FORM 4

# **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

OMB APPROVAL

| OMB Number:           | 3235-0287 |
|-----------------------|-----------|
| Estimated average bur | den       |
| 1.                    |           |

#### 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

#### 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

| 10b5-1(c). See Ins                           | truction 10.           |          |  |  |
|--|------------------------|----------|--|--|
| 1. Name and Address Shin Ho                  | s of Reporting Person* |          | 2. Issuer Name and Ticker or Trading Symbol  Yext, Inc. [YEXT] | Relationship of Reporting Person(s) to Issuer (Check all applicable) Director     10% Owner  |
| (Last) C/O YEXT, INC                         | (First)                | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 03/20/2025    | X Officer (give title Other (specify below)  General Counsel   |
| 61 NINTH AVENUE  (Street)  NEW YORK NY 10011 |                        |          | 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     Form filed by More than One Reporting Person |
| (City)                                       | (State)                | (Zip)    |  |  |

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

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transac<br>Code (Ir<br>8) |   | 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 and 5) |                         |       | 5. Amount of<br>Securities<br>Beneficially Owned<br>Following Reported | 6. Ownership<br>Form: Direct (D)<br>or Indirect (I)<br>(Instr. 4) | Beneficial<br>Ownership |
|---------------------------------|--|---|---------------------------------|---|--|-------------------------|-------|--|---|-------------------------|
|                                 |  |   | Code                            | v | Amount   | Amount (A) or (D) Price |       | Transaction(s)<br>(Instr. 3 and 4)                                     |   | (Instr. 4)              |
| Common Stock                    | 03/20/2025                                 |   | M                               |   | 14,062   | A                       | (1)   | 147,661  | D   |                         |
| Common Stock                    | 03/20/2025                                 |   | M                               |   | 3,125  | A                       | (1)   | 150,786  | D   |                         |
| Common Stock                    | 03/20/2025                                 |   | F <sup>(2)</sup>                |   | 8,612  | D                       | \$6.4 | 142,174  | 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.<br>3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transac<br>Code (In<br>8) |   | Derivative |        | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Securities Underlying<br>Derivative Security (Instr.<br>3 and 4) |                                     | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported | 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>Exercisable  | Expiration<br>Date | Title  | Amount<br>or<br>Number<br>of Shares |   | Transaction(s)<br>(Instr. 4)   |  |  |
| Restricted Stock<br>Unit                            | (1)   | 03/20/2025                                 |   | М                               |   |            | 14,062 | (3)  | (3)                | Common<br>Stock  | 14,062                              | \$0   | 70,313   | D  |  |
| Restricted Stock<br>Unit                            | (1)   | 03/20/2025                                 |   | M                               |   |            | 3,125  | (4)  | (4)                | Common<br>Stock  | 3,125                               | \$0   | 3,125  | D  |  |

### Explanation of Responses:

- 1. Each restricted stock unit represents a contingent right to receive one share of Yext, Inc.'s common stock.
- $2. \ Shares \ withheld \ to \ satisfy \ tax \ liability \ upon \ vesting \ of \ restricted \ stock \ units \ on \ March \ 20, \ 2025.$
- 3. 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 each such date, until the award is fully vested on June 20, 2026.
- 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 each such date, until the award is fully vested on June 20, 2025.

#### Remarks:

/s/ Ho Shin

03/21/2025

\*\* 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.