

UNITED STATES SECURITIES AND EXCHANGE  
COMMISSION

Washington, D.C. 20549

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

| OMB APPROVAL                                    |           |
|-------------------------------------------------|-----------|
| OMB Number:                                     | 3235-0104 |
| Estimated average burden<br>hours per response: | 0.5       |

|                                                                                                                                                                                                                 |                                                                                  |                                                                                                                                                                                                                                   |                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| 1. Name and Address of Reporting Person *<br><u>Zafirovski Matthew David</u><br><br>(Last) (First) (Middle)<br><u>730 MILFORD ROAD</u><br><br>(Street)<br><u>MERRIMACK NH 03054</u><br><br>(City) (State) (Zip) | 2. Date of Event<br>Requiring Statement<br>(Month/Day/Year)<br><u>10/12/2026</u> | 3. Issuer Name <b>and</b> Ticker or Trading Symbol<br><u>PC CONNECTION INC [ CNXN ]</u><br>Foreign Trading Symbol                                                                                                                 |                                                             |
|                                                                                                                                                                                                                 |                                                                                  | 4. Relationship of Reporting Person(s) to<br>Issuer<br>(Check all applicable)<br><br>Director 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) Other (specify below)<br><br><u>President &amp; COO</u> | 5. If Amendment, Date of Original<br>Filed (Month/Day/Year) |
|                                                                                                                                                                                                                 |                                                                                  | 6. Individual or Joint/Group Filing<br>(Check Applicable Line)<br><br><input checked="" type="checkbox"/> Form filed by One Reporting<br>Person<br><br>Form filed by More than One<br>Reporting Person                            |                                                             |

| Table I - Non-Derivative Securities Beneficially Owned |                                                             |                                                                   |                                                          |
|--------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------|
| 1. Title of Security (Instr. 4)                        | 2. Amount of Securities<br>Beneficially Owned (Instr.<br>4) | 3. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 5) | 4. Nature of Indirect Beneficial<br>Ownership (Instr. 5) |

| Table II - Derivative Securities Beneficially Owned<br>(e.g., puts, calls, warrants, options, convertible securities) |                                                             |                 |                                                                                |                            |                                                        |                                                          |                                                       |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|-----------------|--------------------------------------------------------------------------------|----------------------------|--------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
| 1. Title of Derivative Security (Instr. 4)                                                                            | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) |                 | 3. Title and Amount of Securities Underlying Derivative Security<br>(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 | Title                                                                          | Amount or Number of Shares |                                                        |                                                          |                                                       |

Explanation of Responses:

Remarks:

No securities are beneficially owned.

/s/ Matthew David  
Zafirovski

\*\* Signature of Reporting  
Person

10/16/2026  
  
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.