FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

| OMB APPROVAL             |     |  |  |  |  |  |  |
|--------------------------|-----|--|--|--|--|--|--|
| OMB Number: 3235-028     |     |  |  |  |  |  |  |
| 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>Distelburger Brian</u> |                                                                                                                                              |                                            |                                               |               | 2. Issuer Name <b>and</b> Ticker or Trading Symbol  Yext, Inc. [YEXT] |                                                       |                     |                                                             |                         |                               |           |                       |                                       | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  X Director 10% Owner |                                                                                                                                             |                                                                                                      |                                               |                                                                   |                                       |
|--------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------|---------------|-----------------------------------------------------------------------|-------------------------------------------------------|---------------------|-------------------------------------------------------------|-------------------------|-------------------------------|-----------|-----------------------|---------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------|-------------------------------------------------------------------|---------------------------------------|
| (Last)                                                             | (First)                                                                                                                                      | (Mi                                        | ddle)                                         |               | 3. Date of Earliest Transaction (Month/Day/Year) 09/05/2018           |                                                       |                     |                                                             |                         |                               |           |                       |                                       | X                                                                                             | Officer (g                                                                                                                                  | ive title                                                                                            |                                               | Other (specify below)                                             |                                       |
| ONE MADISON AVENUE, FIFTH FLOOR                                    |                                                                                                                                              |                                            |                                               |               |                                                                       |                                                       |                     |                                                             |                         |                               |           |                       |                                       | President                                                                                     |                                                                                                                                             |                                                                                                      |                                               |                                                                   |                                       |
| (Street) NEW YORK                                                  | ORK NY 10010                                                                                                                                 |                                            |                                               |               | 4. If Amendment, Date of Original Filed (Month/Day/Year)              |                                                       |                     |                                                             |                         |                               |           |                       |                                       | 6. Indivi                                                                                     | Individual or Joint/Group Filing (Check Applicable Line)  X Form filed by One Reporting Person Form filed by More than One Reporting Person |                                                                                                      |                                               |                                                                   |                                       |
| (City)                                                             | (State)                                                                                                                                      | (Zi                                        | o)                                            |               |                                                                       |                                                       |                     |                                                             |                         |                               |           |                       |                                       |                                                                                               |                                                                                                                                             |                                                                                                      |                                               |                                                                   |                                       |
|                                                                    |                                                                                                                                              | Та                                         | ble I - N                                     | on-Der        | ivative                                                               | Se                                                    | curitie             | s Acc                                                       | quired                  | l, Dis                        | posed of, | or Bene               | ficial                                | ly Ow                                                                                         | ned                                                                                                                                         |                                                                                                      |                                               |                                                                   |                                       |
| 1. Title of Security (Instr. 3)  2. Transa Date (Month/Di          |                                                                                                                                              |                                            |                                               | ay/Year) Exec |                                                                       | A. Deemed<br>xecution Date,<br>any<br>Month/Day/Year) |                     | 3. Transaction Code (Instr. 8) 4. Securities Of (D) (Instr. |                         |                               |           | ) or Dis              | Securities<br>Beneficial<br>Following |                                                                                               | y Owned<br>Reported                                                                                                                         | Form:                                                                                                | nership<br>: Direct (D)<br>lirect (I)<br>. 4) | 7. Nature of Indirect Beneficial Ownership                        |                                       |
|                                                                    |                                                                                                                                              |                                            |                                               |               |                                                                       |                                                       |                     |                                                             | Code                    | v                             | Amount    | (A) or<br>(D)         | Price                                 |                                                                                               | Transaction(s)<br>(Instr. 3 and 4)                                                                                                          |                                                                                                      |                                               |                                                                   | (Instr. 4)                            |
| Common Stock 09/05/                                                |                                                                                                                                              |                                            |                                               |               |                                                                       | /2018                                                 |                     |                                                             |                         |                               | 19,400    | D                     | \$24.                                 | 8224(2)                                                                                       | 4,502,141                                                                                                                                   |                                                                                                      |                                               | D                                                                 |                                       |
| Common Stock 09/05                                                 |                                                                                                                                              |                                            |                                               |               | 5/2018                                                                |                                                       |                     |                                                             | <b>S</b> <sup>(1)</sup> |                               | 600       | D                     | \$25.28(3)                            |                                                                                               | 4,501,541                                                                                                                                   |                                                                                                      |                                               | D                                                                 |                                       |
|                                                                    | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |                                            |                                               |               |                                                                       |                                                       |                     |                                                             |                         |                               |           |                       |                                       |                                                                                               |                                                                                                                                             |                                                                                                      |                                               |                                                                   |                                       |
| 1. Title of<br>Derivative<br>Security (Instr. 3)                   | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security                                                                        | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deeme<br>Execution<br>if any<br>(Month/Da | Date,         | 4.<br>Transaction<br>Code (Instr.<br>8)                               |                                                       |                     |                                                             | Expir<br>(Mon           | te Exer<br>ation D<br>th/Day/ |           |                       | Underly<br>Security                   | ring<br>y                                                                                     | 8. Price of<br>Derivative<br>Security<br>(Instr. 5)                                                                                         | 9. Number<br>derivative<br>Securities<br>Beneficial<br>Owned<br>Following<br>Reported<br>Transaction | e<br>s<br>Illy                                | Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | Beneficial<br>Ownership<br>(Instr. 4) |
|                                                                    |                                                                                                                                              |                                            | Code V                                        |               | (A)                                                                   | (D)                                                   | Date<br>Exercisable |                                                             | Expiration<br>Date      | or<br>Nur                     |           | ount<br>nber<br>hares | (Instr. 4)                            |                                                                                               | O.11(3)                                                                                                                                     |                                                                                                      |                                               |                                                                   |                                       |

## **Explanation of Responses:**

- 1. This transaction was effected pursuant to a Rule 10b5-1 Plan adopted by Reporting Person.
- 2. Reflects a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$24.2100 to \$25.1400, inclusive. The Reporting Person will provide, upon request by the staff of the Securities and Exchange Commission, the Issuer, or a security holder of the Issuer, full information regarding the number of common shares sold at each separate price
- 3. Reflects a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$25,2400 to \$25,3200, inclusive. The Reporting Person will provide, upon request by the staff of the Securities and Exchange Commission, the Issuer, or a security holder of the Issuer, full information regarding the number of common shares sold at each separate price.

## Remarks:

/s/ Ho Shin, Attorney-in-Fact

09/07/2018 \*\* 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.