FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

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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 [*] SMITH HILLARY B | | | | | 2. Issuer Name and Ticker or Trading Symbol <u>Yext, Inc.</u> [YEXT] | | | | | | | (Check | 5. Relationship of Reporting Person(s) to Is (Check all applicable) | | | . , | | |
|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|-----------|--------------------------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------------|--------|----------|---------------|----------------------------|------------------------------------|------------------------------------------------------------------------|------------------|---------------------------|-----------------------------------------------|-----------------------------------------------------|--|
| (Last) (First) (Middle) | | | | | 3. Date of Earliest Transaction (Month/Day/Year) 06/14/2022 | | | | | | | _ X | Director Officer (g below) | ive title | | 10% Ov Other (s below) | | |
| 61 NINTH AVENUE | | | | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | 6. Indiv | 6. Individual or Joint/Group Filing (Check Applicable Line) | | | | | |
| (Street) NEW YORK NY 10011 | | | | | | | | | | | X | | • | • | ng Person)ne Reportin | ig Person | | |
| (City) | (State | •) (2 | Zip) | | | | | | | | | | | | | | | |
| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned | | | | | | | | | | | | | | | | | | |
| Date | | | | | saction /Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | | | | quired (A)) (Instr. 3, | | nd 5) Securities Beneficiall Following | | Form | mership : Direct (D) lirect (I) . 4) | 7. Nature of Indirect Beneficial Ownership | |
| | | | | | | Code | v | Amount | | (A) or (D) | Price | Transaction(s) (Instr. 3 and 4) | | | | (Instr. 4) | | |
| | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) | | | | | | | | | | | | | | | | | |
| 1. Title of 2. 3. Transaction 3A. Deemed 4. Derivative Conversion Date Execution Date, T | | | e, Tra | ansaction | Expiration Date Sec | | | Secur | e and Am | erlying | 8. Price of Derivative | | | 10. Ownership | 11. Nature of Indirect | | | |

| Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | | 3A. Deemed Execution Date, if any (Month/Day/Year) | Code (Instr. | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 6. Date Exerc Expiration Da (Month/Day/) | ate | 7. Title and Arr Securities Und Derivative Sec 3 and 4) | lerlying | Derivative Security (Instr. 5) | Securities Beneficially Owned Following Reported | Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 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 | (1) | 06/14/2022 | | A | | 25,996 | | (2) | (2) | Common Stock | 25,996 | \$0 | 25,996 | D | |

Explanation of Responses:

1. Each restricted stock unit represents a contingent right to receive one share of Yext, Inc.'s common stock.

2. 100% of the shares subject to award shall vest on June 14, 2023, subject to the holder's continued service to the Company on such date.

<u>/s/ Ho Shin, Attorney-in-Fact</u> ** Signature of Reporting Person

06/15/2022 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.