes ☐ No		
b If the ESOP has an outstanding exempt loan with the employer as lender, is such loan part of a "back-to-back" loan? (See instructions for definition of "back-to-back" loan.) ☐ Yes ☐ No		
12 Does the ESOP hold any stock that is not readily tradable on an established securities market? ☐ Yes ☐ No		
For Paperwork Reduction Act Notice, see the Instructions for Form 5500.		
Schedule R (Form 5500) 2023 v. 230707		

Part V Additional Information for Multiemployer Defined Benefit Pension Plans

13 Enter the following information for each employer that (1) contributed more than 5% of total contributions to the plan during the plan year or (2) was one of the top-ten highest contributors (measured in dollars). See instructions. *Complete as many entries as needed to report all applicable employers.*

a Name of contributing employer

b EIN

c Dollar amount contributed by employer

d Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month _____ Day _____ Year _____

e Contribution rate information (If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete lines 13e(1) and 13e(2).)

(1) Contribution rate (in dollars and cents) _____

(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify): _____

a Name of contributing employer

b EIN

c Dollar amount contributed by employer

d Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month _____ Day _____ Year _____

e Contribution rate information (If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete lines 13e(1) and 13e(2).)

(1) Contribution rate (in dollars and cents) _____

(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify): _____

a Name of contributing employer

b EIN

c Dollar amount contributed by employer

d Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month _____ Day _____ Year _____

e Contribution rate information (If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete lines 13e(1) and 13e(2).)

(1) Contribution rate (in dollars and cents) _____

(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify): _____

a Name of contributing employer

b EIN

c Dollar amount contributed by employer

d Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month _____ Day _____ Year _____

e Contribution rate information (If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete lines 13e(1) and 13e(2).)

(1) Contribution rate (in dollars and cents) _____

(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify): _____

a Name of contributing employer

b EIN

c Dollar amount contributed by employer

d Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month _____ Day _____ Year _____

e Contribution rate information (If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete lines 13e(1) and 13e(2).)

(1) Contribution rate (in dollars and cents) _____

(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify): _____

a Name of contributing employer

b EIN

c Dollar amount contributed by employer

d Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month _____ Day _____ Year _____

e Contribution rate information (If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete lines 13e(1) and 13e(2).)

(1) Contribution rate (in dollars and cents) _____

(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify): _____

14 Enter the number of deferred vested and retired participants (inactive participants), as of the beginning of the plan year, whose contributing employer is no longer making contributions to the plan for:		
a The current plan year. Check the box to indicate the counting method used to determine the number of inactive participants: ☐ last contributing employer ☐ alternative ☐ reasonable approximation (see instructions for required attachment)	14a	
b The plan year immediately preceding the current plan year. ☐ Check the box if the number reported is a change from what was previously reported (see instructions for required attachment)	14b	
c The second preceding plan year. ☐ Check the box if the number reported is a change from what was previously reported (see instructions for required attachment)	14c	
15 Enter the ratio of the number of participants under the plan on whose behalf no employer had an obligation to make an employer contribution during the current plan year to:		
a The corresponding number for the plan year immediately preceding the current plan year	15a	
b The corresponding number for the second preceding plan year	15b	
16 Information with respect to any employers who withdrew from the plan during the preceding plan year:		
a Enter the number of employers who withdrew during the preceding plan year	16a	
b If line 16a is greater than 0, enter the aggregate amount of withdrawal liability assessed or estimated to be assessed against such withdrawn employers	16b	
17 If assets and liabilities from another plan have been transferred to or merged with this plan during the plan year, check box and see instructions regarding supplemental information to be included as an attachment..... ☐		

Part VI	Additional Information for Single-Employer and Multiemployer Defined Benefit Pension Plans
----------------	---

18 If any liabilities to participants or their beneficiaries under the plan as of the end of the plan year consist (in whole or in part) of liabilities to such participants and beneficiaries under two or more pension plans as of immediately before such plan year, check box and see instructions regarding supplemental information to be included as an attachment..... ☐	
19 If the total number of participants is 1,000 or more, complete lines (a) and (b):	
a Enter the percentage of plan assets held as: Public Equity: _____% Private Equity: _____% Investment-Grade Debt and Interest Rate Hedging Assets: _____% High-Yield Debt: _____% Real Assets: _____% Cash or Cash Equivalents: _____% Other: _____%	
b Provide the average duration of the Investment-Grade Debt and Interest Rate Hedging Assets: ☐ 0-5 years ☐ 5-10 years ☐ 10-15 years ☐ 15 years or more	
20 PBGC missed contribution reporting requirements. If this is a multiemployer plan or a single-employer plan that is not covered by PBGC, skip line 20.	
a Is the amount of unpaid minimum required contributions for all years from Schedule SB (Form 5500) line 40 greater than zero? ☐ Yes ☐ No	
b If line 20a is "Yes," has PBGC been notified as required by ERISA sections 4043(c)(5) and/or 303(k)(4)? Check the applicable box:	
☐ Yes.	
☐ No. Reporting was waived under 29 CFR 4043.25(c)(2) because contributions equal to or exceeding the unpaid minimum required contribution were made by the 30th day after the due date.	
☐ No. The 30-day period referenced in 29 CFR 4043.25(c)(2) has not yet ended, and the sponsor intends to make a contribution equal to or exceeding the unpaid minimum required contribution by the 30th day after the due date.	
☐ No. Other. Provide explanation. _____	

Part VII	IRS Compliance Questions
-----------------	---------------------------------

21a Does the plan satisfy the coverage and nondiscrimination tests of Code sections 410(b) and 401(a)(4) by combining this plan with any other plans under the permissive aggregation rules? ☐ Yes ☒ No	
21b If this is a Code section 401(k) plan, check all boxes that apply to indicate how the plan is intended to satisfy the nondiscrimination requirements for employee deferrals and employer matching contributions (as applicable) under Code sections 401(k)(3) and 401(m)(2).	
☐ Design-based safe harbor method	
☐ "Prior year" ADP test	
☒ "Current year" ADP test	
☐ N/A	
22 If the plan sponsor is an adopter of a pre-approved plan that received a favorable IRS Opinion Letter, enter the date of the Opinion Letter <u>06 / 30 / 2020</u> (MM/DD/YYYY) and the Opinion Letter serial number <u>Q703218A</u> .	

Gallup Retirement and Savings Plan

Financial Statements and Independent Auditors' Report

December 31, 2023 and 2022



Gallup Retirement and Savings Plan

Index

	Page
Independent Auditors' Report	1-3
Financial Statements	
Statements of Net Assets Available for Benefits	4
Statements of Changes in Net Assets Available for Benefits	5
Notes to Financial Statements	6-15
Supplementary Information	
Schedule of Assets (Held at End of Year) – Schedule H – Item 4i	16

Note: Schedules required by the Employee Retirement Income Security Act of 1974 that have not been included herein are not applicable.

INDEPENDENT AUDITORS' REPORT

Plan Administrator
Gallup Retirement and Savings Plan
Omaha, Nebraska

Scope and Nature of the ERISA Section 103(a)(3)(C) Audit

We have performed audits of the financial statements of Gallup Retirement and Savings Plan (the Plan), an employee benefit plan subject to the Employee Retirement Income Security Act of 1974 (ERISA), as permitted by ERISA Section 103(a)(3)(C) (ERISA Section 103(a)(3)(C) audit). The financial statements comprise the statements of net assets available for benefits as of December 31, 2023 and 2022, the related statements of changes in net assets available for benefits for the years then ended, and the related notes to the financial statements.

Management, having determined it is permissible in the circumstances, has elected to have the audits of the financial statements performed in accordance with ERISA Section 103(a)(3)(C) pursuant to 29 CFR 2520.103-8 of the Department of Labor's (DOL) Rules and Regulations for Reporting and Disclosure under ERISA. As permitted by ERISA Section 103(a)(3)(C), our audits need not extend to any statements or information related to assets held for investment of the Plan (investment information) by a bank or similar institution or insurance carrier that is regulated, supervised, and subject to periodic examination by a state or federal agency, provided that the statements or information regarding assets so held are prepared and certified to by the bank or similar institution or insurance carrier in accordance with 29 CFR 2520.103-5 of the DOL's Rules and Regulations for Reporting and Disclosure under ERISA (qualified institution).

Management has obtained certifications from a qualified institution as of and for the years ended December 31, 2023 and 2022, stating that the certified investment information, as described in Note 3 to the financial statements, is complete and accurate.

Opinion

In our opinion, based on our audits and on the procedures performed as described in the Auditors' Responsibilities for the Audit of the Financial Statements section:

- The amounts and disclosures in the accompanying financial statements, other than those agreed to or derived from the certified investment information, are presented fairly, in all material respects, in accordance with accounting principles generally accepted in the United States of America (U.S. GAAP).
- The information in the accompanying financial statements related to assets held by and certified to by a qualified institution agrees to, or is derived from, in all material respects, the information prepared and certified by an institution that management determined meets the requirements of ERISA Section 103(a)(3)(C).

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Plan and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our ERISA Section 103(a)(3)(C) audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with U.S. GAAP, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error. Management's election of the ERISA Section 103(a)(3)(C) audit does not affect management's responsibility for the financial statements.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Plan's ability to continue as a going concern within one year after the date that the financial statements are issued or available to be issued.

Management is also responsible for maintaining a current plan instrument, including all plan amendments, administering the Plan, and determining that the Plan's transactions that are presented and disclosed in the financial statements are in conformity with the Plan's provisions, including maintaining sufficient records with respect to each of the participants, to determine the benefits due or which may become due to such participants.

Auditors' Responsibilities for the Audit of the Financial Statements

Except as described in the Scope and Nature of the ERISA Section 103(a)(3)(C) Audit section of our report, our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if, there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Plan's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Plan's ability to continue as a going concern for a reasonable period of time.

Our audits did not extend to the certified investment information, except for obtaining and reading the certification, comparing the certified investment information with the related information presented and disclosed in the financial statements, and reading the disclosures relating to the certified investment information to assess whether they are in accordance with the presentation and disclosure requirements of U.S. GAAP.

Accordingly, the objective of an ERISA Section 103(a)(3)(C) audit is not to express an opinion about whether the financial statements as a whole are presented fairly, in all material respects, in accordance with U.S. GAAP.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audits, significant audit findings, and certain internal control-related matters that we identified during the audits.

Other Matter – Supplementary Information

The supplementary information as of and for the year ended December 31, 2023 is presented for purposes of additional analysis and is not a required part of the financial statements but is supplementary information required by the DOL's Rules and Regulations for Reporting and Disclosure under ERISA. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information included in the supplementary information, other than that agreed to or derived from the certified investment information, has been subjected to auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with GAAS. For information included in the supplementary information that agreed to or is derived from the certified investment information, we compared such information to the related certified investment information.

In forming our opinion on the supplementary information, we evaluated whether the supplementary information, other than the information agreed to or derived from the certified investment information, including its form and content, is presented in conformity with the DOL's Rules and Regulations for Reporting and Disclosure under ERISA.

In our opinion:

- The form and content of the supplementary information, other than the information in the supplementary information that agreed to or is derived from the certified investment information, are presented, in all material respects, in conformity with the DOL's Rules and Regulations for Reporting and Disclosure under ERISA.
- The information in the supplementary information related to assets held by and certified to by a qualified institution agrees to, or is derived from, in all material respects, the information prepared and certified by an institution that management determined meets the requirements of ERISA Section 103(a)(3)(C).

Lutz & Company, P.C.

October 10, 2024

Gallup Retirement and Savings Plan

Statements of Net Assets Available for Benefits

December 31, 2023 and 2022

	<u>2023</u>	<u>2022</u>
ASSETS		
Investments at Fair Value	\$ 228,793,690	\$ 181,438,749
Receivables		
Notes Receivable from Participants	1,211,376	870,921
Employer Contributions	3,176,462	2,227,059
Total Receivables	4,387,838	3,097,980
Total Assets	233,181,528	184,536,729
NET ASSETS AVAILABLE FOR BENEFITS	\$ 233,181,528	\$ 184,536,729

See Notes to Financial Statements.

Gallup Retirement and Savings Plan

Statements of Changes in Net Assets Available for Benefits

Years Ended December 31, 2023 and 2022

	<u>2023</u>	<u>2022</u>
ADDITIONS TO NET ASSETS ATTRIBUTED TO		
Investment Income		
Net Appreciation in Fair Value of Investments	46,452,886	-
Interest and Dividends from Investments	1,323,511	1,235,208
Total Investment Income	47,776,397	1,235,208
Interest Income on Notes Receivable from Participants	69,612	47,719
Contributions		
Employer	3,239,807	2,227,059
Participant	9,624,163	8,328,380
Rollover	423,001	511,963
Total Contributions	13,286,971	11,067,402
Total Additions	61,132,980	12,350,329
DEDUCTIONS FROM NET ASSETS ATTRIBUTED TO		
Net Depreciation in Fair Value of Investments	-	19,993,156
Benefits Paid Directly to Participants	12,252,878	13,608,239
Administrative Expenses	235,303	225,226
Total Deductions	12,488,181	33,826,621
NET INCREASE (DECREASE)	48,644,799	(21,476,292)
Net Assets Available for Benefits, Beginning of Year	184,536,729	206,013,021
NET ASSETS AVAILABLE FOR BENEFITS, END OF YEAR	\$ 233,181,528	\$ 184,536,729

See Notes to Financial Statements.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

1. Plan Description

The following description of the Gallup Retirement and Savings Plan (the Plan) provides only general information. Participants should refer to the Plan agreement for a more complete description of the Plan's provisions.

General

The Plan is a defined contribution plan subject to the provisions of the Employee Retirement Income Security Act of 1974 (ERISA). The Plan was established to provide retirement benefits for the employees of Gallup, Inc. (the Company).

Professional employees and interviewers are eligible for participation on the first day of the month following their date of hire, provided they have reached their 18th birthday. Both professional employees and interviewers are eligible to receive discretionary matching contributions and discretionary profit-sharing contributions if they are employed on the last day of the Plan year and complete at least 1,000 hours with the Company during the year. For the years ended December 31, 2023 and 2022, the discretionary matching contributions, net of forfeitures, were \$3,176,463 and \$2,227,059, respectively. The Gallup 401(k) Advisory Committee is responsible for oversight of the Plan, which includes determining the appropriateness of the Plan's investment offerings and monitoring investment performance.

Funds

The Plan includes two funds: the Participant-Directed 401(k) Salary Reduction Fund and the Employer-Directed Fund. Under the terms of the 401(k) Plan, employees may contribute from 1% to 100% of their eligible compensation as either pre-tax or Roth after-tax salary deferral contributions, provided they do not exceed certain Internal Revenue Service (IRS) limitations. Participants who have attained age 50 before the end of the Plan year are eligible to make catch-up contributions. Participants also may rollover amounts representing distributions from other qualified defined benefit or defined contribution plans. Participants may direct their contributions to one or more mutual funds and collective trusts, or liquidate a portion of their investments and utilize such proceeds to purchase the Company's common stock. Participants also may select investment options outside of the Plan through the Plan's self-directed brokerage account.

All eligible employees are automatically enrolled in the Plan at a deferral rate of 6% of eligible compensation. At any time, a participant can elect not to contribute or may increase or decrease their deferral rate. If the participant does not choose a different contribution rate (including zero), the deferral rate is automatically increased on each anniversary of the participant's entry date by 2% up to a maximum deferral rate of 14%. On January 1, 2022, there was a one-time auto-enrollment event for current employees unless they affirmatively elected not to participate. Participants were enrolled at varying deferral rates based on their eligible compensation.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

For the years ended December 31, 2023 and 2022, the board of directors of the Company authorized a discretionary matching contribution of up to 50% of the employee contribution up to a maximum of \$5,000 and \$4,000, respectively. The Company may make discretionary profit-sharing contributions in addition to the matching contribution at the discretion of the board of directors, although no such contributions were made in 2023 and 2022.

Participants may direct their contributions to one or more mutual funds and collective trusts, or liquidate a portion of their investments and utilize such proceeds to purchase the Company's common stock. Effective March 2023, participants may utilize their employer discretionary contributions to purchase the Company's common stock. Participants also may select investment options outside of the Plan through the Plan's self-directed account.

Participant Accounts

Each participant's account is credited with the participant's contribution and allocations of (a) the Company's discretionary matching contributions and discretionary profit-sharing contributions and (b) Plan earnings, and is charged with an allocation of administrative expenses. The Company's discretionary matching contributions are allocated among participants based upon each participant's elected salary deferral. The Company's discretionary profit-sharing contributions are allocated among participants based upon eligible compensation of participants. The benefit to which a participant is entitled is the benefit that can be provided from the participant's vested account. Investments are maintained in individual member accounts managed by Vanguard Fiduciary Trust Company (Vanguard).

Vesting

Participants are vested immediately in their contributions, plus actual earnings thereon. Effective January 1, 2023, participants are vested immediately in the Company's discretionary matching and profit-sharing contributions. Prior to January 1, 2023, participants vested in the Company's discretionary matching and profit-sharing contributions at a rate of 20% per year after two years of service until fully vested after six years of service.

Notes Receivable from Participants

Participants may borrow from their fund accounts a minimum of \$1,000 up to a maximum equal to the lesser of \$50,000 or 50% of their vested account balance. The loans are made on a non-discriminatory basis and are secured by the participant's account. Interest rates are established at current market rates at the time of issuance and range from 4.25% to 9.50% as of December 31, 2023 and 2022. Principal and interest rates are paid ratably through monthly payroll deductions.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

Payment of Benefits

Upon termination of service due to retirement, disability, or death, the participant or beneficiary may elect to receive either a lump-sum distribution or installment payments equal to the value of the participant's vested interest in the participant's account. For termination of service for other reasons, a participant may receive the value of the vested interest in the participant's account as a lump-sum distribution. Plan participants are eligible for normal retirement at age 65 but may elect to retire at a later date. Upon attainment of 65 years of age, death, or determination of disability, a participant becomes 100% vested regardless of the number of credited years of service completed. The Plan requires that distribution payments between \$1,000 and \$5,000 (\$7,000 effective January 1, 2024) be directly rolled over to an individual retirement account and distributions under \$1,000 will be paid out directly to the participant.

Forfeitures

Non-vested Company contributions of terminated participants become forfeitures of the Plan. Forfeitures are valued as of the day the participant is terminated from the Plan. Forfeitures remain in the Plan and will be used to pay administrative expenses or to reduce the Company's discretionary matching and profit-sharing contributions. During 2023 and 2022, approximately \$149,000 and \$189,000, respectively, of forfeited amounts were used to reduce employer contributions receivable. As of December 31, 2023 and 2022, forfeited non-vested accounts were approximately \$51,000 and \$129,000, respectively.

2. Summary of Significant Accounting Policies

A summary of the significant accounting policies consistently applied in the preparation of the accompanying financial statements is set forth below.

Basis of Presentation

The accompanying financial statements have been prepared on the accrual basis of accounting and in conformity with accounting principles generally accepted in the United States of America.

Presentation of Participant-Directed Funds

The Plan's presentation of participant-directed investments is in accordance with the Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC) 962, *Plan Accounting-Defined Contribution Pension Plans*.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires the plan administrator to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

Investment Valuation and Income Recognition

Investments are reported at fair value. Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. The Company determines the Plan's valuation policies utilizing information provided by the investment advisors, custodian, trustee and insurance company. See Note 4 for further discussion of fair value measurements.

Purchases and sales of investments are recorded on a trade-date basis. Interest income is recorded on the accrual basis. Dividends are recorded on the ex-dividend date. Net appreciation (depreciation) includes the Plan's gains and losses on investments bought and sold as well as held during the year.

Notes Receivable from Participants

Notes receivable from participants are measured at their unpaid principal balance plus any accrued but unpaid interest. Interest income is recorded on the accrual basis. Related fees are recorded as administrative expenses and are expensed when they are incurred. No allowance for credit losses has been recorded as of December 31, 2023 or 2022. Delinquent notes receivable from participants are recorded as a distribution based upon the terms of the Plan document.

Payment of Benefits

Benefit payments are recorded when paid.

Payment of Administrative Expenses

Certain administrative expenses have been paid by the Company. The Plan's financial statements reflect only those administrative expenses that have been paid from assets of the Plan.

Risks and Uncertainties

The Plan invests in various investment securities. Investment securities are exposed to various risks such as interest rate, market and credit risk. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the values of investment securities will occur in the near term and that such changes could materially affect participants' account balances and the amounts reported in the statements of net assets available for benefits.

Subsequent Events

Subsequent events are events or transactions that occur after the statement of net assets available for benefits date but before the financial statements are available to be issued and may require potential recognition or disclosure in the financial statements. Management has considered such events or transactions through October 10, 2024. See "Payment of Benefits" section in Note 1 for a description of a subsequent event.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

3. Information Certified by Vanguard

The plan administrator has elected the method of compliance as permitted by 29 CFR 2520.103-8 of the Department of Labor's (DOL) Rules and Regulations for Reporting and Disclosure under ERISA. Accordingly, as permitted under such election, the plan administrator instructed the Plan's independent auditors not to perform any auditing procedures with respect to the following information certified by Vanguard, except for comparing such information certified by the custodian and the trustee to information included in the Plan's financial statements and supplementary information.

The following table presents the value of participant-directed Plan assets that were certified by Vanguard as of December 31:

	<u>2023</u>	<u>2022</u>
Investments at Fair Value	<u>\$ 228,793,690</u>	<u>\$ 181,438,749</u>
Notes Receivable from Participants	<u>\$ 1,211,376</u>	<u>\$ 870,921</u>

Vanguard has certified the completeness and accuracy of the following related aforementioned investments for the years ended December 31:

	<u>2023</u>	<u>2022</u>
Net Appreciation (Depreciation) in Fair Value of Investments	\$ 46,452,886	\$ (19,993,156)
Interest and Dividends from Investments	1,323,511	1,235,208
Net Investment Income (Loss)	<u>\$ 47,776,397</u>	<u>\$ (18,757,948)</u>
Interest Income on Notes Receivable from Participants	<u>\$ 69,612</u>	<u>\$ 47,719</u>

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

4. Fair Value Measurements

FASB ASC 820, *Fair Value Measurements and Disclosures*, provides a framework for measuring fair value. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (Level 1 measurements) and the lowest priority to unobservable inputs (Level 3 measurements). The three levels of the fair value hierarchy are described below:

Level 1 Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Plan has the ability to access.

Level 2 Inputs to the valuation methodology include:

- Quoted prices for similar assets or liabilities in active markets;
- Quoted prices for identical or similar assets or liabilities in inactive markets;
- Inputs other than quoted prices that are observable for the asset or liability;
- Inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset or liability has a specified (contractual) term, the Level 2 input must be observable for substantially the full term of the asset or liability.

Level 3 Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

The asset's or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs.

The following is a description of the valuation methodologies used for assets measured at fair value. There have been no changes in the methodologies used as of December 31, 2023 and 2022.

Mutual Funds: Valued at the closing price reported on the active market on which the individual securities are traded.

Self-Directed Brokerage Accounts: The self-directed brokerage accounts include investments in money market funds, mutual funds, and common stocks. The money market funds, mutual funds, and common stocks are valued at the closing price reported on the active market on which the individual securities are traded.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

Common Collective Trusts: Valued at the Net Asset Value (NAV) as provided by the trustee. FASB ASC 820, *Fair Value Measurement*, allows NAV to serve as a practical expedient to estimate the fair value as long as certain requirements are met. The NAV is based on the fair value of the underlying investments held by the fund less its liabilities. This practical expedient is not used when it is determined to be probable that the trusts will sell the investment for an amount different than the reported NAV. Participant transactions (purchases and sales) may occur daily. Were the Plan to initiate a full redemption of the collective trusts, the investment advisor reserves the right to temporarily delay withdrawal from the trusts in order to ensure that securities liquidations will be carried out in an orderly business manner. There are no unfunded commitments as of December 31, 2023 and 2022.

Gallup, Inc. Common Stock: Valued at estimated fair value based upon an independent appraisal. As a private company, the Company's shares are not freely traded. The share price is valued annually with the price determined by an independent third-party appraisal and transactions are completed at the determined share price. This appraisal was based upon a combination of market and income valuation techniques. The appraiser took into account historical and projected cash flow and net income, revenues, market comparables and estimated fair value of the Company's assets and liabilities.

The preceding methods described may produce a fair value calculation that may not be indicative of net realizable value or reflective of future fair values. Furthermore, although the Plan believes its valuation methods are appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in a different fair value measurement at the reporting date.

The following table presents by level, within the fair value hierarchy, the Plan's investments at fair value as of December 31, 2023:

	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>	<u>Total</u>
Mutual Funds	\$ 37,251,393	\$ -	\$ -	\$ 37,251,393
Self-Directed Brokerage Accounts	6,658,219	-	-	6,658,219
Gallup, Inc. Common Stock	-	-	51,546,233	51,546,233
Investments Measured in Fair Value Hierarchy	<u>43,909,612</u>	<u>-</u>	<u>51,546,233</u>	<u>95,455,845</u>
Investments Measured at NAV				<u>133,337,845</u>
Total Investments at Fair Value	<u>\$ 43,909,612</u>	<u>\$ -</u>	<u>\$ 51,546,233</u>	<u>\$ 228,793,690</u>

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

The table below presents the Plan's Level 3 financial instruments, the valuation technique used to measure the fair value of those financial instruments and the significant unobservable input and the range of value for those inputs for the year ended December 31, 2023:

Instrument	Fair Value	Valuation Technique	Significant Unobservable Inputs	Discount Rate
Gallup, Inc. Common Stock	\$ 51,546,233	Discounted Cash Flow	Discount Rate	13.90%

The table below presents a summary of changes in the Plan's Level 3 investments for the year ended December 31, 2023:

	Investment in Gallup, Inc. Common Stock
Balance, Beginning of Year	\$ 30,908,513
Realized gains (losses) related to investments sold and unrealized gains (losses) still held at reporting date	21,084,862
Purchases	4,411,769
Sales	(4,858,911)
Balance, End of Year	<u>\$ 51,546,233</u>

The following table presents by level, within the fair value hierarchy, the Plan's investments at fair value as of December 31, 2022:

	Level 1	Level 2	Level 3	Total
Mutual Funds	\$ 32,194,098	\$ -	\$ -	\$ 32,194,098
Self-Directed Brokerage Accounts	5,520,923	-	-	5,520,923
Gallup, Inc. Common Stock	-	-	30,908,513	30,908,513
Investments Measured in Fair Value Hierarchy	<u>37,715,021</u>	<u>-</u>	<u>30,908,513</u>	<u>68,623,534</u>
Investments Measured at NAV				<u>112,815,215</u>
Total Investments at Fair Value	<u>\$ 37,715,021</u>	<u>\$ -</u>	<u>\$ 30,908,513</u>	<u>\$ 181,438,749</u>

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

The table below presents the Plan's Level 3 financial instruments, the valuation technique used to measure the fair value of those financial instruments and the significant unobservable input and the range of value for those inputs for the year ended December 31, 2022:

Instrument	Fair Value	Valuation Technique	Significant Unobservable Inputs	Discount Rate
Gallup, Inc. Common Stock	\$ 30,908,513	Discounted Cash Flow	Discount Rate	12.90%

The table below presents a summary of changes in the Plan's Level 3 investments for the year ended December 31, 2022:

	Investment in Gallup, Inc. Common Stock
Balance, Beginning of Year	\$ 23,744,995
Realized gains (losses) related to investments sold and unrealized gains (losses) still held at reporting date	11,463,102
Purchases	883,693
Sales	(5,183,277)
Balance, End of Year	<u>\$ 30,908,513</u>

5. Tax Status

The Plan is qualified as a profit sharing plan under Section 401(a) of the Internal Revenue Code and is exempt from federal income taxation under Section 501(a) of the Internal Revenue Code.

The plan administrator believes that the Plan is currently designed and being operated in compliance with the applicable requirements of the Internal Revenue Code. Therefore, no provision for income taxes has been included in the financial statements.

Accounting principles generally accepted in the United States of America require plan management to evaluate tax positions taken by the Plan and recognize a tax liability (or asset) if the Plan has taken an uncertain position that more likely than not would not be sustained upon examination by the applicable taxing authority. The plan administrator has analyzed the tax positions taken by the Plan, and has concluded that there are no uncertain positions taken or expected to be taken that would require recognition of a liability (or asset) or disclosure in the financial statements. The Plan is subject to routine audits by taxing jurisdictions; however, there are currently no audits for any tax periods in progress. The plan administrator believes it is no longer subject to income tax examinations for years prior to 2020.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

6. Reconciliation to Form 5500

The following is a reconciliation of net assets available for benefits per the financial statements as of December 31, 2023 and 2022 to Form 5500:

	<u>2023</u>	<u>2022</u>
Net Assets Available for Benefits per the Financial Statements	\$ 233,181,528	\$ 184,536,729
Deemed Distributions for Loans in Default for Active Participants	(22,876)	(19,467)
Net Assets Available for Benefits per Form 5500	<u>\$ 233,158,652</u>	<u>\$ 184,517,262</u>

The following is a reconciliation of net increase (decrease) per the financial statements for the years ended December 31, 2023 and 2022 to net income (loss) per the Form 5500:

	<u>2023</u>	<u>2022</u>
Net Increase (Decrease) per the Financial Statements	\$ 48,644,799	\$ (21,476,292)
Deemed Distributions of Participant Loans	(3,409)	(1,533)
Employer Contributions Receivable at Prior Year-End	-	1,582,948
Net Income (Loss) per the Form 5500	<u>\$ 48,641,390</u>	<u>\$ (19,894,877)</u>

7. Related Party Transactions

The Plan offers an investment option in shares of common stock of Gallup, Inc., the plan sponsor and party-in-interest. As of December 31, 2023 and 2022, the Plan held 237,540 and 239,601 shares with a fair value of \$51,546,233 and \$30,908,513, respectively.

Certain Plan investments are held and managed by Vanguard, the custodian and the trustee of the Plan; therefore, these transactions qualify as party-in-interest transactions.

8. Plan Termination

Although it has not expressed any intent to do so, the Company has the right under the Plan to discontinue its contributions at any time and to terminate the Plan subject to the provisions of ERISA. In the event of plan termination, participants would become 100% vested in their employer contributions.

SUPPLEMENTARY INFORMATION

Gallup Retirement and Savings Plan

Schedule of Assets (Held at End of Year) – Schedule H – Item 4i

Year Ended December 31, 2023

Employer Identification Number 21-0699771
Plan Number 003

	Description of Investment	Cost	Current Value
<u>VANGUARD FIDUCIARY TRUST COMPANY</u>			
* Common Stock: Gallup, Inc.	Employer Security	**	\$ 51,546,233
* Vanguard Target Retirement 2030 Trust II	Common Collective Trust	**	27,244,688
* Vanguard Target Retirement 2045 Trust II	Common Collective Trust	**	21,482,136
* Vanguard Target Retirement 2040 Trust II	Common Collective Trust	**	16,191,335
* Vanguard Target Retirement 2050 Trust II	Common Collective Trust	**	15,972,819
* Vanguard Target Retirement 2035 Trust II	Common Collective Trust	**	15,070,816
* Vanguard Institutional Index Fund	Mutual Fund	**	14,736,373
* Vanguard Target Retirement 2025 Trust II	Common Collective Trust	**	14,178,069
* Vanguard Target Retirement 2055 Trust II	Common Collective Trust	**	7,774,136
Goldman Sachs Stable Value Fund; Class 1	Common Collective Trust	**	5,733,651
T. Rowe Price All-Cap Opportunities Fund I Class	Mutual Fund	**	4,444,642
* Vanguard Extended Market Index Institutional Fund	Mutual Fund	**	4,015,176
* Vanguard Target Retirement 2060 Trust II	Common Collective Trust	**	3,867,760
* Vanguard Target Retirement Income Trust II	Common Collective Trust	**	3,420,039
T. Rowe Price New Horizons Fund, Retail Class	Mutual Fund	**	2,905,005
* Vanguard Interim Term Bond Index Admiral Fund	Mutual Fund	**	2,319,283
MFS Value Fund; Class R6	Mutual Fund	**	2,287,409
* Vanguard Total International Stock Index Fund	Mutual Fund	**	2,247,467
Prudential Total Return Bond Fund; Class Q	Mutual Fund	**	1,456,223
* Vanguard Target Retirement 2020 Trust II	Common Collective Trust	**	1,452,090
T. Rowe Price Overseas Stock Fund I Class	Mutual Fund	**	1,391,586
American Century Small Cap Value Fund; Class R6	Mutual Fund	**	947,397
* Vanguard Target Retirement 2065 Trust II	Common Collective Trust	**	946,363
* Gallup Stock Purchase Fund	Mutual Fund	**	449,544
* Vanguard Federal Money Market Fund	Mutual Fund	**	51,288
* Vanguard Target Retirement 2070 Trust II	Common Collective Trust	**	3,943
* VGI Brokerage Option	Self-Directed Brokerage		
	Accounts	**	6,658,219
* Notes Receivable from Participants	4.25% - 9.50%		1,211,376
Total Investment Assets			\$ 230,005,066

*Indicates party-in-interest

**Cost information is not required for participant-directed investments.

Lutz

Gallup Retirement and Savings Plan

Schedule of Assets (Held at End of Year) – Schedule H – Item 4i

Year Ended December 31, 2023

Employer Identification Number 21-0699771
Plan Number 003

	Description of Investment	Cost	Current Value
<u>VANGUARD FIDUCIARY TRUST COMPANY</u>			
* Common Stock: Gallup, Inc.	Employer Security	**	\$ 51,546,233
* Vanguard Target Retirement 2030 Trust II	Common Collective Trust	**	27,244,688
* Vanguard Target Retirement 2045 Trust II	Common Collective Trust	**	21,482,136
* Vanguard Target Retirement 2040 Trust II	Common Collective Trust	**	16,191,335
* Vanguard Target Retirement 2050 Trust II	Common Collective Trust	**	15,972,819
* Vanguard Target Retirement 2035 Trust II	Common Collective Trust	**	15,070,816
* Vanguard Institutional Index Fund	Mutual Fund	**	14,736,373
* Vanguard Target Retirement 2025 Trust II	Common Collective Trust	**	14,178,069
* Vanguard Target Retirement 2055 Trust II	Common Collective Trust	**	7,774,136
Goldman Sachs Stable Value Fund; Class 1	Common Collective Trust	**	5,733,651
T. Rowe Price All-Cap Opportunities Fund I Class	Mutual Fund	**	4,444,642
* Vanguard Extended Market Index Institutional Fund	Mutual Fund	**	4,015,176
* Vanguard Target Retirement 2060 Trust II	Common Collective Trust	**	3,867,760
* Vanguard Target Retirement Income Trust II	Common Collective Trust	**	3,420,039
T. Rowe Price New Horizons Fund, Retail Class	Mutual Fund	**	2,905,005
* Vanguard Interim Term Bond Index Admiral Fund	Mutual Fund	**	2,319,283
MFS Value Fund; Class R6	Mutual Fund	**	2,287,409
* Vanguard Total International Stock Index Fund	Mutual Fund	**	2,247,467
Prudential Total Return Bond Fund; Class Q	Mutual Fund	**	1,456,223
* Vanguard Target Retirement 2020 Trust II	Common Collective Trust	**	1,452,090
T. Rowe Price Overseas Stock Fund I Class	Mutual Fund	**	1,391,586
American Century Small Cap Value Fund; Class R6	Mutual Fund	**	947,397
* Vanguard Target Retirement 2065 Trust II	Common Collective Trust	**	946,363
* Gallup Stock Purchase Fund	Mutual Fund	**	449,544
* Vanguard Federal Money Market Fund	Mutual Fund	**	51,288
* Vanguard Target Retirement 2070 Trust II	Common Collective Trust	**	3,943
* VGI Brokerage Option	Self-Directed Brokerage		
	Accounts	**	6,658,219
* Notes Receivable from Participants	4.25% - 9.50%		1,211,376
Total Investment Assets			\$ 230,005,066

*Indicates party-in-interest

**Cost information is not required for participant-directed investments.

Gallup Retirement and Savings Plan

Financial Statements and Independent Auditors' Report

December 31, 2023 and 2022



Gallup Retirement and Savings Plan

Index

	Page
Independent Auditors' Report	1-3
Financial Statements	
Statements of Net Assets Available for Benefits	4
Statements of Changes in Net Assets Available for Benefits	5
Notes to Financial Statements	6-15
Supplementary Information	
Schedule of Assets (Held at End of Year) – Schedule H – Item 4i	16

Note: Schedules required by the Employee Retirement Income Security Act of 1974 that have not been included herein are not applicable.

INDEPENDENT AUDITORS' REPORT

Plan Administrator
Gallup Retirement and Savings Plan
Omaha, Nebraska

Scope and Nature of the ERISA Section 103(a)(3)(C) Audit

We have performed audits of the financial statements of Gallup Retirement and Savings Plan (the Plan), an employee benefit plan subject to the Employee Retirement Income Security Act of 1974 (ERISA), as permitted by ERISA Section 103(a)(3)(C) (ERISA Section 103(a)(3)(C) audit). The financial statements comprise the statements of net assets available for benefits as of December 31, 2023 and 2022, the related statements of changes in net assets available for benefits for the years then ended, and the related notes to the financial statements.

Management, having determined it is permissible in the circumstances, has elected to have the audits of the financial statements performed in accordance with ERISA Section 103(a)(3)(C) pursuant to 29 CFR 2520.103-8 of the Department of Labor's (DOL) Rules and Regulations for Reporting and Disclosure under ERISA. As permitted by ERISA Section 103(a)(3)(C), our audits need not extend to any statements or information related to assets held for investment of the Plan (investment information) by a bank or similar institution or insurance carrier that is regulated, supervised, and subject to periodic examination by a state or federal agency, provided that the statements or information regarding assets so held are prepared and certified to by the bank or similar institution or insurance carrier in accordance with 29 CFR 2520.103-5 of the DOL's Rules and Regulations for Reporting and Disclosure under ERISA (qualified institution).

Management has obtained certifications from a qualified institution as of and for the years ended December 31, 2023 and 2022, stating that the certified investment information, as described in Note 3 to the financial statements, is complete and accurate.

Opinion

In our opinion, based on our audits and on the procedures performed as described in the Auditors' Responsibilities for the Audit of the Financial Statements section:

- The amounts and disclosures in the accompanying financial statements, other than those agreed to or derived from the certified investment information, are presented fairly, in all material respects, in accordance with accounting principles generally accepted in the United States of America (U.S. GAAP).
- The information in the accompanying financial statements related to assets held by and certified to by a qualified institution agrees to, or is derived from, in all material respects, the information prepared and certified by an institution that management determined meets the requirements of ERISA Section 103(a)(3)(C).

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Plan and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our ERISA Section 103(a)(3)(C) audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with U.S. GAAP, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error. Management's election of the ERISA Section 103(a)(3)(C) audit does not affect management's responsibility for the financial statements.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Plan's ability to continue as a going concern within one year after the date that the financial statements are issued or available to be issued.

Management is also responsible for maintaining a current plan instrument, including all plan amendments, administering the Plan, and determining that the Plan's transactions that are presented and disclosed in the financial statements are in conformity with the Plan's provisions, including maintaining sufficient records with respect to each of the participants, to determine the benefits due or which may become due to such participants.

Auditors' Responsibilities for the Audit of the Financial Statements

Except as described in the Scope and Nature of the ERISA Section 103(a)(3)(C) Audit section of our report, our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if, there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Plan's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Plan's ability to continue as a going concern for a reasonable period of time.

Our audits did not extend to the certified investment information, except for obtaining and reading the certification, comparing the certified investment information with the related information presented and disclosed in the financial statements, and reading the disclosures relating to the certified investment information to assess whether they are in accordance with the presentation and disclosure requirements of U.S. GAAP.

Accordingly, the objective of an ERISA Section 103(a)(3)(C) audit is not to express an opinion about whether the financial statements as a whole are presented fairly, in all material respects, in accordance with U.S. GAAP.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audits, significant audit findings, and certain internal control-related matters that we identified during the audits.

Other Matter – Supplementary Information

The supplementary information as of and for the year ended December 31, 2023 is presented for purposes of additional analysis and is not a required part of the financial statements but is supplementary information required by the DOL's Rules and Regulations for Reporting and Disclosure under ERISA. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information included in the supplementary information, other than that agreed to or derived from the certified investment information, has been subjected to auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with GAAS. For information included in the supplementary information that agreed to or is derived from the certified investment information, we compared such information to the related certified investment information.

In forming our opinion on the supplementary information, we evaluated whether the supplementary information, other than the information agreed to or derived from the certified investment information, including its form and content, is presented in conformity with the DOL's Rules and Regulations for Reporting and Disclosure under ERISA.

In our opinion:

- The form and content of the supplementary information, other than the information in the supplementary information that agreed to or is derived from the certified investment information, are presented, in all material respects, in conformity with the DOL's Rules and Regulations for Reporting and Disclosure under ERISA.
- The information in the supplementary information related to assets held by and certified to by a qualified institution agrees to, or is derived from, in all material respects, the information prepared and certified by an institution that management determined meets the requirements of ERISA Section 103(a)(3)(C).

Lutz & Company, P.C.

October 10, 2024

Gallup Retirement and Savings Plan

Statements of Net Assets Available for Benefits

December 31, 2023 and 2022

	<u>2023</u>	<u>2022</u>
ASSETS		
Investments at Fair Value	\$ 228,793,690	\$ 181,438,749
Receivables		
Notes Receivable from Participants	1,211,376	870,921
Employer Contributions	3,176,462	2,227,059
Total Receivables	4,387,838	3,097,980
Total Assets	233,181,528	184,536,729
NET ASSETS AVAILABLE FOR BENEFITS	\$ 233,181,528	\$ 184,536,729

See Notes to Financial Statements.

Gallup Retirement and Savings Plan

Statements of Changes in Net Assets Available for Benefits

Years Ended December 31, 2023 and 2022

	<u>2023</u>	<u>2022</u>
ADDITIONS TO NET ASSETS ATTRIBUTED TO		
Investment Income		
Net Appreciation in Fair Value of Investments	46,452,886	-
Interest and Dividends from Investments	1,323,511	1,235,208
Total Investment Income	47,776,397	1,235,208
Interest Income on Notes Receivable from Participants	69,612	47,719
Contributions		
Employer	3,239,807	2,227,059
Participant	9,624,163	8,328,380
Rollover	423,001	511,963
Total Contributions	13,286,971	11,067,402
Total Additions	61,132,980	12,350,329
DEDUCTIONS FROM NET ASSETS ATTRIBUTED TO		
Net Depreciation in Fair Value of Investments	-	19,993,156
Benefits Paid Directly to Participants	12,252,878	13,608,239
Administrative Expenses	235,303	225,226
Total Deductions	12,488,181	33,826,621
NET INCREASE (DECREASE)	48,644,799	(21,476,292)
Net Assets Available for Benefits, Beginning of Year	184,536,729	206,013,021
NET ASSETS AVAILABLE FOR BENEFITS, END OF YEAR	\$ 233,181,528	\$ 184,536,729

See Notes to Financial Statements.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

1. Plan Description

The following description of the Gallup Retirement and Savings Plan (the Plan) provides only general information. Participants should refer to the Plan agreement for a more complete description of the Plan's provisions.

General

The Plan is a defined contribution plan subject to the provisions of the Employee Retirement Income Security Act of 1974 (ERISA). The Plan was established to provide retirement benefits for the employees of Gallup, Inc. (the Company).

Professional employees and interviewers are eligible for participation on the first day of the month following their date of hire, provided they have reached their 18th birthday. Both professional employees and interviewers are eligible to receive discretionary matching contributions and discretionary profit-sharing contributions if they are employed on the last day of the Plan year and complete at least 1,000 hours with the Company during the year. For the years ended December 31, 2023 and 2022, the discretionary matching contributions, net of forfeitures, were \$3,176,463 and \$2,227,059, respectively. The Gallup 401(k) Advisory Committee is responsible for oversight of the Plan, which includes determining the appropriateness of the Plan's investment offerings and monitoring investment performance.

Funds

The Plan includes two funds: the Participant-Directed 401(k) Salary Reduction Fund and the Employer-Directed Fund. Under the terms of the 401(k) Plan, employees may contribute from 1% to 100% of their eligible compensation as either pre-tax or Roth after-tax salary deferral contributions, provided they do not exceed certain Internal Revenue Service (IRS) limitations. Participants who have attained age 50 before the end of the Plan year are eligible to make catch-up contributions. Participants also may rollover amounts representing distributions from other qualified defined benefit or defined contribution plans. Participants may direct their contributions to one or more mutual funds and collective trusts, or liquidate a portion of their investments and utilize such proceeds to purchase the Company's common stock. Participants also may select investment options outside of the Plan through the Plan's self-directed brokerage account.

All eligible employees are automatically enrolled in the Plan at a deferral rate of 6% of eligible compensation. At any time, a participant can elect not to contribute or may increase or decrease their deferral rate. If the participant does not choose a different contribution rate (including zero), the deferral rate is automatically increased on each anniversary of the participant's entry date by 2% up to a maximum deferral rate of 14%. On January 1, 2022, there was a one-time auto-enrollment event for current employees unless they affirmatively elected not to participate. Participants were enrolled at varying deferral rates based on their eligible compensation.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

For the years ended December 31, 2023 and 2022, the board of directors of the Company authorized a discretionary matching contribution of up to 50% of the employee contribution up to a maximum of \$5,000 and \$4,000, respectively. The Company may make discretionary profit-sharing contributions in addition to the matching contribution at the discretion of the board of directors, although no such contributions were made in 2023 and 2022.

Participants may direct their contributions to one or more mutual funds and collective trusts, or liquidate a portion of their investments and utilize such proceeds to purchase the Company's common stock. Effective March 2023, participants may utilize their employer discretionary contributions to purchase the Company's common stock. Participants also may select investment options outside of the Plan through the Plan's self-directed account.

Participant Accounts

Each participant's account is credited with the participant's contribution and allocations of (a) the Company's discretionary matching contributions and discretionary profit-sharing contributions and (b) Plan earnings, and is charged with an allocation of administrative expenses. The Company's discretionary matching contributions are allocated among participants based upon each participant's elected salary deferral. The Company's discretionary profit-sharing contributions are allocated among participants based upon eligible compensation of participants. The benefit to which a participant is entitled is the benefit that can be provided from the participant's vested account. Investments are maintained in individual member accounts managed by Vanguard Fiduciary Trust Company (Vanguard).

Vesting

Participants are vested immediately in their contributions, plus actual earnings thereon. Effective January 1, 2023, participants are vested immediately in the Company's discretionary matching and profit-sharing contributions. Prior to January 1, 2023, participants vested in the Company's discretionary matching and profit-sharing contributions at a rate of 20% per year after two years of service until fully vested after six years of service.

Notes Receivable from Participants

Participants may borrow from their fund accounts a minimum of \$1,000 up to a maximum equal to the lesser of \$50,000 or 50% of their vested account balance. The loans are made on a non-discriminatory basis and are secured by the participant's account. Interest rates are established at current market rates at the time of issuance and range from 4.25% to 9.50% as of December 31, 2023 and 2022. Principal and interest rates are paid ratably through monthly payroll deductions.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

Payment of Benefits

Upon termination of service due to retirement, disability, or death, the participant or beneficiary may elect to receive either a lump-sum distribution or installment payments equal to the value of the participant's vested interest in the participant's account. For termination of service for other reasons, a participant may receive the value of the vested interest in the participant's account as a lump-sum distribution. Plan participants are eligible for normal retirement at age 65 but may elect to retire at a later date. Upon attainment of 65 years of age, death, or determination of disability, a participant becomes 100% vested regardless of the number of credited years of service completed. The Plan requires that distribution payments between \$1,000 and \$5,000 (\$7,000 effective January 1, 2024) be directly rolled over to an individual retirement account and distributions under \$1,000 will be paid out directly to the participant.

Forfeitures

Non-vested Company contributions of terminated participants become forfeitures of the Plan. Forfeitures are valued as of the day the participant is terminated from the Plan. Forfeitures remain in the Plan and will be used to pay administrative expenses or to reduce the Company's discretionary matching and profit-sharing contributions. During 2023 and 2022, approximately \$149,000 and \$189,000, respectively, of forfeited amounts were used to reduce employer contributions receivable. As of December 31, 2023 and 2022, forfeited non-vested accounts were approximately \$51,000 and \$129,000, respectively.

2. Summary of Significant Accounting Policies

A summary of the significant accounting policies consistently applied in the preparation of the accompanying financial statements is set forth below.

Basis of Presentation

The accompanying financial statements have been prepared on the accrual basis of accounting and in conformity with accounting principles generally accepted in the United States of America.

Presentation of Participant-Directed Funds

The Plan's presentation of participant-directed investments is in accordance with the Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC) 962, *Plan Accounting-Defined Contribution Pension Plans*.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires the plan administrator to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

Investment Valuation and Income Recognition

Investments are reported at fair value. Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. The Company determines the Plan's valuation policies utilizing information provided by the investment advisors, custodian, trustee and insurance company. See Note 4 for further discussion of fair value measurements.

Purchases and sales of investments are recorded on a trade-date basis. Interest income is recorded on the accrual basis. Dividends are recorded on the ex-dividend date. Net appreciation (depreciation) includes the Plan's gains and losses on investments bought and sold as well as held during the year.

Notes Receivable from Participants

Notes receivable from participants are measured at their unpaid principal balance plus any accrued but unpaid interest. Interest income is recorded on the accrual basis. Related fees are recorded as administrative expenses and are expensed when they are incurred. No allowance for credit losses has been recorded as of December 31, 2023 or 2022. Delinquent notes receivable from participants are recorded as a distribution based upon the terms of the Plan document.

Payment of Benefits

Benefit payments are recorded when paid.

Payment of Administrative Expenses

Certain administrative expenses have been paid by the Company. The Plan's financial statements reflect only those administrative expenses that have been paid from assets of the Plan.

Risks and Uncertainties

The Plan invests in various investment securities. Investment securities are exposed to various risks such as interest rate, market and credit risk. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the values of investment securities will occur in the near term and that such changes could materially affect participants' account balances and the amounts reported in the statements of net assets available for benefits.

Subsequent Events

Subsequent events are events or transactions that occur after the statement of net assets available for benefits date but before the financial statements are available to be issued and may require potential recognition or disclosure in the financial statements. Management has considered such events or transactions through October 10, 2024. See "Payment of Benefits" section in Note 1 for a description of a subsequent event.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

3. Information Certified by Vanguard

The plan administrator has elected the method of compliance as permitted by 29 CFR 2520.103-8 of the Department of Labor's (DOL) Rules and Regulations for Reporting and Disclosure under ERISA. Accordingly, as permitted under such election, the plan administrator instructed the Plan's independent auditors not to perform any auditing procedures with respect to the following information certified by Vanguard, except for comparing such information certified by the custodian and the trustee to information included in the Plan's financial statements and supplementary information.

The following table presents the value of participant-directed Plan assets that were certified by Vanguard as of December 31:

	<u>2023</u>	<u>2022</u>
Investments at Fair Value	<u>\$ 228,793,690</u>	<u>\$ 181,438,749</u>
Notes Receivable from Participants	<u>\$ 1,211,376</u>	<u>\$ 870,921</u>

Vanguard has certified the completeness and accuracy of the following related aforementioned investments for the years ended December 31:

	<u>2023</u>	<u>2022</u>
Net Appreciation (Depreciation) in Fair Value of Investments	\$ 46,452,886	\$ (19,993,156)
Interest and Dividends from Investments	1,323,511	1,235,208
Net Investment Income (Loss)	<u>\$ 47,776,397</u>	<u>\$ (18,757,948)</u>
Interest Income on Notes Receivable from Participants	<u>\$ 69,612</u>	<u>\$ 47,719</u>

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

4. Fair Value Measurements

FASB ASC 820, *Fair Value Measurements and Disclosures*, provides a framework for measuring fair value. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (Level 1 measurements) and the lowest priority to unobservable inputs (Level 3 measurements). The three levels of the fair value hierarchy are described below:

Level 1 Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Plan has the ability to access.

Level 2 Inputs to the valuation methodology include:

- Quoted prices for similar assets or liabilities in active markets;
- Quoted prices for identical or similar assets or liabilities in inactive markets;
- Inputs other than quoted prices that are observable for the asset or liability;
- Inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset or liability has a specified (contractual) term, the Level 2 input must be observable for substantially the full term of the asset or liability.

Level 3 Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

The asset's or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs.

The following is a description of the valuation methodologies used for assets measured at fair value. There have been no changes in the methodologies used as of December 31, 2023 and 2022.

Mutual Funds: Valued at the closing price reported on the active market on which the individual securities are traded.

Self-Directed Brokerage Accounts: The self-directed brokerage accounts include investments in money market funds, mutual funds, and common stocks. The money market funds, mutual funds, and common stocks are valued at the closing price reported on the active market on which the individual securities are traded.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

Common Collective Trusts: Valued at the Net Asset Value (NAV) as provided by the trustee. FASB ASC 820, *Fair Value Measurement*, allows NAV to serve as a practical expedient to estimate the fair value as long as certain requirements are met. The NAV is based on the fair value of the underlying investments held by the fund less its liabilities. This practical expedient is not used when it is determined to be probable that the trusts will sell the investment for an amount different than the reported NAV. Participant transactions (purchases and sales) may occur daily. Were the Plan to initiate a full redemption of the collective trusts, the investment advisor reserves the right to temporarily delay withdrawal from the trusts in order to ensure that securities liquidations will be carried out in an orderly business manner. There are no unfunded commitments as of December 31, 2023 and 2022.

Gallup, Inc. Common Stock: Valued at estimated fair value based upon an independent appraisal. As a private company, the Company's shares are not freely traded. The share price is valued annually with the price determined by an independent third-party appraisal and transactions are completed at the determined share price. This appraisal was based upon a combination of market and income valuation techniques. The appraiser took into account historical and projected cash flow and net income, revenues, market comparables and estimated fair value of the Company's assets and liabilities.

The preceding methods described may produce a fair value calculation that may not be indicative of net realizable value or reflective of future fair values. Furthermore, although the Plan believes its valuation methods are appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in a different fair value measurement at the reporting date.

The following table presents by level, within the fair value hierarchy, the Plan's investments at fair value as of December 31, 2023:

	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>	<u>Total</u>
Mutual Funds	\$ 37,251,393	\$ -	\$ -	\$ 37,251,393
Self-Directed Brokerage Accounts	6,658,219	-	-	6,658,219
Gallup, Inc. Common Stock	-	-	51,546,233	51,546,233
Investments Measured in Fair Value Hierarchy	<u>43,909,612</u>	<u>-</u>	<u>51,546,233</u>	<u>95,455,845</u>
Investments Measured at NAV				<u>133,337,845</u>
Total Investments at Fair Value	<u>\$ 43,909,612</u>	<u>\$ -</u>	<u>\$ 51,546,233</u>	<u>\$ 228,793,690</u>

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

The table below presents the Plan's Level 3 financial instruments, the valuation technique used to measure the fair value of those financial instruments and the significant unobservable input and the range of value for those inputs for the year ended December 31, 2023:

Instrument	Fair Value	Valuation Technique	Significant Unobservable Inputs	Discount Rate
Gallup, Inc. Common Stock	\$ 51,546,233	Discounted Cash Flow	Discount Rate	13.90%

The table below presents a summary of changes in the Plan's Level 3 investments for the year ended December 31, 2023:

	Investment in Gallup, Inc. Common Stock
Balance, Beginning of Year	\$ 30,908,513
Realized gains (losses) related to investments sold and unrealized gains (losses) still held at reporting date	21,084,862
Purchases	4,411,769
Sales	(4,858,911)
Balance, End of Year	<u>\$ 51,546,233</u>

The following table presents by level, within the fair value hierarchy, the Plan's investments at fair value as of December 31, 2022:

	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>	<u>Total</u>
Mutual Funds	\$ 32,194,098	\$ -	\$ -	\$ 32,194,098
Self-Directed Brokerage Accounts	5,520,923	-	-	5,520,923
Gallup, Inc. Common Stock	-	-	30,908,513	30,908,513
Investments Measured in Fair Value Hierarchy	<u>37,715,021</u>	<u>-</u>	<u>30,908,513</u>	<u>68,623,534</u>
Investments Measured at NAV				<u>112,815,215</u>
Total Investments at Fair Value	<u>\$ 37,715,021</u>	<u>\$ -</u>	<u>\$ 30,908,513</u>	<u>\$ 181,438,749</u>

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

The table below presents the Plan's Level 3 financial instruments, the valuation technique used to measure the fair value of those financial instruments and the significant unobservable input and the range of value for those inputs for the year ended December 31, 2022:

Instrument	Fair Value	Valuation Technique	Significant Unobservable Inputs	Discount Rate
Gallup, Inc. Common Stock	\$ 30,908,513	Discounted Cash Flow	Discount Rate	12.90%

The table below presents a summary of changes in the Plan's Level 3 investments for the year ended December 31, 2022:

	Investment in Gallup, Inc. Common Stock
Balance, Beginning of Year	\$ 23,744,995
Realized gains (losses) related to investments sold and unrealized gains (losses) still held at reporting date	11,463,102
Purchases	883,693
Sales	(5,183,277)
Balance, End of Year	<u>\$ 30,908,513</u>

5. Tax Status

The Plan is qualified as a profit sharing plan under Section 401(a) of the Internal Revenue Code and is exempt from federal income taxation under Section 501(a) of the Internal Revenue Code.

The plan administrator believes that the Plan is currently designed and being operated in compliance with the applicable requirements of the Internal Revenue Code. Therefore, no provision for income taxes has been included in the financial statements.

Accounting principles generally accepted in the United States of America require plan management to evaluate tax positions taken by the Plan and recognize a tax liability (or asset) if the Plan has taken an uncertain position that more likely than not would not be sustained upon examination by the applicable taxing authority. The plan administrator has analyzed the tax positions taken by the Plan, and has concluded that there are no uncertain positions taken or expected to be taken that would require recognition of a liability (or asset) or disclosure in the financial statements. The Plan is subject to routine audits by taxing jurisdictions; however, there are currently no audits for any tax periods in progress. The plan administrator believes it is no longer subject to income tax examinations for years prior to 2020.

Gallup Retirement and Savings Plan

Notes to Financial Statements

December 31, 2023 and 2022

6. Reconciliation to Form 5500

The following is a reconciliation of net assets available for benefits per the financial statements as of December 31, 2023 and 2022 to Form 5500:

	<u>2023</u>	<u>2022</u>
Net Assets Available for Benefits per the Financial Statements	\$ 233,181,528	\$ 184,536,729
Deemed Distributions for Loans in Default for Active Participants	(22,876)	(19,467)
Net Assets Available for Benefits per Form 5500	<u>\$ 233,158,652</u>	<u>\$ 184,517,262</u>

The following is a reconciliation of net increase (decrease) per the financial statements for the years ended December 31, 2023 and 2022 to net income (loss) per the Form 5500:

	<u>2023</u>	<u>2022</u>
Net Increase (Decrease) per the Financial Statements	\$ 48,644,799	\$ (21,476,292)
Deemed Distributions of Participant Loans	(3,409)	(1,533)
Employer Contributions Receivable at Prior Year-End	-	1,582,948
Net Income (Loss) per the Form 5500	<u>\$ 48,641,390</u>	<u>\$ (19,894,877)</u>

7. Related Party Transactions

The Plan offers an investment option in shares of common stock of Gallup, Inc., the plan sponsor and party-in-interest. As of December 31, 2023 and 2022, the Plan held 237,540 and 239,601 shares with a fair value of \$51,546,233 and \$30,908,513, respectively.

Certain Plan investments are held and managed by Vanguard, the custodian and the trustee of the Plan; therefore, these transactions qualify as party-in-interest transactions.

8. Plan Termination

Although it has not expressed any intent to do so, the Company has the right under the Plan to discontinue its contributions at any time and to terminate the Plan subject to the provisions of ERISA. In the event of plan termination, participants would become 100% vested in their employer contributions.

SUPPLEMENTARY INFORMATION

Gallup Retirement and Savings Plan

Schedule of Assets (Held at End of Year) – Schedule H – Item 4i

Year Ended December 31, 2023

Employer Identification Number 21-0699771
Plan Number 003

	Description of Investment	Cost	Current Value
<u>VANGUARD FIDUCIARY TRUST COMPANY</u>			
* Common Stock: Gallup, Inc.	Employer Security	**	\$ 51,546,233
* Vanguard Target Retirement 2030 Trust II	Common Collective Trust	**	27,244,688
* Vanguard Target Retirement 2045 Trust II	Common Collective Trust	**	21,482,136
* Vanguard Target Retirement 2040 Trust II	Common Collective Trust	**	16,191,335
* Vanguard Target Retirement 2050 Trust II	Common Collective Trust	**	15,972,819
* Vanguard Target Retirement 2035 Trust II	Common Collective Trust	**	15,070,816
* Vanguard Institutional Index Fund	Mutual Fund	**	14,736,373
* Vanguard Target Retirement 2025 Trust II	Common Collective Trust	**	14,178,069
* Vanguard Target Retirement 2055 Trust II	Common Collective Trust	**	7,774,136
Goldman Sachs Stable Value Fund; Class 1	Common Collective Trust	**	5,733,651
T. Rowe Price All-Cap Opportunities Fund I Class	Mutual Fund	**	4,444,642
* Vanguard Extended Market Index Institutional Fund	Mutual Fund	**	4,015,176
* Vanguard Target Retirement 2060 Trust II	Common Collective Trust	**	3,867,760
* Vanguard Target Retirement Income Trust II	Common Collective Trust	**	3,420,039
T. Rowe Price New Horizons Fund, Retail Class	Mutual Fund	**	2,905,005
* Vanguard Interim Term Bond Index Admiral Fund	Mutual Fund	**	2,319,283
MFS Value Fund; Class R6	Mutual Fund	**	2,287,409
* Vanguard Total International Stock Index Fund	Mutual Fund	**	2,247,467
Prudential Total Return Bond Fund; Class Q	Mutual Fund	**	1,456,223
* Vanguard Target Retirement 2020 Trust II	Common Collective Trust	**	1,452,090
T. Rowe Price Overseas Stock Fund I Class	Mutual Fund	**	1,391,586
American Century Small Cap Value Fund; Class R6	Mutual Fund	**	947,397
* Vanguard Target Retirement 2065 Trust II	Common Collective Trust	**	946,363
* Gallup Stock Purchase Fund	Mutual Fund	**	449,544
* Vanguard Federal Money Market Fund	Mutual Fund	**	51,288
* Vanguard Target Retirement 2070 Trust II	Common Collective Trust	**	3,943
* VGI Brokerage Option	Self-Directed Brokerage		
	Accounts	**	6,658,219
* Notes Receivable from Participants	4.25% - 9.50%		1,211,376
Total Investment Assets			\$ 230,005,066

*Indicates party-in-interest

**Cost information is not required for participant-directed investments.

Lutz