

OMB APPROVAL

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INITIAL STATEMENT OF 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* <u>Gebo Kate</u> | 2. Date of Event Requiring Statement (Month/Day/Year) <u>12/06/2017</u> | 3. Issuer Name and Ticker or Trading Symbol <u>United Continental Holdings, Inc. [UAL]</u> | |
| | | 4. 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> | 5. If Amendment, Date of Original Filed (Month/Day/Year) |
| (Last) (First) (Middle) <u>P. O. BOX 66100 HDQLD</u> | | | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person |
| (Street) <u>CHICAGO IL 60666</u> | | | |
| (City) (State) (Zip) | | | |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| <u>Common Stock</u> | <u>6,975⁽¹⁾</u> | <u>D</u> | |
| <u>Common Stock</u> | <u>9,128⁽²⁾</u> | <u>I</u> | <u>See footnote⁽²⁾⁽³⁾</u> |

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

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|-----------------|---|--|--|---|
| | Date Exercisable | Expiration Date | | | | |
| <u>Restricted Stock Units</u> | <u>(4)</u> | <u>(4)</u> | <u>Common Stock</u> | <u>6,371</u> | <u>(5)</u> | <u>D</u> |
| <u>Restricted Stock Units</u> | <u>(6)</u> | <u>(6)</u> | <u>Common Stock</u> | <u>2,720</u> | <u>(5)</u> | <u>I</u> <u>See footnote⁽³⁾</u> |

Explanation of Responses:

- Includes (i) 1,601 restricted shares of which 950 shares vest on February 28, 2018 and 651 shares vest on February 28, 2019 and (ii) 5,374 shares held in a revocable trust in the name of the reporting person.
- Includes (i) 2,363 restricted shares held by spouse of which 1,506 shares vest on February 28, 2018 and 857 shares vest on February 28, 2019 and (ii) 6,765 shares held in a revocable trust in the name of the spouse of the reporting person.
- By spouse of the reporting person.
- The restricted stock units ("RSUs") vest in three installments of 2,123 RSUs on February 28, 2018, 2,124 RSUs on February 28, 2019, and 2,124 RSUs on February 28, 2020.
- Each RSU represents the economic equivalent of one share of UAL common stock and shall be settled in shares of UAL common stock upon vesting.
- The RSUs vest in three installments of 906 RSUs on February 28, 2018, 907 RSUs on February 28, 2019, and 907 RSUs on February 28, 2020.

Remarks:

Exhibit List: Exhibit 24- Authorization and Designation

/s/ Sarah Hagy for Kate Gebo 12/15/2017

** 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 5 (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.

United Continental Holdings, Inc.

Authorization and Designation to Sign and File Section 16 Reporting Forms and Form 144s

The undersigned does hereby authorize and designate Jennifer L. Kraft or Sarah Hagy (the "Authorized Persons") to prepare, sign and file on her behalf: (i) any and all Forms 3, 4, 5 and Form ID, including any amendments thereto, relating to equity securities of United Continental Holdings, Inc., a Delaware corporation (the "Company") with the Securities and Exchange Commission (the "SEC") pursuant to the requirements of Section 16 of the Securities Exchange Act of 1934, as amended ("Section 16"), and the rules promulgated thereunder; and (ii) any and all Forms 144 relating to equity securities of the Company with the SEC pursuant to Rule 144 under the Securities Act of 1933, as amended, in each case which may be necessary or desirable as a result of her ownership of or transaction in securities of the Company. The undersigned further hereby authorizes and designates the Authorized Persons to do and perform any and all acts for and on her behalf as may be necessary or desirable to prepare, sign and file the forms contemplated by this Authorization. The undersigned hereby confirms any action relating to the preparation, signing and filing of (i) and (ii) above, performed by the above mentioned individuals on her behalf and revokes any prior Authorization and Designation to Sign and File Section 16 Reporting Forms and Forms 144 relating to equity securities of the Company. This authorization, unless earlier revoked in writing, shall be valid until the undersigned's reporting obligations under Section 16 and Rule 144 with respect to securities of the Company shall cease.

IN WITNESS WHEREOF, the undersigned has executed this Authorization and Designation this 7th day of December, 2017.

Signature: /s/ Kate Gebo

Printed Name: Kate Gebo
