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PC CONNECTION INC

Reported by

DAVID HALL TRUST 2003

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 11/18/26 for the Period Ending 11/16/26

Address	ROUTE 101A 730 MILFORD RD MERRIMACK, NH, 03054
Telephone	6036832000
CIK	0001050377
Symbol	CNXN
SIC Code	5045 - Wholesale-Computers and Peripheral Equipment and Software
Industry	Computer Hardware
Sector	Technology
Fiscal Year	12/31

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FORM 4

☐ 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 that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
GALLUP PATRICIA	**PC CONNECTION INC [CNXN]**	
(Last) (First) (Middle)	3. Date of Earliest Transaction (MM/DD/YYYY)	__X__ Director __X__ 10% Owner
730 MILFORD ROAD	**11/16/2026**	__X__ Officer (give title below) _____ Other (specify below)
(Street)	4. If Amendment, Date Original Filed (MM/DD/YYYY)	**Chairman & Chief Admin Officer**
MERRIMACK NEW HAMPSHIRE 03054		6. Individual or Joint/Group Filing (Check Applicable Line)
(City) (State) (Zip/Postal Code)		___ Form filed by One Reporting Person
UNITED STATES		_X_ Form filed by More than One Reporting Person
(Country)		

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

1.Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	**11/16/2026**		**S**(1)		**4,793**	**D**	**$80.92** (2)	**6,880,114**	**I**	**By Trust** (3)
Common Stock	**11/16/2026**		**S**(1)		**2,349**	**D**	**$81.43** (4)	**6,877,765**	**I**	**By Trust** (3)
Common Stock	**11/17/2026**		**S**(1)		**4,914**	**D**	**$80.59** (5)	**6,872,851**	**I**	**By Trust** (3)
Common Stock	**11/17/2026**		**S**(1)		**100**	**D**	**$81.16**	**6,872,751**	**I**	**By Trust** (3)
Common Stock								**583,362**	**D**	
Common Stock								**15,133**	**I**	**By Spouse** (6)
Common Stock								**275,000**	**I**	**By Trust** (7)
Common Stock								**657,233**	**I**	**By Trust** (8)
Common Stock								**2,000,000**	**I**	**By Trust** (9)
Common Stock								**2,000,000**	**I**	**By Trust** (10)
Common Stock								**1,200,000**	**I**	**By Trust** (11)

Table II - Derivative Securities Beneficially Owned (*e.g.*, puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date		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 Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: 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				

Explanation of Responses:

(1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the David Hall Trust 2003 on March 9, 2026.

(2) The reported price is a weighted average price. These shares were sold in multiple transactions at prices ranging from $80.18 to $81.17 per share, inclusive. The reporting person undertakes to provide PC Connection, Inc., any security holder of PC Connection, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.

(3) These shares are held directly by the David Hall Trust 2003, an irrevocable trust formed under the laws of the State of New Hampshire. Ms. Gallup serves as the sole trustee and is the sole beneficiary of the shares held by the David Hall Trust 2003.

(4) The reported price is a weighted average price. These shares were sold in multiple transactions at prices ranging from $81.18 to $81.76 per share, inclusive. The reporting person undertakes to provide PC Connection, Inc., any security holder of PC Connection, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.

(5) The reported price is a weighted average price. These shares were sold in multiple transactions at prices ranging from $80.14 to $81.08 per share, inclusive. The reporting person undertakes to provide PC Connection, Inc., any security holder of PC Connection, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.

(6) The reporting persons disclaim beneficial ownership of these securities, except to the extent of such person's pecuniary interest therein. This report shall not be deemed an admission that the reporting persons are the beneficial owner of such securities for purposes of Section 16 or for any other purpose.

(7) These shares are held directly by the North Branch Trust, an irrevocable trust formed under the laws of the State of New Hampshire. Ms. Gallup serves as the sole trustee of the North Branch Trust.

(8) These shares are held directly by the Comack Trust-B, a grantor retained annuity trust formed under the laws of the State of New Hampshire. The reporting person is the sole trustee of the Comack Trust-B.

(9) These shares are held directly by the Abbott Brook Trust-B, a grantor retained annuity trust formed under the laws of the State of New Hampshire. The reporting person is the sole trustee of the Abbott Brook Trust-B.

(10) These shares are held directly by the Abbott Brook Trust II, a grantor retained annuity trust formed under the laws of the State of New Hampshire. The reporting person is the sole trustee of the Abbott Brook Trust II.

(11) These shares are held directly by the Abbott Brook Trust II-B, a grantor retained annuity trust formed under the laws of the State of New Hampshire. The reporting person is the sole trustee of the Abbott Brook Trust II-B.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GALLUP PATRICIA 730 MILFORD ROAD MERRIMACK NEW HAMPSHIRE 03054 UNITED STATES	**X**	**X**	**Chairman & Chief Admin Officer**	
David Hall Trust 2003 730 MILFORD ROAD MERRIMACK NEW HAMPSHIRE 03054 UNITED STATES		**X**		

Signatures

/s/Patricia Gallup	**11/18/2026**
**Signature of Reporting Person	Date
/s/Patricia Gallup, as Trustee of the David Hall Trust 2003	**11/18/2026**
**Signature of Reporting Person	Date

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

* If the form is filed by more than one reporting person, *see* Instruction 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 control number.

* Form 4: SEC 1474 (03-26).