

APPFOLIO INC  
Form SC 13D/A  
July 10, 2017

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

**SCHEDULE 13D**  
**Under the Securities Exchange Act of 1934**  
**(Amendment No. 10)\***

**AppFolio, Inc.**

**(Name of Issuer)**

**Class A Common Stock, \$0.0001 par value per share**

**(Title of Class of Securities)**

**03783C100**

**(CUSIP Number)**

**Pat Robertson**

**Dragoneer Investment Group, LLC**

**One Letterman Drive, Building D, Suite M500**

**San Francisco, CA 94129**

**(415) 539-3085**

**(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)**

**with copies to:**

**Thomas Holden**

**Ropes & Gray LLP**

**Three Embarcadero Center**

**San Francisco, CA 94111**

**(415) 315-2355**

**July 6, 2017**

**(Date of Event which Requires Filing of this Statement)**

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box.

**Note:** Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7 for other parties to whom copies are to be sent.

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 03783C100

1. Names of Reporting Persons

Marc Stad

2. Check the Appropriate Box if a Member of a Group (See Instructions)

(a) (b)  
3. SEC Use Only

4. Source of Funds (See Instructions)

OO, PF

5. Check if Disclosure of Legal Proceedings is Required Pursuant to Items 2(d) or 2(e)

6. Citizenship or Place of Organization

United States Citizen

7. Sole Voting Power

Number of  
Shares 31,210 shares of Class B Common Stock  
Beneficially 77,621 shares of Class A Common Stock  
Owned by 8. Shared Voting Power  
Each 447,794 shares of Class B Common Stock  
Reporting 1,798,271 shares of Class A Common Stock  
Person 9. Sole Dispositive Power  
With

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31,210 shares of Class B Common Stock

77,621 shares of Class A Common Stock

10. Shared Dispositive Power

447,794 shares of Class B Common Stock

1,798,271 shares of Class A Common Stock

11. Aggregate Amount Beneficially Owned by Each Reporting Person

479,004 shares of Class B Common Stock

1,875,892 shares of Class A Common Stock

12. Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

13. Percent of Class Represented by Amount in Row 11

17.46%<sup>1</sup>

14. Type of Reporting Person (See Instructions)

IN

<sup>1</sup> Percentage calculations are based upon 12,287,338 issued and outstanding shares of the Issuer's Class A common stock as of April 21, 2017, as reported in the Issuer's quarterly report on Form 10-Q filed with the SEC on May 5, 2017, plus 720,287 shares of Class B Common Stock converted to shares of Class A Common Stock by the Dragoon Entities and Mr. Stad, plus all Class A Shares into which the Class B Shares beneficially owned by Mr. Stad are convertible.

CUSIP No. 03783C100

1. Names of Reporting Persons

Dragoneer Investment Group, LLC

2. Check the Appropriate Box if a Member of a Group (See Instructions)

(a) (b)  
3. SEC Use Only

4. Source of Funds (See Instructions)

OO

5. Check if Disclosure of Legal Proceedings is Required Pursuant to Items 2(d) or 2(e)

6. Citizenship or Place of Organization

Delaware

Number of 7. Sole Voting Power

Shares

Beneficially 0

8. Shared Voting Power

Owned by

Each

447,794 shares of Class B Common Stock

Reporting

1,798,271 shares of Class A Common Stock

Person 9. Sole Dispositive Power

With

0

10. Shared Dispositive Power

447,794 shares of Class B Common Stock

1,798,271 shares of Class A Common Stock

11. Aggregate Amount Beneficially Owned by Each Reporting Person

447,794 shares of Class B Common Stock

1,798,271 shares of Class A Common Stock

12. Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

13. Percent of Class Represented by Amount in Row 11

16.69%<sup>2</sup>

14. Type of Reporting Person (See Instructions)

IA

<sup>2</sup> Percentage calculations are based upon 12,287,338 issued and outstanding shares of the Issuer's Class A common stock as of April 21, 2017, as reported in the Issuer's quarterly report on Form 10-Q filed with the SEC on May 5, 2017, plus 720,287 shares of Class B Common Stock converted to shares of Class A Common Stock by the Dragoneer Entities and Mr. Stad, plus all Class A Shares into which the Class B Shares beneficially owned by Dragoneer Investment Group, LLC are convertible.

CUSIP No. 03783C100

1. Names of Reporting Persons

Dragoneer Apartment, LLC

2. Check the Appropriate Box if a Member of a Group (See Instructions)

(a) (b)  
3. SEC Use Only

4. Source of Funds (See Instructions)

OO

5. Check if Disclosure of Legal Proceedings is Required Pursuant to Items 2(d) or 2(e)

6. Citizenship or Place of Organization

Delaware

Number of 7. Sole Voting Power

Shares

Beneficially 0

8. Shared Voting Power

Owned by

Each

260,305 shares of Class B Common Stock

Reporting

267,025 shares of Class A Common Stock

Person 9. Sole Dispositive Power

With

0

10. Shared Dispositive Power

260,305 shares of Class B Common Stock

267,025 shares of Class A Common Stock

11. Aggregate Amount Beneficially Owned by Each Reporting Person

260,305 shares of Class B Common Stock

267,025 shares of Class A Common Stock

12. Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

13. Percent of Class Represented by Amount in Row 11

3.97%<sup>3</sup>

14. Type of Reporting Person (See Instructions)

OO

<sup>3</sup> Percentage calculations are based upon 12,287,338 issued and outstanding shares of the Issuer's Class A common stock as of April 21, 2017, as reported in the Issuer's quarterly report on Form 10-Q filed with the SEC on May 5, 2017, plus 720,287 shares of Class B Common Stock converted to shares of Class A Common Stock by the Dragoneer Entities and Mr. Stad, plus all Class A Shares into which the Class B Shares beneficially owned by Dragoneer Apartment, LLC are convertible.



CUSIP No. 03783C100

1. Names of Reporting Persons

Dragoneer Global Fund II, L.P.

2. Check the Appropriate Box if a Member of a Group (See Instructions)

(a) (b)  
3. SEC Use Only

4. Source of Funds (See Instructions)

OO

5. Check if Disclosure of Legal Proceedings is Required Pursuant to Items 2(d) or 2(e)

6. Citizenship or Place of Organization

Cayman Islands

Number of 7. Sole Voting Power

Shares

Beneficially 0  
8. Shared Voting Power

Owned by

Each

1,338,915 shares of Class A Common Stock  
9. Sole Dispositive Power

Reporting Person

With

0  
10. Shared Dispositive Power

1,338,915 shares of Class A Common Stock

11. Aggregate Amount Beneficially Owned by Each Reporting Person

1,338,915 shares of Class A Common Stock

12. Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

13. Percent of Class Represented by Amount in Row 11

10.29%<sup>4</sup>

14. Type of Reporting Person (See Instructions)

PN

<sup>4</sup> Percentage calculations are based upon 12,287,338 issued and outstanding shares of the Issuer's Class A common stock as of April 21, 2017, as reported in the Issuer's quarterly report on Form 10-Q filed with the SEC on May 5, 2017, plus 720,287 shares of Class B Common Stock converted to shares of Class A Common Stock by the Dragoneer Entities and Mr. Stad.

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**AMENDMENT NO. 10 TO SCHEDULE 13D**

Reference is hereby made to the statement on Schedule 13D filed with the Securities and Exchange Commission (the Commission ) by the Reporting Persons with respect to the Common Stock of the Issuer on July 6, 2015, as amended on January 15, 2016, February 5, 2016, February 8, 2016, February 11, 2016, March 7, 2016, May 18, 2016, November 15, 2016, March 28, 2017 and June 14, 2017 (the Schedule 13D ). Terms defined in the Schedule 13D are used herein as so defined. Except as specifically provided herein, this amendment ( Amendment No. 10 ) does not modify any of the information previously reported on the Statement.

**Item 3. Source and Amount of Funds or Other Considerations.**

The information contained in Item 3 of the Schedule 13D is hereby amended to add the following:

On June 15, 2017, Marc Stad sold 2,311 shares of the Issuer s Class A Common Stock for \$31.00 per share, Dragoneer Global Fund II sold 28,428 shares of the Issuer s Class A Common Stock for \$31.00 per share, Dragoneer Apartment Fund sold 11,196 shares of the Issuer s Class A Common Stock for \$31.00 per share, and certain other funds and managed accounts associated with the Dragoneer Entities and Mr. Stad sold 8,065 shares of the Issuer s Class A Common Stock for \$31.00 per share.

Effective June 29, 2017, Marc Stad converted 61,084 shares of the Issuer s Class B Common Stock into an equal number of shares of Class A Common Stock, Dragoneer Apartment Fund converted 260,305 shares of the Issuer s Class B Common Stock into an equal number of shares of Class A Common Stock and certain other funds and managed accounts associated with the Dragoneer Entities and Marc Stad converted 187,490 shares of the Issuer s Class B Common stock into an equal number of shares of Class A Common Stock.

On June 30, 2017, Marc Stad sold 2,311 shares of the Issuer s Class A Common Stock for \$32.26 per share, Dragoneer Global Fund II sold 28,429 shares of the Issuer s Class A Common Stock for \$32.26 per share, Dragoneer Apartment Fund sold 11,196 shares of the Issuer s Class A Common Stock for \$32.26 per share, and certain other funds and managed accounts associated with the Dragoneer Entities and Mr. Stad sold 8,064 shares of the Issuer s Class A Common Stock for \$32.26 per share.

On July 6, 2017, Marc Stad sold 4,621 shares of the Issuer s Class A Common Stock for \$31.50 per share, Dragoneer Global Fund II sold 56,856 shares of the Issuer s Class A Common Stock for \$31.50 per share, Dragoneer Apartment Fund sold 22,394 shares of the Issuer s Class A Common Stock for \$31.50 per share, and certain other funds and managed accounts associated with the Dragoneer Entities and Mr. Stad sold 16,129 shares of the Issuer s Class A Common Stock for \$31.50 per share.

**Item 5. Interest in Securities of the Issuer.**

The information contained in Item 5 of the Schedule 13D is hereby amended and restated as follows:

Pursuant to Rule 13d-3(d)(1), all Class B Common Stock (which are convertible into Class A Common Stock) held by the Reporting Persons were deemed to be converted for the purposes of (i) determining the aggregate amount of Class A Common Stock beneficially owned by the Reporting Persons and (ii) calculating the percentages of the Class A Common Stock owned by such person. Consequently, all Class A Common Stock amounts and percentages have been determined by including the Class B Common Stock held by such Reporting Persons. The percentages of ownership set forth below are based on 12,287,338 shares of Class A Common Stock outstanding as of April 21, 2017.



(a) and (b)

The beneficial ownership of Common Stock by each person named in Item 2 above is as follows:

Mr. Stad has sole investment and voting power with respect to 77,621 shares of Class A Common Stock and 31,210 shares of Class B Common Stock and may be deemed to share investment or voting power with respect to 1,798,271 shares of Class A Common Stock and 447,794 shares of Class B Common Stock held by the Dragoneer Entities and certain other managed accounts. In aggregate, Mr. Stad may be deemed to beneficially own 1,875,892 shares of Class A Common Stock and 479,004 shares of Class B Common Stock.

Dragoneer Adviser is a registered investment adviser and acts as investment manager to Dragoneer Apartment Fund, Dragoneer Global Fund II and certain other managed accounts and as a result may be deemed to share voting and dispositive power with respect to the 1,338,915 shares of Class A Common Stock held by Dragoneer Global Fund II and the 459,356 shares of Class A Common Stock and the 447,794 shares of Class B Common Stock held by Dragoneer Apartment Fund and certain other managed accounts. In aggregate, Dragoneer Adviser may be deemed to beneficially own 1,798,271 shares of Class A Common Stock and 447,794 shares of Class B Common Stock.

Dragoneer Apartment Fund holds 267,025 shares of Class A Common Stock and 260,305 shares of Class B Common Stock (the Dragoneer Apartment shares ) and may be deemed to share voting and dispositive power with respect to such shares. As the manager of Dragoneer Apartment Fund, Dragoneer Global GP may also be deemed to share voting and dispositive power with respect to the Dragoneer Apartment shares.

Dragoneer Global Fund II holds 1,338,915 shares of Class A Common Stock (the Dragoneer Global Fund II shares ) and may be deemed to share voting and dispositive power with respect to such shares. As the general partner of Dragoneer Global Fund II, Dragoneer Global GP II may also be deemed to share voting and dispositive power with respect to the Dragoneer Global Fund II shares.

Item 13 of each of the cover pages of this Statement is incorporated herein by reference.

(c)  
The Reporting Persons have not effected any transactions in the Class A Common Stock since the filing of Amendment No. 9 to the Schedule 13D, other than as described in Item 3.

(d) Not applicable.

(e) Not applicable.

**Signature**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: July 10, 2017

Marc Stad

By: /s/ Marc Stad

DRAGONEER INVESTMENT GROUP, LLC

By: /s/ Pat Robertson

Name: Pat Robertson  
Chief Operating Officer

DRAGONEER APARTMENT, LLC

By: Dragoneer Global GP, LLC

Its: Manager

By: /s/ Pat Robertson

Name: Pat Robertson

DRAGONEER GLOBAL FUND II, L.P.

By: Dragoneer Global GP II, LLC

Its: General Partner

By: /s/ Pat Robertson

Name: Pat Robertson

The original statement shall be signed by each person on whose behalf the statement is filed or his authorized representative. If the statement is signed on behalf of a person by his authorized representative (other than an executive officer or general partner of the filing person), evidence of the representative's authority to sign on behalf of such person shall be filed with the statement: provided, however, that a power of attorney for this purpose which is already on file with the Commission may be incorporated by reference. The name and any title of each person who signs the statement shall be typed or printed beneath his signature.