FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940 OMB Number: 3235-0287 Estimated average burden hours per response: 0.5

| 1. Name and Address of Reporting Cotter Jeffrey Louis | g Person [°] | 2. Issuer Name and Ticker or Trading Symbol DELUXE CORP [DLX] | | tionship of Reporting Perso all applicable) Director Officer (give title | 10% Owner Other (specify |
|--|-----------------------|---|----------------|---|-----------------------------|
| (Last) (First) 801 MARQUETTE AVE. S. | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 02/16/2024 | | below) SVP, CAO and Ge | below) neral Counsel |
| (Street) MINNEAPOLIS MN | 55402 | 4. If Amendment, Date of Original Filed (Month/Day/Year) | 6. Indivi X | idual or Joint/Group Filing Form filed by One Repo Form filed by More thar | orting Person |
| (City) (State) | (Zip) | | | | |

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5 Disposed Of (D) (Instr. 3, 4 and 5) | | | 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership | |
|---------------------------------|--|---|---|---|--------|---------------|--|---|---|------------|
| | | | Code | v | Amount | (A) or (D) | Price | (Instr. 3 and 4) | | (Instr. 4) |
| Common Stock | 02/16/2024 | | М | | 2,891 | A | \$0 ⁽¹⁾ | 27,651 | D | |
| Common Stock | 02/16/2024 | | F | | 1,423 | D | \$20.12 ⁽²⁾ | 26,228 | D | |
| Common Stock | 02/18/2024 | | М | | 946 | A | \$0 ⁽¹⁾ | 27,174 | D | |
| Common Stock | 02/18/2024 | | F | | 466 | D | \$20.12 ⁽²⁾ | 26,708 | D | |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| | | | | | | | | - | | | - | | | | |
|--|---|--|---|----------|---|-----|--|---------------------|--|-----------------|---|--|--|--|--|
| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | Code (li | 5. Number of Transaction Code (Instr. 3) Code (Instr. 4. Cquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | |
| | | | | Code | v | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | Transaction(s) (Instr. 4) | | |
| Restricted Stock Unit | \$0 | 02/16/2024 | | М | | | 2,891 | (1) | 02/16/2026 | Common Stock | 2,891 | \$0 | 5,781 | D | |
| Restricted Stock Unit | \$0 | 02/18/2024 | | М | | | 946 | (1) | 02/18/2024 | Common Stock | 946 | \$0 | 0 | D | |

Explanation of Responses:

1. Transaction reflects vesting and conversion into shares on a one-for-one basis of restricted stock units previously awarded

2. Transaction reflects withholding of shares to satisfy tax liabilities associated with vesting of restricted stock units.

Remarks:

/s/ Jeffrey L. Cotter

** Signature of Reporting Person

02/21/2024 Date

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

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.