### SEC Form 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**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

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

**1. Name and Address of Reporting Person**

Shin Ho

(C/O YEXT, INC.)

61 NINTH AVENUE

NEW YORK NY 10011

**2. Issuer Name and Ticker or Trading Symbol**

Yext, Inc. [YEXT]

**3. Date of Earliest Transaction (Month/Day/Year)**

09/20/2023

**4. If Amendment, Date of Original Filed**

09/20/2023

**5. Relationship of Reporting Person(s) to Issuer**

Director

10% Owner

Other (specify below)

General Counsel

**6. Individual or Joint/Group Filing (Check Applicable Line)**

X Form filed by One Reporting Person

Form filed by More than One Reporting Person

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### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>1. Title of Security (Instr. 3)</th>
<th>2. Transaction Date (Month/Day/Year)</th>
<th>2A. Deemed Execution Date, if any (Month/Day/Year)</th>
<th>3. Transaction Code (Instr. 8)</th>
<th>4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>7. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>09/20/2023</td>
<td></td>
<td>M</td>
<td>9,375</td>
<td>123,599</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>09/20/2023</td>
<td></td>
<td>M</td>
<td>3,125</td>
<td>126,724</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>09/20/2023</td>
<td></td>
<td>M</td>
<td>14,062</td>
<td>140,786</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>09/20/2023</td>
<td>e(2)</td>
<td>13,309</td>
<td>D $6.19</td>
<td>127,477</td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

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### Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>1. Title of Derivative Security (Instr. 3)</th>
<th>2. Conversion or Exercise Price of Derivative Security</th>
<th>3. Transaction Date (Month/Day/Year)</th>
<th>3A. Deemed Execution Date, if any (Month/Day/Year)</th>
<th>4. Transaction Code (Instr. 8)</th>
<th>5. Number of Derivative Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>6. Date Exercisable and Expiration Date (Month/Day/Year)</th>
<th>7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>8. Price of Derivative Security (Instr. 5)</th>
<th>9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Unit</td>
<td>(1)</td>
<td>09/20/2023</td>
<td></td>
<td>M</td>
<td>3,125</td>
<td>09/20/2023</td>
<td>Common Stock 9,375 ($) 37,500 D</td>
<td>37,500 D</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Unit</td>
<td>(1)</td>
<td>09/20/2023</td>
<td></td>
<td>M</td>
<td>3,125</td>
<td>09/20/2023</td>
<td>Common Stock 3,125 ($) 21,875 D</td>
<td>21,875 D</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Unit</td>
<td>(1)</td>
<td>09/20/2023</td>
<td></td>
<td>M</td>
<td>14,062</td>
<td>09/20/2023</td>
<td>Common Stock 14,062 ($) 154,688 D</td>
<td>154,688 D</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Explanation of Responses:**

1. Each restricted stock unit represents a contingent right to receive one share of Yext, Inc.’s common stock.
2. Shares withheld to satisfy tax liability upon vesting of restricted stock units on September 20, 2023.
3. One-sixteenth of shares subject to award vests on December 20, 2020 and then quarterly thereafter on each of March 20, June 20, September 20 and December 20, in each case subject to the reporting person’s continued service on such date, until the award is fully vested on September 20, 2024.
4. One-sixteenth of shares subject to award vested on September 20, 2021 and vests quarterly thereafter on each of December 20, March 20, June 20 and September 20 and in each case subject to the reporting person’s continued service on such date, until the award is fully vested on June 20, 2025.
5. One-sixteenth of shares subject to award vested on September 20, 2022 and vests quarterly thereafter on each of December 20, March 20, June 20 and September 20 and in each case subject to the reporting person’s continued service on such date, until the award is fully vested on June 20, 2026.

**Remarks:**

/s/ Ho Shin

Signature of Reporting Person

09/21/2023

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).


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.