

| | |
|---|-----------|
| OMB APPROVAL | |
| OMB Number: | 3235-0287 |
| Estimated average burden hours per response: | 0.5 |

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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* <u>Gebo Kate</u> (Last) (First) (Middle) P. O. BOX 66100 HDQLD (Street) CHICAGO IL 60666 (City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol <u>United Continental Holdings, Inc. [UAL]</u> | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>EVP HR and Labor Relations</u> |
| | 3. Date of Earliest Transaction (Month/Day/Year) <u>02/28/2018</u> | |
| 4. If Amendment, Date of Original Filed (Month/Day/Year) | | |

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

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|---------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Common Stock | 02/28/2018 | | M ⁽¹⁾⁽²⁾ | | 2,123 | A | \$0.00 | 9,098 | D | |
| Common Stock | 02/28/2018 | | F ⁽³⁾ | | 941 | D | \$67.79 | 8,157 | D | |
| Common Stock | 02/28/2018 | | F ⁽⁴⁾ | | 88 | D | \$67.79 | 8,069 | D | |
| Common Stock | 02/28/2018 | | F ⁽⁵⁾ | | 153 | D | \$67.79 | 7,916 | D | |
| Common Stock | 02/28/2018 | | F ⁽⁶⁾ | | 113 | D | \$67.79 | 7,803 | D | |
| Common Stock | 02/28/2018 | | M ⁽¹⁾⁽⁷⁾ | | 906 | A | \$0.00 | 10,034 | I | See Footnote ⁽¹¹⁾ |
| Common Stock | 02/28/2018 | | F ⁽⁸⁾ | | 402 | D | \$67.79 | 9,632 | I | See Footnote ⁽¹¹⁾ |
| Common Stock | 02/28/2018 | | F ⁽⁹⁾ | | 288 | D | \$67.79 | 9,344 | I | See Footnote ⁽¹¹⁾ |
| Common Stock | 02/28/2018 | | F ⁽¹⁰⁾ | | 380 | D | \$67.79 | 8,964 | I | See Footnote ⁽¹¹⁾ |

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

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of 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: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | |
|--|--|--------------------------------------|--|--------------------------------|---|--|--|-----------------|---|--|--|---|--|------------------------------|
| | | | | Code | V | | Date Exercisable | Expiration Date | | | | | | Title |
| Restricted Stock Units | (12) | 02/28/2018 | | M ⁽¹⁾ | | 2,123 | (2) | (2) | Common Stock | 2,123 | \$0.00 | 4,248 | D | |
| Restricted Stock Units | (12) | 02/28/2018 | | M ⁽¹⁾ | | 906 | (7) | (7) | Common Stock | 906 | \$0.00 | 1,814 | I | See Footnote ⁽¹¹⁾ |

Explanation of Responses:

- Represents the settlement upon vesting of restricted stock units ("RSUs") into UAL common stock.
- The RSUs were granted on February 23, 2017 and vest in 1/3 annual installments on February 28, 2018, 2019 and 2020.

3. This transaction represents the withholding of shares to pay tax withholding obligations associated with the vesting of the RSU award granted on February 23, 2017.
4. This transaction represents the withholding of shares to pay tax withholding obligations associated with the vesting of the restricted stock award granted on February 18, 2015. The award vests in 1/3 annual installments on February 28, 2016, 2017 and 2018.
5. This transaction represents the withholding of shares to pay tax withholding obligations associated with the vesting of the restricted stock award granted on February 17, 2016. The award vests in 1/3 annual installments on February 28, 2017, 2018 and 2019.
6. This transaction represents the withholding of shares to pay tax withholding obligations associated with the vesting of the restricted stock award granted on November 16, 2016. The award vests in 1/3 annual installments on February 28, 2017, 2018 and 2019.
7. The RSUs were granted to the spouse of the reporting person on February 23, 2017 and vest in 1/3 annual installments on February 28, 2018, 2019 and 2020.
8. This transaction represents the withholding of shares to pay tax withholding obligations associated with the vesting the RSU award granted to the spouse of the reporting person on February 23, 2017.
9. This transaction represents the withholding of shares to pay tax withholding obligations associated with the vesting of the restricted stock award granted to the spouse of the reporting person on February 18, 2015. The award vests in 1/3 annual installments on February 28, 2016, 2017 and 2018.
10. This transaction represents the withholding of shares to pay tax withholding obligations associated with the vesting of the restricted stock award granted to the spouse of the reporting person on February 17, 2016. The award vests in 1/3 annual installments on February 28, 2017, 2018 and 2019.
11. By spouse of the reporting person.
12. Each RSU represents the economic equivalent of one share of UAL common stock and is settled in shares of UAL common stock upon vesting.

Remarks:

/s/ Sarah Hagy for Kate Gebo 03/02/2018

** 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 Number.