FORM 4

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

Washington, D.C. 20549

| OMB APPROVAL             |           |  |  |  |  |  |  |  |
|--------------------------|-----------|--|--|--|--|--|--|--|
| OMB Number:              | 3235-0287 |  |  |  |  |  |  |  |
| 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

| Name and Address of Reporting Person*     Distelburger Brian  |  |  |   |         | Yex  | 2. Issuer Name and Ticker or Trading Symbol Yext, Inc. [YEXT] |   |  |  |                |           |  |              | Relationship of Reporting Person(s) to Issuer (Check all applicable)     X Director 10% Owner   |                      |   |                       |  |  |
|---|--|--|---|---------|--|---|---|--|--|----------------|-----------|--|--------------|---|----------------------|---|-----------------------|--|--|
| (Last) 61 NINTH AV  | (First)  | , ,  |   |         |  | 3. Date of Earliest Transaction (Month/Day/Year) 02/02/2021   |   |  |  |                |           |  |              |   | Officer (g<br>below) |   | Other (specify below) |  |  |
| (Street) NEW YORK (City)                                      | NY (State)   | 10<br>(Zi                                  | 011<br>p)                                     | 4. If A | 4. If Amendment, Date of Original Filed (Month/Day/Year) |   |   |  |  |                |           |  | Individ<br>X | ndividual or Joint/Group Filing (Check Applicable Line)  X Form filed by One Reporting Person  Form filed by More than One Reporting Person |                      |   |                       |  |  |
|   |  | Та   | ble I - N                                     | on-Der  | ivativ   | Sec   | uritie  | s Acc  | quirec   | l, Dis         | posed of, | , or Bene  | ficially     | Owr   | ned                  |   |                       |  |  |
| 1. Title of Security (Instr. 3)  2. Transac Date (Month/Date) |  |  |   |         | Exe<br>Day/Year) if ar                                   |   | A. Deemed<br>xecution Date,<br>any<br>Month/Day/Year) |  | Transaction Code (Instr. 8)  4. Securities Of (D) (Instr |                |           | Acquired (A)<br>3, 4 and 5)  | ) or Dispo   | 5. Amount<br>Securities<br>Beneficial<br>Following<br>Transactie  |                      | y Owned<br>Reported   | Form                  | nership<br>: Direct (D)<br>direct (I)<br>: 4)                            | 7. Nature of Indirect Beneficial Ownership                         |
|   |  |  |   |         |  |   |   |  | Code   | v              | Amount    | (A) or<br>(D)  | Price        | 1,,,,   |                      |   |                       |  | (Instr. 4)   |
| Common Stock  | 2/2021   |  |   |         | <b>S</b> <sup>(1)</sup>                                  |   | 10,000  | D  | \$17.44  | 82(2)          | 3,283,610 |  |              | 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,   |  | Fransaction<br>Code (Instr.                                   |   | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D) (Instr. 3, 4<br>and 5) |  |                |           | 7. Title and Amou<br>Securities Underl<br>Derivative Securit<br>(Instr. 3 and 4) |              | ing Derivative  |                      | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s |                       | 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) |
|   |  |  |   |         | Code   | v   | (A)   | (D)  | Date<br>Exerc  | ite Expiration |           | Amoun<br>or<br>Numbe<br>of Shar  | er           | (Instr. 4)  |                      | oii(s)  |                       |  |  |

## 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 \$17.2500 to \$17.6100, 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 02/03/2021

\*\* 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 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.