FORM 4

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

Washington, D.C. 20549

| OMB APPROVAL             |           |  |  |  |  |  |  |  |
|--------------------------|-----------|--|--|--|--|--|--|--|
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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>Richardson Julie</u> |  |                     |  |  | Yex  | Issuer Name and Ticker or Trading Symbol     Yext, Inc. [ YEXT ]      Date of Earliest Transaction (Month/Day/Year) |   |        |   |               |                            |                                 |   |                     | all applicab<br>Director  | le)  | 10% Owner                                |  |  |  |
|--|--|---------------------|--|--|--|---|---|--------|---|---------------|----------------------------|---------------------------------|---|---------------------|---|--|--|--|--|--|
| (Last)   | (First)  | (Mi                 | ddle)  |  | 03/10/2022   |   |   |        |   |               |                            |                                 |   |                     | Officer (give title below)  |  | Other (sp<br>below)                      |  | specify  |  |
| 61 NINTH AVENUE  |  |                     |  |  | 4. If Amendment, Date of Original Filed (Month/Day/Year) |   |   |        |   |               |                            |                                 |   |                     | Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person |  |  |  |  |  |
| (Street) NEW YORK  | NY   | 10                  | 011  |  |  |   |   |        |   |               |                            |                                 |   |                     |   | ,  | •  | ne Reportin  | g Person   |  |
| (City)   | (State)  | (Zi                 | o)   |  |  |   |   |        |   |               |                            |                                 |   |                     |   |  |  |  |  |  |
|  | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned   |                     |  |  |  |   |   |        |   |               |                            |                                 |   |                     |   |  |  |  |  |  |
| Da   |  |                     |  | 2. Transaction<br>Date<br>(Month/Day/Year) |  | ar)   | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |        | 3.<br>Transaction<br>Code (Instr.<br>8) |               | 4. Securitie<br>Disposed ( |                                 |   |                     | Beneficially (<br>Following Re  |  |  | Direct (D)<br>rect (I)   | 7. Nature of Indirect Beneficial Ownership                         |  |
|  |  |                     |  |  |  | Code  | v   | Amount |   | (A) or<br>(D) | Price                      | Transaction(s) (Instr. 3 and 4) |   |                     |   | (Instr. 4)   |  |  |  |  |
| Common Stock 0   |  |                     |  | 03/1                                       | 0/2022   | 2   |   |        | P                                       |               | 5,000                      |                                 | A | \$5.5377            | 5,000   |  | I  |  | See<br>footnote <sup>(1)</sup>                                     |  |
| Common Stock   |  |                     |  | 03/10/2022                                 |  |   |   |        | P                                       |               | 5,000                      |                                 | A | \$5.5377            | 5,000   |  |  |  | See<br>footnote <sup>(2)</sup>                                     |  |
| Common Stock 03/   |  |                     |  |  | 0/2022   | 2   |   |        | P                                       |               | 5,000                      |                                 | A | \$5.5377            | 5,000   |  |  |  | See<br>footnote <sup>(3)</sup>                                     |  |
| Common Stock 03/   |  |                     |  |  | 0/2022   | 2   |   |        | P                                       |               | 20,000 A                   |                                 | A | \$5.5377            | 60,532  |  |  | 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  | se (Month/Day/Year) | 3A. Deemed<br>Execution D<br>if any<br>(Month/Day/ | ate,                                       | Code (Instr  |   |   |        | 6. Date<br>Expirati<br>(Month/          | ion Da        |                            |                                 |   | derlying<br>curity  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5)   | 9. Numbe<br>derivative<br>Securities<br>Beneficia<br>Owned<br>Following<br>Reported<br>Transacti<br>(Instr. 4) | e Ow<br>s For<br>ally Dir<br>or<br>g (I) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |
| Co   |  |                     |  |  |  | v   | (A)   | (D)    | Date<br>Exercis                         | able          | Expiration<br>Date         | Numl                            |   | Number<br>of Shares |   |  |  |  |  |  |

## Explanation of Responses:

- $1.\ Shares\ held\ by\ the\ Charles\ Matthew\ Richardson\ 2006\ Trust,\ of\ which\ Ms.\ Richardson\ is\ a\ trustee.$
- $2.\ Shares\ held\ by\ the\ Lucas\ Matthew\ Richardson\ 2008\ Trust,\ of\ which\ Ms.\ Richardson\ is\ a\ trustee.$
- 3. Shares held by the Jack Douglas Richardson 2010 Trust, of which Ms. Richardson is a trustee.

/s/ Ho Shin, Attorney-in-Fact 03/10/2022

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $Note: File three \ copies \ of \ this \ Form, \ one \ of \ which \ must \ be \ manually \ signed. \ If \ space \ is \ insufficient, \ see \ Instruction \ 6 \ for \ procedure.$ 

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.

 $<sup>^{\</sup>star}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

<sup>\*\*</sup> Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).