

## 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>Rudnitsky David</u>  (Last) (First) (Middle) <u>61 NINTH AVENUE</u>  (Street) <u>NEW YORK NY 10011</u>  (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>02/08/2021</u>	3. Issuer Name and Ticker or Trading Symbol <u>Yext, Inc. [ YEXT ]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> Officer (give title below) <u>President &amp; CRO</u> 10% Owner Other (specify below)	5. If Amendment, Date of Original Filed (Month/Day/Year)  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

## 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)
Common Stock	64,625	D	

## 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				
Employee Stock Option (Right to Buy)	(1)	01/09/2027	Common Stock	515,000	7.18	D
Restricted Stock Unit	(2)	(2)	Common Stock	143,750	(3)	D
Restricted Stock Unit	(4)	(4)	Common Stock	164,063	(3)	D

## Explanation of Responses:

- One-twelfth of the shares subject to the option will vest on February 9, 2021 and then monthly thereafter in each case subject to the executive's continued service on each such date, until such options are fully vested on January 9, 2022.
- One-tenth of these restricted stock units will vest on March 20, 2021 and then quarterly thereafter on each of June 20, September 20, December 20 and March 20 in each case subject to the executive's continued service on each such date, until such units are fully vested on June 20, 2023.
- Each restricted stock unit represents a contingent right to receive one share of Yext, Inc.'s common stock.
- One-fifteenth of shares subject to award vests on March 20, 2021 and then quarterly thereafter on each of June 20, September 20, December 20, and March 20 in each case subject to the executive's continued service on each such date, until the award is fully vested on September 20, 2024.

## Remarks:

Exhibit List: Exhibit 24 - Power of Attorney

/s/ Ho Shin, Attorney-in-Fact

02/10/2021

\*\* 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.

## POWER OF ATTORNEY

The undersigned, as a Section 16 reporting person of Yext, Inc. (the “**Company**”), hereby constitutes and appoints Howard Lerman, Steve Cakebread and Ho Shin, the undersigned’s true and lawful attorneys-in-fact, to:

1. Complete and execute Forms 3, 4 and 5 and other forms and all amendments thereto as such attorneys-in-fact shall in their discretion determine to be required or advisable pursuant to Section 16 of the Securities Exchange Act of 1934 (as amended) and the rules and regulations promulgated thereunder, or any successor laws and regulations, as a consequence of the undersigned’s ownership, acquisition or disposition of securities of the Company; and
2. Do all acts necessary in order to file such forms with the SEC, any securities exchange or national association, the Company and such other person or agency as the attorneys-in-fact shall deem appropriate.

The undersigned hereby ratifies and confirms all that said attorneys-in-fact and agent shall do or cause to be done by virtue hereof. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming, nor is the Company assuming, any of the undersigned’s responsibilities to comply with Section 16 of the Securities Exchange Act of 1934 (as amended).

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4 and 5 with respect to the undersigned’s holdings of and transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to the Company and the foregoing attorneys-in-fact.

*(signature page follows)*

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IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of February 8, 2021.

Very truly yours,

**IF AN INDIVIDUAL:**

By: /s/ David Rudnitsky  
(duly authorized signature)

Name: David Rudnitsky  
(please print full name)

**IF AN ENTITY:**

(please print complete name of entity)

By: (duly authorized signature)

Name: (please print full name)

Title: (please print full title)