Safe Harbor Statement

This presentation includes forward-looking statements including, but not limited to, statements regarding our expected financial and operating results in future periods, and statements regarding our expectations regarding the growth of our company, our market opportunity, product roadmap, including artificial intelligence, sales efficiency efforts and our industry. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "could," "expect," "plan," "anticipate," "believe," "estimate," "predict," "intend," "potential," "might," "would," "continue," or the negative of these terms or other comparable terminology. Actual events or results may differ from those expressed in these forward-looking statements, and these differences may be material and adverse.

We have based the forward-looking statements contained in this presentation primarily on our current expectations and projections about future events and trends that we believe may affect our business, financial condition, results of operations, strategy, short- and long-term business operations, prospects, business strategy and financial needs. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including, but not limited to, our ability to renew and expand subscriptions with existing customers especially enterprise customers and attract new customers generally; our ability to successfully expand and compete in new geographies and industry verticals; our ability to expand and scale our sales force; our ability to expand our service and application provider network; our ability to develop new product and platform offerings to expand our market opportunity, our ability to release new products and updates that are adopted by our customers; our ability to manage our growth effectively; weakened or changing global economic conditions; the number of options exercised by our employees and former employees; and the accuracy of the assumptions and estimates underlying our financial projections. For a detailed discussion of these and other risk factors, please refer to the risks detailed in our filings with the Securities and Exchange Commission, including, without limitation, our most recent Quarterly Report on Form 10-Q and Annual Report on Form 10-K, which are available at http://investors.yext.com and on the SEC's website at https://www.sec.gov. Further information on potential risks that could affect actual results will be included in other filings we make with the SEC from time to time. Moreover, we operate in a very competitive and rapidly changing environment. New risks and uncertainties emerge from time to time and it is not possible for us to predict all risks and uncertainties that could have an impact on the forward-looking statements contained in this presentation. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those described in the forward-looking statements.

The forward-looking statements made in this presentation relate only to events as of the date on which such statements are made. We undertake no obligation to update any forward-looking statements after the date hereof or to conform such statements to actual results or revised expectations, except as required by law.
Restructuring and Progress

Operating Philosophy & Plans

Product Strategy

Artificial Intelligence

Customer Voices

Unified Go-To-Market

Financial Updates & Outlook

Q&A
Strong progress made

- **~21% Reduction in headcount**: 1,400 in 4QFY22 to ~1,100 today.
- **~30% Reduction in exec level**: 104 to ~73.
- **~10% Reduction in S&M***: 51% to 41%.
- **~7% Reduction in share count**: ~131 M to ~122 M.
- **Increase in renewal rate**: Low 80’s to High 80’s.

*as % of rev (non-GAAP)
Restructuring to a global organization

- Michael Walrath, CEO
- Jason LaFollette, EVP, Engineering
- Thomas Nielsen, CRO
- Raianne Reiss, CMO
- (open), EVP, Product
- Marc Ferrentino, President & COO
- Darryl Bond, CFO
- Ho Shin, General Counsel
- Skip Schipper, CPO
- Yvette Martinez-Rea, EVP, Corp Dev
The Rule of 40

*Implied based on midpoints of Revenue and Adj. EBITDA guides
FY23 Turnaround to efficiency

Efficient growth

- Sales productivity
- Qualified pipeline
- Retention
- Macro environment

Inefficient growth

Q1 FY20

Q1 FY24E
Platform evolution

- Utilizes LLMs / AI
- Investment in Artificial Intelligence
- App Directory
- Reviews
- Pages
- Analytics
- Listings
- Location Manager
- Knowledge Graph
- Search
- Connectors
- Content Generation
- Chat

Roadmap:
- 2006
- 2008
- 2014
- 2016
- 2017
- 2018
- 2021
- 2023

LLM releases:
- Spring release
- Fall release
- Summer release
AI on the horizon
The New York Times

The Brilliance and Weirdness of ChatGPT

A new chatbot from OpenAI is inspiring awe, fear, stunts and... (rest of the article cut off)

---

CNBC

Why tech insiders are so excited about ChatGPT, a chatbot that answers questions and writes essays

---

TechCrunch

OpenAI begins piloting ChatGPT Professional, a premium version of its viral chatbot

---

Bb

12 Cool Things You Can Do with ChatGPT

---

The Washington Post

AI is no threat to traditional artists. But it is thrilling.
AI today
Dec. 2022

The ChatGPT chatbot from OpenAI is amazing, creative, and totally wrong

Jan. 2023

Plagued with errors: A news outlet's decision to write stories with AI backfires

Feb. 2023

The New AI-Powered Bing Is Threatening Users. That’s No Laughing Matter

Feb. 2023

Widely available A.I. is ‘dangerous territory,’ says Tenable’s Amit Yoran

Mar. 2023

Walmart Leaked Memo Warns Against Employees Sharing Corporate Information With ChatGPT
### ChatGPT

#### Examples
- "Explain quantum computing in simple terms" →
- "Got any creative ideas for a 10 year old's birthday?" →
- "How do I make an HTTP request in Javascript?" →

#### Capabilities
- Remembers what user said earlier in the conversation
- Allows user to provide follow-up corrections
- Trained to decline inappropriate requests

#### Limitations
- May occasionally generate incorrect information
- May occasionally produce harmful instructions or biased content
- Limited knowledge of world and events after 2021

Write a biography for Michael Walrath
Michael Walrath is an accomplished entrepreneur and technology executive, best known for co-founding Right Media, an online advertising exchange platform that was later acquired by Yahoo for $850 million. Born in 1975, Walrath grew up in Florida and went on to attend the University of Virginia, where he graduated with a degree in computer science. After working for a few years as a software engineer, he co-founded Right Media in 2003 with Brian O'Kelley and others, with the goal of creating a more efficient marketplace for buying and selling online advertising. The company quickly gained popularity and was acquired by Yahoo in 2007, with Walrath staying on as a senior executive for several years.

Following the acquisition, Walrath went on to co-found a number of other successful startups, including business networking site LinkedIn and advertising analytics company Xaxis. He also served as CEO of ad tech company AppNexus, which was acquired by AT&T in 2018 for $1.6 billion. Throughout his career, Walrath has been widely recognized for his contributions to the tech industry, receiving accolades such as Ernst & Young’s Entrepreneur of the Year award in 2012 and being named to Crain’s New York Business’ 40 under 40 list in 2007. He currently serves as a managing partner at venture capital firm WGI Group, where he focuses on investing in early-stage technology companies.
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Generative AI Risk

Combination of probability & random choice adding one word at a time

Source: Stephen Wolfram Writings 1/9/2023, Alpha as the Way to Bring Computational Knowledge Superpowers to ChatGPT
<table>
<thead>
<tr>
<th></th>
<th>Generative AI without Yext</th>
<th>Generative AI with Yext</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content source</strong></td>
<td>Rephrases content from the web</td>
<td>Answers from the Knowledge Graph</td>
</tr>
<tr>
<td><strong>Content generation</strong></td>
<td>Probability &amp; random choice</td>
<td>Sourced from brand verified content</td>
</tr>
<tr>
<td><strong>Content quality</strong></td>
<td>Correct information &amp; wrong information</td>
<td>Only correct information</td>
</tr>
<tr>
<td><strong>Content consistency</strong></td>
<td>Different results every time</td>
<td>Same results every time</td>
</tr>
<tr>
<td><strong>Risk factor</strong></td>
<td>❌ High risk</td>
<td>✓ Low risk</td>
</tr>
</tbody>
</table>
Marc Ferrentino
President & Chief Operating Officer
The customer journey is fragmented

2010
The website was the center of a company’s digital experience

2023
There is no center to a company’s digital experience
Your digital experience is more than your website

52% of interactions with your brand happen on 3rd party services

Source: Study of 37,115 business locations conducted by Yext in February 2023
The consumer web sets the bar for digital experience
DIGITAL EXPERIENCE

Browse social media
Search Google for competitors
Look up store locations
Check return policy and FAQs
Interact with support agent

Read Reviews
Visit brand website
Get an in-store exam, eval, etc.
Buy online
Components of a Digital Experience

- Commerce
- Listings
- Pages
- Chat
- CDP
- CRM
- Reviews
- Content
- Search
- Personalization
- Marketing Automation
- Connectors
- Analytics
- Business Intelligence

CDP
AI will disrupt every industry
Yext is leveraging AI to disrupt the digital experience space
Our Vision

AI Collects and Organizes Knowledge from across the enterprise

AI Generation, Reasoning and Orchestration

AI-Powered Experience leveraging the latest in consumer AI

The Ultimate Digital Experience
Three Pillars of Must-Have Enterprise Software Spend

- **DXP**
  Digital Experience Platform

- **ERP**
  Enterprise Resource Planning

- **CRM**
  Customer Relationship Management
The Answers Platform helps build digital experiences
The Answers Platform
An API-first, composable approach to building digital experiences
Build on Yext — your way

Choose any combination of products and iterate as your needs change.
## Other Digital Experience Players

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<thead>
<tr>
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<th>Composable</th>
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<tbody>
<tr>
<td>Proprietary</td>
<td>Open source</td>
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<tr>
<td>Limited to first-party (web, mobile)</td>
<td>Multichannel support (web, mobile, third-party, etc.)</td>
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<tr>
<td>Not optimized for AI</td>
<td>AI-enabled</td>
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<tr>
<td>Single-channel CMS</td>
<td>Headless CMS</td>
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<tr>
<td>Bad search</td>
<td>Great search</td>
</tr>
<tr>
<td>Slow page speed</td>
<td>Superfast page speed</td>
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<tr>
<td>Outdated tech</td>
<td>Cutting-edge tech</td>
</tr>
<tr>
<td>Built for the websites</td>
<td>Built for a conversational future</td>
</tr>
</tbody>
</table>
Michael Misiewicz

Director, Data Science
Our strategy for large language models
We’ve been building with LLMs for years...

2018
Search Predictions

Sigmoid
Fully-connected Layer

Feature Vector

CLST1T2TSEP,TxT'M

Warehouse
Labeling
Connectors
Retraining loops
We have learned you need a continuous cycle of improvement and differentiation!

**Virtuous cycle of AI powered features**

- **Retain model, deploy model**
- **Key investments: logs, warehouse, labeling**
- **Collect responses, performance metrics and feedback**
- **Aggregate and filter**
- **Labeling ops and governance**
- **Refine labeling procedures (e.g., RLHF labeling) and relabel data**
How do we develop with large language models?
Development of AI powered features

1. Find a **problem framing** that works well for the business problem and a model architecture to match

   Models are **computer programs** that encode the problem and framing

2. Find reliable clean **data** to **train** a model

   Yext has made big investments in **Labeling Operations**, running the code on the data gives you the **model weights**

3. **Serve** the model in production, retrain based on feedback

   GPUs are the essential infrastructure for R&D and production

**Balance COST, SPEED and ACCURACY!**
Build, Borrow, Buy
Three options to obtain and use deep learning models, including LLMs

Build
- Write or modify our own code
- Train it ourselves
- Run it ourselves

Borrow
- Use open source code
- Use open source weights or Train it ourselves
- Run it ourselves

Buy
- Call an API

Yext Annotated MPNet
https://github.com/yext/annotated-mpnet
LLMs in the world today
What is coming next?
Next frontier: Reasoning problems in research

What could a model reason ... if the enterprise knowledge was stored in the Yext Knowledge Graph?
Christian Ward

Chief Data Officer
Digital experience challenges

The Information Overload Paradox

Information

Ability to process

The Explore vs Exploit Trade-off

Explore

SEARCH

Exploit

ACTION
Build on Yext — your way
Choose any combination of products and iterate as your needs change
The platform approach to AI
Search for COVID-19 and Reopening Information Here

How is the COVID-19 vaccine being distributed in New Jersey?

What you need to know

Can I use new drugs or therapeutics to treat COVID-19? Where do I get them?

COVID-19 Therapeutics Overview
If you test positive for COVID-19, you should ask your healthcare provider about whether a treatment is right for you. For patients with mild to moderate COVID-19 who...

LEARN MORE ➤

Who is eligible for a COVID-19 vaccine or booster in New Jersey? How many doses of a COVID-19 vaccine should I get?

Everyone 6 months of age and older is recommended to get an updated COVID-19 bivalent vaccine or booster dose that targets the Omicron variant, if it has been at least two months since your most re...

LEARN MORE ➤

What happens if I test positive? How long do I need to stay home?

If you tested positive for COVID-19 or are waiting for test results (regardless of vaccination status, whether symptomatic or asymptomatic), ISOLATE AT HOME: Stay away from people and pets for at ...

LEARN MORE ➤

Where can I get free, public COVID-19 testing or treatment?

Free COVID-19 testing is available at many locations across the state. Below you can find a list of free public testing locations in your area.

LEARN MORE ➤

How do I get a new copy of my COVID-19 vaccination card? Is there an app or a digital copy?

Docket App
Docket is an app from the NJ Department of Health that makes it easier for you to find and get a new copy of your COVID-19 vaccination record.

LEARN MORE ➤

Should I wear a mask to stop the spread of COVID-19?

In New Jersey, face masks are no longer required in most outdoor and indoor settings. The Department of Health recommends...
Eviction Protection

Low- and moderate-income households who have applied for state or local rental assistance, and who have experienced an economic impact due to the COVID-19 pandemic are also protected from eviction for unpaid rent accrued through December 31, 2021.

What if I can't pay my rent? Can I still get evicted? Is there any...

People also ask:

- What are the current eviction laws in New Jersey?
- How do I delay an eviction in NJ?
- When can a landlord evict a tenant in NJ?
- Are NJ eviction courts backed up?
What if I can’t pay my rent? Can I still get evicted? Is there any rental relief?

Last Updated: 02/06/2023

Copy Link to Article

Eviction Protection

The State of New Jersey has introduced protections to renter households who experienced economic hardships during the pandemic:

• All renter households with incomes below 120% of their county’s Area Median Income are permanently protected against eviction or removal at any time for nonpayment of rent, habitual late payment of rent, or failure to accept a rent increase that accrued from March 1, 2020 through August 31, 2021.
• Low- and moderate-income households who have applied for state or local rental assistance, and who have experienced an economic impact due to the COVID-19 pandemic are also protected from eviction for unpaid rent accrued through December 31, 2021.
• These protections are not affected by the U.S. Supreme Court’s decision regarding the CDC’s eviction moratorium.

For the special New Jersey eviction protections to take effect, you must provide confirmation of your income and verification of your rental assistance application.
FAQs

How do I apply for a patent?

Who can apply for a patent?

If a first person furnishes all of the ideas to make an invention and a second person employs the first person or furnishes the money for building and testing the invention, should the patent application be filed by the first and second persons jointly?

If a petition for expedited license is filed without a corresponding U.S. application, how much information should be submitted in the copy of the material required by 37 CFR 5.13? Will an invention summary suffice?

Does an applicant have to file a petition for a license with a new patent application to obtain a foreign filing license?

View All
Wendy's 865 N Federal Hwy
in Boca Raton, FL
Open Until 2:00 AM

Contact
865 N Federal Hwy
Boca Raton, FL 33432
(561) 395-0276

Restaurant Hours
Thursday 8:00 AM - 10:00 PM
Friday 8:00 AM - 10:00 PM
Saturday 8:00 AM - 10:00 PM
Sunday 8:00 AM - 10:00 PM
Monday 8:00 AM - 10:00 PM
Tuesday 8:00 AM - 10:00 PM
Wednesday 8:00 AM - 10:00 PM

Breakfast ends at 10:30 AM Today
Holiday Hours May Vary

Drive Thru Hours
Thursday 6:30 AM - 2:00 AM
Friday 6:30 AM - 3:00 AM
Saturday 6:30 AM - 3:00 AM
Sunday 6:30 AM - 2:00 AM
Monday 6:30 AM - 2:00 AM
Tuesday 6:30 AM - 2:00 AM
Wednesday 6:30 AM - 2:00 AM

Currently Operating:
- Dine in
- Delivery
- Drive-thru
- Carryout

At This Location:
- Breakfast
- Coca-Cola Freestyle

ORDER ONLINE
Notary Services
The UPS Store 3rd Avenue

When it comes to notarizing your business and personal documents, The UPS Store can get the job done. If you’re looking for notary public services in New York, come to this local The UPS Store center. Stop by today and get notarizing checked off your list.

Some commonly notarized documents include:
- Wills
- Trusts
- Deeds
- Contracts
- Affidavits

Ready to notarize?
Contact us with any questions you may have about your notarizing needs.

Contact Us
Schedule Appointment

Open Now
353 3rd Avenue
New York, NY 10010
3rd Avenue, Between 25th & 26th Street Ny10016
(212) 481-0056
store5865@theupsstore.com

Estimate Shipping Cost
Contact Us
Schedule Appointment

Hours of Operation
Store Hours
Open Now - Closes at 7:00 PM
The Knowledge Graph we use here at Yext
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<td>NLP Meetup at Yext: How to improve on BERT embeddings for long-form...</td>
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### Agent Desktop

**Remove conversion tracking**

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**Remove parent_url navigation from update-tab-navigation in theme**

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**Remove parent_url navigation from update-tab-navigation in theme**

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<tr>
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This article covers how to share an analytics dashboard directly from your account. To provide access to analytics dashboards to users within the account, see Configure dashboard share settings.

1. Click Analytics in the navigation bar and click Dashboards.
2. Click on the desired dashboard in the sidebar.
3. Click on the Export button in the upper-right corner and select the desired option.
   - Download PDF
   - Email
     - This option allows you to send one-time emails.
     - For steps to set up a recurring email, see Create Analytics email notifications.
   - Share PDF Link
     - This URL will update dynamically as you make changes to the dashboard. The receiver of the URL link does not need a Yext account to view the information.

Read more about Share an Analytics Dashboard

Was this the answer you were looking for?
HH Ideas Board

Merge pull request #119 from yext/will/dev1

Initial Build
- Complete 2/9/2023 10:34:55 AM
  Finished in 1 minute, 17 seconds

Page Generation
- Complete 2/9/2023 10:35:08 AM
  1,308 files built in 10 seconds

Data Updates
- Active
  - Complete 3/31/2023 9:08:19 AM
    Last update successful

Merge pull request #118 from yext/will/dev3

Initial Build
- Complete 2/8/2023 5:13:59 PM
  Finished in 1 minute, 14 seconds

Page Generation
- Complete 2/8/2023 5:14:10 PM
  1,305 files built in 9 seconds

Data Updates
- Active
  - Complete 3/31/2023 9:08:19 AM
    Last update successful

Merge pull request #117 from yext/will/dev3

Initial Build
- Complete 2/8/2023 4:57:19 PM
  Finished in 1 minute, 11 seconds

Page Generation
- Complete 2/8/2023 4:57:30 PM
  1,305 files built in 9 seconds

Data Updates
- Active
  - Complete 3/31/2023 9:08:19 AM
    Last update successful
Ideas

A platform for you to share your product idea or feature request and to collaborate on others ideas through upvoting and commenting.

1-25 out of 1333

**Bulk Edit Apple Action Link via Spreadsheet**

- **Submitted by**: Ashna Sikand
- **Category**: Knowledge Graph
- **Description**: It would be great to be able to bulk edit Apple action links via a spreadsheet and currently upload it to the platform. The platform also currently does not allow to export this field.

**Postman API library**

- **Submitted by**: Andrew Hosier
- **Category**: APIs
- **Description**: Launch of new endpoint naming conventions, can we build a library of all the new endpoints to be downloaded in to Postman.

**Being able to use the schedule updates function to assign licenses on a certain date without manual work on that day**

- **Submitted by**: A.B.C
- **Category**: Knowledge Graph
- **Description**: It would be great to have a feature that allows users to schedule updates for license assignments on a specific date without manual intervention.

**Sort**: Most Relevant
A platform for you to share your product idea or feature request and to collaborate on others ideas through upvoting and commenting.

1-25 out of 1333

**Bulk Edit Apple Action Link via Spreadsheet**

- **Ashra Sikand**

It would be great to be able to bulk edit Apple action links via a spreadsheet and currently upload it to the platform. The platform also currently does not allow to export this field.

**Postman API library**

- **Andrew Hosier**

Launch of new endpoint naming conventions, can we build a library of all the new endpoints to be downloaded in to Postman.

**Reable to change the schedule updates function to assign licenses on a certain date without manual work on that day**

- **Andrew Hosier**

Please allow the schedule updates function to assign licenses on a certain date without manual work on that day.
What is the Hitchhikers program?

Units

What is Hitchhikers?

- MODULE: Introduction to Hitchhikers
  - BEGIN UNIT

How the Learning Platform Works

- MODULE: Introduction to Hitchhikers
  - BEGIN UNIT

Updates in Hitchhikers

- MODULE: Fall '22 Release Highlights
  - BEGIN UNIT

Tracks

Hitchhikers Program

- 200 Points
- Learn about the Hitchhikers Program, how it works, what it will do for you, and how to get started.
One Platform. Limitless Solutions.

Deliver relevant, actionable answers wherever your customers, employees, and partners look for information.

GET A DEMO  FREE TRIAL

Trusted by thousands of organizations worldwide.
Welcome to Telescope

Telescope /tɛləˈskɑːp/ (n): an instrument to view distant objects

Telescope is the platform where Yext employees can find perfect answers to all of the workplace questions they have. You can "scope" info about fellow Yexters, what’s coming up on the calendar, what other teams do, how you can engage with them, and more! Telescope is built with ❤️ on Yext’s Knowledge Graph, Search, and Pages products.

Upcoming Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Apr</td>
<td></td>
</tr>
<tr>
<td>10 Apr</td>
<td></td>
</tr>
<tr>
<td>12 Apr</td>
<td></td>
</tr>
</tbody>
</table>
How to Manage Content in the Knowledge Base

We will go through how to add, edit, and “delete” cards and boards. We will also include some starter templates for content that you can reference when you need to add a new card. But first, some ground rules.

Dos and Don’ts When Adding Content

- You can’t use sub bullets
- You can’t have new lines between the same number sequence
- The maximum number of characters in each card Body field is 100k
- You can’t use tables
- Take advantage of headers when needing to separate content out into sections.

Just want to watch videos on how to do this? Check these out:

How to Manage Boards
How to Manage Cards

How to Add a Board

1. Log into the Telescope Knowledge Graph via the okta tile.
2. Click Add Data.
3. Click Board.
4. Add a Name for your board and link it to a folder. IT MUST BE LINKED TO A FOLDER TO APPEAR IN THE KNOWLEDGE BASE. The other fields are optional but a description is helpful!

If you don’t see a folder to create boards in, please reach out to us in #help-telescope.

How to Edit a Board

How to Delete a Board
## Search Term Clusters

Search Term Clustering Last On: 03/31/2023

### Clusters Overview

<table>
<thead>
<tr>
<th>Cluster Type</th>
<th>Performance</th>
<th>Searches</th>
<th>Sessions</th>
<th>Clicks</th>
<th>Click Through Rate</th>
<th>Knowledge Graph Result Rate</th>
<th>Percentage of Total Searches</th>
<th>Search Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Needs Attention - Large Cluster</strong></td>
<td>High Search Volume / Low Click Through Rate</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>36%</td>
<td>1</td>
</tr>
<tr>
<td><strong>Needs Attention - Small Cluster</strong></td>
<td>Low Search Volume / Low Click Through Rate</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>18%</td>
<td>2</td>
</tr>
<tr>
<td><strong>Performing Well - Small Cluster</strong></td>
<td>Low Search Volume / High Click Through Rate</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10%</td>
<td>3</td>
</tr>
<tr>
<td><strong>Performing Well - Large Cluster</strong></td>
<td>High Search Volume / High Click Through Rate</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8%</td>
<td>1</td>
</tr>
</tbody>
</table>

**Export**

**Show** 25 1-9 of 9
Organize
Connectors, Knowledge Graph
Collect content, data and knowledge from across your organization. Leverage AI to automatically clean, extract, transform.

Optimize
Analytics, Reviews
Use analytics to optimize your content over time. Leverage AI to automatically cluster and find content gaps and quickly write responses.

Generate
Knowledge Graph
Leverage AI to automatically generate and transform content on the fly for different channels. Summarize, translate, transform.

Deliver
Pages, Search, Listings, Chat, APIs
Deliver experiences across all user touchpoints. Leverage AI to deliver state-of-the-art experiences at scale with Recommendations, Chat and Search.

Digital Experience
## Search Term Clusters

Search Term Clustering Last Run On: 01/20/2023

<table>
<thead>
<tr>
<th>#</th>
<th>Cluster Type</th>
<th>Search Terms</th>
<th>Searches</th>
<th>Sessions</th>
<th>Clicks</th>
<th>Click Through Rate</th>
<th>Knowledge Graph Result Rate</th>
<th>Percentage of Total Searches</th>
<th>Search Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Needs Attention - Large Cluster</td>
<td>&gt; redacted</td>
<td>905</td>
<td>293</td>
<td>541</td>
<td>37%</td>
<td>95%</td>
<td>8%</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>Needs Attention - Small Cluster</td>
<td>&gt; redacted</td>
<td>883</td>
<td>277</td>
<td>462</td>
<td>33%</td>
<td>94%</td>
<td>8%</td>
<td>34</td>
</tr>
<tr>
<td>95</td>
<td>Performing Well - Small Cluster</td>
<td>&gt; how do i forward my business phone</td>
<td>719</td>
<td>226</td>
<td>366</td>
<td>31%</td>
<td>96%</td>
<td>6%</td>
<td>2</td>
</tr>
<tr>
<td>178</td>
<td>Performing Well - Large Cluster</td>
<td>&gt; redacted</td>
<td>612</td>
<td>199</td>
<td>349</td>
<td>34%</td>
<td>99%</td>
<td>5%</td>
<td>13</td>
</tr>
</tbody>
</table>
Welcome to the Cox Communications Business Phone Call Forwarding Guide!

First things first, let's take a little trip down memory lane. Did you know that the concept of call forwarding was first patented way back in 1921 by Almon Strowger, a mortician who was frustrated with operators redirecting his calls to a rival funeral home?

But don't worry, we promise there will be no funeral-related redirects happening here.

Now, let's get down to business. To forward your business phone with Cox Communications, simply follow these easy steps:

- **Pick up the phone and press the “CFwdALL” button.**
- **Dial the phone number where you would like your calls to be forwarded.**
- **Wait for a confirmation tone or message.**
- **Hang up the phone and voila!**

Your calls are now being forwarded to the desired number.

But wait, there's more! You can also forward your calls to a specific phone number only when you're unable to answer by using the “CFwdBUSY” button, or forward your calls to a specific phone number only when your line is unavailable by using the “CFwdNOANS” button.

And just in case you ever change your mind and want to stop forwarding your calls, simply press the “CFwdALL” button again and then hang up.

Happy redirecting, friends! Let's make Almon Strowger proud!
How do I enable call forwarding to my phones?

The Cox Business MyAccount web portal and MyAccount mobile app, both provide a quick way to turn on or off Call Forwarding options.

1. All Calls allows you to forward all incoming calls until the feature is turned off.
2. Busy allows you to forward an incoming call only when the line is busy.
3. No Answer allows you to forward an incoming call when there is no answer on the line. This feature allows you to select the number of rings prior to forwarding.
4. Not Reachable allows you to set a forwarding option in the event your phone service is interrupted, which is a great option to prepare for outage events.
5. Selective allows you to forward, or a do not forward option, during a specified time schedule. Selective also allows you to select any phone number or targeted phone numbers in the setup.

More Info About Setting Up Call Forwarding Rules

How do I forward my phones during a network outage?

View All
Cox Communications

Jim Robinson
AVP, Digital Operations
Thomas Nielsen

Chief Revenue Officer
1. How we’re organized in FY24

2. The big bets we’re making around operational excellence and growth

3. When it’s time to accelerate our investment in growth
How we’re organized in FY24
How We’re Organized

- FLATTENED ORG
- IMPROVED EFFICIENCY
- LEVERAGE PARTNER-FIRST
- COLLABORATION

NORTH AMERICA
- Verticals
- GEOs
- Mid-Market
- Reseller

EMEA & APAC
- GEOs
- Mid-Market
- Reseller
The big bets we’re making around operational excellence and growth
Position our teams and roles to best capitalize on our opportunity areas.

Build a culture of setting goals, measuring, and arriving at data-driven decisions.

Shared company pipeline generation goals built around Platform selling.

Implement a Value-Based selling framework to scale customer proposals.

Equip sellers with Buying Programs to enable full platform selling and tool consolidation.

Create a Value Realization framework for high touch client success interactions.

Winning Team Culture
When it’s time to accelerate our investment in growth
When it’s time to accelerate our investment in growth

- Sales Productivity
- Pipeline Generation
- Product Innovation
Sales Productivity
- New Sales Tools
- Reusable Assets
- Maximixe Output

Increasing productivity isn’t enough to make the decision to ramp up QCs.
Pipeline Generation
- Quarterly KPIs
- Growing BDRs and Lead-Flow process
- Partner Org Expanding

Higher quality leads and faster progression into qualified pipeline results in a hockey stick curve.
Product Innovation
- New Spend Category
- New Releases
- Full Platform Selling

Our teams have much more to promote and compete with.
Capture our Opportunity

- Full Platform Selling

76% of our Direct customers* have one or two products
When it’s time to accelerate our investment in growth

Sales Productivity
- New Sales Tools
- Reusable Assets
- MAXIMIZE Output

Pipeline Generation
- Quarterly KPIs
- Growing BDRs and Lead-Flow process
- Partner Org Expanding

Product Innovation
- New Spend Category
- New Releases
- Full Platform Selling
Raianne Reiss
Chief Marketing Officer
The First Six Months

- Measurable KPIs and ROI
- Focused on brand + accelerating growth
- Subjective measures
- Aligned priorities and GTM motions
- Sales & Marketing out of sync
- Focused on brand
- Six different organizations
- One integrated team
- New logo acquisition
- New logos + customer expansion
- Pipeline contribution not impactful
- Rapidly growing pipeline contribution

MARKETING
Grow Marketing Pipeline

- Reboot Demand Engine
- New Audiences
- Integrated Campaigns
- Partner Ecosystem
- BDR Impact
- Consistent Messaging
Lexi Bohonnon

EVP, Customer Success
United Rentals

Courtney Versteeg

Director, Digital Marketing and E-Commerce
Darryl Bond
Chief Financial Officer
1. FY23 Performance
2. FY24 Strategic objectives
3. FY25+ Long-term outlook
FY23 Performance
FY23 Top Line

$401 M Revenue
5% Growth
Y/Y constant currency

$400 M ARR
4% Growth
Y/Y constant currency

FY23 Direct

$327 M ARR
6% Growth
Y/Y constant currency

97% Dollar-based net retention (ARR)

FY23 Reseller

$73 M ARR
6% Decline
Y/Y constant currency

92% Dollar-based net retention (ARR)

FY23 Efficiency

($0.02) Earnings (loss) per share (non-GAAP)

4% Adj. EBITDA margin

500 Basis point improvement Opex as % of rev (non-GAAP)

Fourth Quarter

Q4FY22 Q4FY23

($0.03) ($0.05) Earnings (loss) per share (non-GAAP)

1% 11% Adj. EBITDA margin

80% 69% Opex as % of rev (non-GAAP)

FY23 Capital

+ $18 M Operating cash flow

$77 M Shares
$190 M Ending cash

13.8 M Shares Repurchased
10% of TSO (FY22)

Adj. EBITDA, Adj. EBITDA margin and constant currency are all non-GAAP measures. ARR and retention rates are operating metrics. See Appendix for further information on how we calculate these.
FY24 Strategic objectives
Progress towards Rule of 40

- **FY20**
  - Positive TTM Adj. EBITDA Margin: 25%
  - Negative TTM Adj. EBITDA Margin: -9%
- **FY21**
  - Positive TTM Adj. EBITDA Margin: 23%
  - Negative TTM Adj. EBITDA Margin: -10%
- **FY22**
  - Positive TTM Adj. EBITDA Margin: 19%
  - Negative TTM Adj. EBITDA Margin: -13%
- **FY23**
  - Positive TTM Adj. EBITDA Margin: 15%
  - Negative TTM Adj. EBITDA Margin: -16%
- **FY24E**
  - Positive TTM Adj. EBITDA Margin: 11%
  - Negative TTM Adj. EBITDA Margin: -12%

*Implied based on midpoints of Revenue and Adj. EBITDA guides*
Platform adoption generates ARR growth

- 10% CAGR Direct ARR*
- 3% CAGR Listings & Reviews ARR*

4 Products
3 Products
2 Products
1 Product

76% of over 2,960 Direct customers* have 1 or 2 products
* excl SMB
Compelling upsell opportunity

76%
Direct customers* have 1 or 2 products

*excl SMB

1 Product ARR Multiple 2 Product ARR Multiple 3 Product ARR Multiple 4 Product ARR Multiple

1.0x 1.8x 3.7x 10.0x

1.0x 2.1x 3.3x 5.7x

Mid-Market Enterprise
Improvements in gross retention
Dollar-based gross retention (ARR) for Direct

High 80’s from low 80’s
Renewal rate* improvement Q4FY23 vs. Q1FY23

High 80’s
Dollar-based gross retention (ARR) in Q4FY23

~57%
of Direct ARR is attributable to multi-year deals*

*Previously referred to as gross retention
*as of Q4FY23
Greater platform adoption leads to higher gross retention

2+ Product customers have higher gross retention

Dollar-based gross retention (ARR) for Direct*

- **1 Product**
  - Q4FY21: 77%
  - Q4FY22: 79%
  - Q4FY23: 83%

- **2+ Products**
  - Q4FY21: 87%
  - Q4FY22: 88%
  - Q4FY23: 88%

*excl SMB
Focus on net retention improvement

Dollar-based net retention (ARR) for Direct

Over the long-term return to 110%+ by improving customer value.
Reseller opportunity

Nearly half of customers have multi-year contracts*

Opportunity to introduce additional products

*as of 1/31/23

<table>
<thead>
<tr>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>$73 M ARR</td>
</tr>
<tr>
<td>6% Decline Y/Y constant currency</td>
</tr>
<tr>
<td>92% Dollar-based net retention (ARR)</td>
</tr>
</tbody>
</table>
Growing revenue against headwinds

Low single-digit percentage impact to FY24 growth
Driving gross margin expansion

Increasing gross margin by moving away from low margin services

- FY23: 75%
- Services Transition
- Revenue Growth
- Efficiencies: 77% - 80%
- FY24E
Increasing Adjusted EBITDA

Improvements from incremental revenue, gross margin, and operating efficiency

$16 M
Incremental Revenue
Adj. EBITDA FY23

Gross Margin Improvement

Operating Efficiency

~$45 M*
Adj. EBITDA FY24E

*midpoint of FY24 guide
Continuing to grow operating cash flow

Positive operating cash flow since FY21

Expect cash flow growth in FY24E

*midpoint of FY24 guide
## Q1 & FY24 Guidance

*as of March 7, 2023

<table>
<thead>
<tr>
<th>Category</th>
<th>Projected Q1 FY24*</th>
<th>Projected FY24*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue ($ millions)</td>
<td>$98.0 to $99.0</td>
<td>$402.0 to $406.0</td>
</tr>
<tr>
<td>Adjusted EBITDA ($ millions)</td>
<td>$10.5 to $11.5</td>
<td>$44.0 to $46.0</td>
</tr>
<tr>
<td>Non-GAAP net income per share</td>
<td>$0.05 to $0.06</td>
<td>$0.22 to $0.23</td>
</tr>
<tr>
<td>Weighted-average basic shares outstanding (millions)</td>
<td>122.9</td>
<td>124.5</td>
</tr>
</tbody>
</table>
Significant progress reducing dilution

Expect SBC to decrease Y/Y

*Dilution = Y/Y change in ending share count excluding share buy-backs and offerings.
Issuance Dilution = Equity grants (net forfeitures) divided by ending diluted share count (ordinary shares plus outstanding equity awards).

SBC as % of rev.
FY25 and beyond
long-term outlook
Sizeable and expanding market Opportunity

22%
5-year CAGR
total addressable market

<table>
<thead>
<tr>
<th>TAM Categories</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intelligent Knowledge Discovery Software</td>
<td>Knowledge Graph</td>
</tr>
<tr>
<td></td>
<td>Search</td>
</tr>
<tr>
<td>Customer Service Applications</td>
<td>Knowledge Graph</td>
</tr>
<tr>
<td></td>
<td>Search</td>
</tr>
<tr>
<td>Digital Commerce Applications</td>
<td>Knowledge Graph</td>
</tr>
<tr>
<td></td>
<td>Search</td>
</tr>
<tr>
<td>Persuasive Content Management Applications</td>
<td>Knowledge Graph</td>
</tr>
<tr>
<td></td>
<td>Listings</td>
</tr>
<tr>
<td></td>
<td>Pages</td>
</tr>
<tr>
<td></td>
<td>Reviews</td>
</tr>
<tr>
<td>AI Software Services</td>
<td>Knowledge Graph</td>
</tr>
<tr>
<td></td>
<td>Search</td>
</tr>
<tr>
<td></td>
<td>Chat</td>
</tr>
</tbody>
</table>
The Answers Platform

- Listings
- Pages
- Chat
- Reviews
- Knowledge Graph
- Search
- Connectors
- Analytics
Vertical mix shift

% of ARR by Vertical, Direct excl SMB

Q4 FY21
- Financial Services: 26%
- Healthcare: 13%
- Food & Hospitality: 17%
- Retail: 13%
- All Other: 31%

Q4 FY23
- Financial Services: 22%
- Healthcare: 36%
- Food & Hospitality: 16%
- Retail: 12%
- All Other: 14%
**Long-term target**

<table>
<thead>
<tr>
<th></th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue growth</td>
<td>19%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Gross margin (non-GAAP)</td>
<td>77%</td>
<td>77%</td>
<td>75%</td>
</tr>
<tr>
<td>S&amp;M (non-GAAP)</td>
<td>55%</td>
<td>52%</td>
<td>47%</td>
</tr>
<tr>
<td>R&amp;D (non-GAAP)</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>G&amp;A (non-GAAP)</td>
<td>17%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Operating margin (non-GAAP)</td>
<td>-6%</td>
<td>-4%</td>
<td>0%</td>
</tr>
<tr>
<td>Rule of 40*</td>
<td>16%</td>
<td>10%</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Long-term target lower growth</th>
<th>Long-term target higher growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%+</td>
<td>20%+</td>
</tr>
<tr>
<td>80%</td>
<td>75%+</td>
</tr>
<tr>
<td>30%</td>
<td>35%</td>
</tr>
<tr>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>30%</td>
<td>15%+</td>
</tr>
<tr>
<td>40%+</td>
<td>40%+</td>
</tr>
</tbody>
</table>

*Reflects revenue growth percentage plus TTM Adj. EBITDA margin*
Rule of 40 long-term target

Steady progress on an annual basis

*Implied based on midpoints of Revenue and Adj. EBITDA guides
INVESTOR DAY 2023
APPENDIX
## Non-GAAP reconciliation

<table>
<thead>
<tr>
<th></th>
<th>Three months ended January 31</th>
<th>Fiscal year ended January 31</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2023</td>
<td>2022</td>
</tr>
<tr>
<td><strong>GAAP net loss to Adjusted EBITDA:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP net loss</td>
<td>$ (7,798)</td>
<td>$ (23,110)</td>
</tr>
<tr>
<td>Interest (income) expense</td>
<td>(781)</td>
<td>134</td>
</tr>
<tr>
<td>Provision for income taxes</td>
<td>670</td>
<td>532</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>4,486</td>
<td>4,292</td>
</tr>
<tr>
<td>Other expense (income)</td>
<td>236</td>
<td>483</td>
</tr>
<tr>
<td>Stock-based compensation expense</td>
<td>14,088</td>
<td>19,025</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$ 10,901</td>
<td>$ 13,566</td>
</tr>
</tbody>
</table>

In thousands; unaudited
## Non-GAAP reconciliation

<table>
<thead>
<tr>
<th>GAAP net loss</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$(7,798)</td>
<td>$(23,110)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Plus: Stock-based compensation expense</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$14,088</td>
<td>$19,025</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-GAAP net income (loss)</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$6,290</td>
<td>$(4,085)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GAAP net loss per share attributable to common stockholders, basic and diluted</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$(0.06)</td>
<td>$(0.18)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stock-based compensation expense per share</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.11</td>
<td>0.15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-GAAP net income (loss) per share attributable to common stockholders, basic and diluted</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.05</td>
<td>$(0.03)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weighted-average number of shares used in computing GAAP net loss per share attributable to common stockholders, basic and diluted</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>122,315,825</td>
<td>130,328,155</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weighted-average number of shares used in computing non-GAAP net income (loss) per share attributable to common stockholders</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>122,315,825</td>
<td>130,328,155</td>
</tr>
<tr>
<td>Diluted</td>
<td>124,999,432</td>
<td>130,328,155</td>
</tr>
</tbody>
</table>

In thousands, except share and per share data; unaudited

Note: Numbers rounded for presentation purposes and may not sum.
Fiscal year ended January 31,

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP net loss</td>
<td>$(65,938)</td>
<td>$(93,259)</td>
</tr>
<tr>
<td>Plus: Stock-based compensation expense</td>
<td>63,078</td>
<td>73,480</td>
</tr>
<tr>
<td>Non-GAAP net loss</td>
<td>$(2,860)</td>
<td>$(19,779)</td>
</tr>
<tr>
<td>GAAP net loss per share attributable to common stockholders, basic and diluted</td>
<td>$(0.53)</td>
<td>$(0.73)</td>
</tr>
<tr>
<td>Stock-based compensation expense per share</td>
<td>0.51</td>
<td>0.58</td>
</tr>
<tr>
<td>Non-GAAP net loss per share attributable to common stockholders, basic and diluted</td>
<td>$(0.02)</td>
<td>$(0.15)</td>
</tr>
<tr>
<td>Weighted-average number of shares used in computing net loss per share attributable to common stockholders, basic and diluted</td>
<td>125,250,723</td>
<td>127,814,447</td>
</tr>
</tbody>
</table>

In thousands, except share and per share data; unaudited
Note: Numbers rounded for presentation purposes and may not sum.
## Constant Currency Revenue

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
<th>Growth Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue (GAAP)</td>
<td>$101,899</td>
<td>$100,932</td>
<td>1%</td>
</tr>
<tr>
<td>Effects of foreign currency rate fluctuations</td>
<td>2,326</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue on a constant currency basis (Non-GAAP)</td>
<td>$104,225</td>
<td></td>
<td>3%</td>
</tr>
</tbody>
</table>

## Fiscal year ended January 31

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
<th>Growth Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue (GAAP)</td>
<td>$400,850</td>
<td>$390,577</td>
<td>3%</td>
</tr>
<tr>
<td>Effects of foreign currency rate fluctuations</td>
<td>10,232</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue on a constant currency basis (Non-GAAP)</td>
<td>$411,082</td>
<td></td>
<td>5%</td>
</tr>
</tbody>
</table>
## Non-GAAP reconciliation

Three months ended January 31, 2023 and 2022

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales and marketing expense</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP sales and marketing expense</td>
<td>$47,235</td>
<td>$58,175</td>
</tr>
<tr>
<td>Less: Stock–based compensation expense</td>
<td>(5,004)</td>
<td>(6,861)</td>
</tr>
<tr>
<td>Non-GAAP sales and marketing expense</td>
<td>$42,231</td>
<td>$51,314</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Sales and marketing expense as a percentage of revenue</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP sales and marketing expense</td>
<td>46%</td>
<td>58%</td>
</tr>
<tr>
<td>Less: Stock–based compensation expense</td>
<td>(5%)</td>
<td>(7%)</td>
</tr>
<tr>
<td>Non-GAAP sales and marketing expense</td>
<td>41%</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Operating expenses</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP operating expenses</td>
<td>$83,085</td>
<td>$98,318</td>
</tr>
<tr>
<td>Less: Stock–based compensation expense</td>
<td>(12,945)</td>
<td>(17,523)</td>
</tr>
<tr>
<td>Non-GAAP operating expenses</td>
<td>$70,140</td>
<td>$80,795</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Operating expenses as a percentage of revenue</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP operating expenses</td>
<td>82%</td>
<td>97%</td>
</tr>
<tr>
<td>Less: Stock–based compensation expense</td>
<td>(13%)</td>
<td>(17%)</td>
</tr>
<tr>
<td>Non-GAAP operating expenses</td>
<td>69%</td>
<td>80%</td>
</tr>
</tbody>
</table>

Note: Numbers rounded for presentation purposes and may not sum.

In thousands; unaudited.
### Non-GAAP reconciliation

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross profit</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP gross profit</td>
<td>$296,890</td>
<td>$292,278</td>
<td>$268,257</td>
</tr>
<tr>
<td>Plus: Stock-based compensation expense</td>
<td>$5,042</td>
<td>7,099</td>
<td>5,724</td>
</tr>
<tr>
<td>Non-GAAP gross profit</td>
<td>$301,932</td>
<td>$299,377</td>
<td>$273,981</td>
</tr>
<tr>
<td>Gross margin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP gross margin</td>
<td>74.1%</td>
<td>74.8%</td>
<td>75.6%</td>
</tr>
<tr>
<td>Plus: Stock-based compensation expense</td>
<td>1.2%</td>
<td>1.8%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Non-GAAP gross margin</td>
<td>75.3%</td>
<td>76.6%</td>
<td>77.3%</td>
</tr>
<tr>
<td>Sales and marketing expense</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP sales and marketing expense</td>
<td>$211,479</td>
<td>$230,467</td>
<td>$228,417</td>
</tr>
<tr>
<td>Less: Stock-based compensation expense</td>
<td>(22,961)</td>
<td>(26,496)</td>
<td>(32,581)</td>
</tr>
<tr>
<td>Non-GAAP sales and marketing expense</td>
<td>$188,518</td>
<td>$203,971</td>
<td>$195,836</td>
</tr>
<tr>
<td>Sales and marketing expense as a percentage of revenue</td>
<td>53%</td>
<td>59%</td>
<td>64%</td>
</tr>
<tr>
<td>GAAP sales and marketing expense</td>
<td>(6%)</td>
<td>(7%)</td>
<td>(9%)</td>
</tr>
<tr>
<td>Non-GAAP sales and marketing expense</td>
<td>47%</td>
<td>53%</td>
<td>55%</td>
</tr>
<tr>
<td>Research and development expense</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP research and development expense</td>
<td>$70,903</td>
<td>$68,350</td>
<td>$58,146</td>
</tr>
<tr>
<td>Less: Stock-based compensation expense</td>
<td>(16,401)</td>
<td>(20,654)</td>
<td>(17,071)</td>
</tr>
<tr>
<td>Non-GAAP research and development expense</td>
<td>$54,502</td>
<td>$47,696</td>
<td>$41,075</td>
</tr>
<tr>
<td>Research and development expense as a percentage of revenue</td>
<td>17%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>GAAP research and development expense</td>
<td>(3%)</td>
<td>(4%)</td>
<td>(4%)</td>
</tr>
<tr>
<td>Non-GAAP research and development expense</td>
<td>14%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>General and administrative expense</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP general and administrative expense</td>
<td>$70,903</td>
<td>$68,350</td>
<td>$58,146</td>
</tr>
<tr>
<td>Less: Stock-based compensation expense</td>
<td>(16,401)</td>
<td>(20,654)</td>
<td>(17,071)</td>
</tr>
<tr>
<td>Non-GAAP general and administrative expense</td>
<td>$54,502</td>
<td>$47,696</td>
<td>$41,075</td>
</tr>
<tr>
<td>General and administrative expense as a percentage of revenue</td>
<td>20%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>GAAP general and administrative expense</td>
<td>(5%)</td>
<td>(6%)</td>
<td>(6%)</td>
</tr>
<tr>
<td>Non-GAAP general and administrative expense</td>
<td>15%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Operating expenses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP operating expenses</td>
<td>$361,718</td>
<td>$382,237</td>
<td>$362,589</td>
</tr>
<tr>
<td>Less: Stock-based compensation expense</td>
<td>(58,335)</td>
<td>(58,281)</td>
<td>(56,970)</td>
</tr>
<tr>
<td>Non-GAAP operating expenses</td>
<td>$293,383</td>
<td>$324,097</td>
<td>$305,619</td>
</tr>
<tr>
<td>Operating expenses as a percentage of revenue</td>
<td>90%</td>
<td>98%</td>
<td>102%</td>
</tr>
<tr>
<td>GAAP operating expenses</td>
<td>(16%)</td>
<td>(17%)</td>
<td>(18%)</td>
</tr>
<tr>
<td>Non-GAAP operating expenses</td>
<td>74%</td>
<td>81%</td>
<td>83%</td>
</tr>
<tr>
<td>Loss from operations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP loss from operations</td>
<td>($64,828)</td>
<td>($89,959)</td>
<td>($94,332)</td>
</tr>
<tr>
<td>Plus: Stock-based compensation expense</td>
<td>63,637</td>
<td>72,690</td>
<td>72,294</td>
</tr>
<tr>
<td>Non-GAAP income (loss) from operations</td>
<td>($1,191)</td>
<td>($16,267)</td>
<td>($22,038)</td>
</tr>
<tr>
<td>Operating margin (loss from operations as a percentage of revenue)</td>
<td>(16%)</td>
<td>(21%)</td>
<td>(27%)</td>
</tr>
<tr>
<td>GAAP operating margin</td>
<td>(16%)</td>
<td>(21%)</td>
<td>(27%)</td>
</tr>
<tr>
<td>Non-GAAP operating margin</td>
<td>0%</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Note: Numbers rounded for presentation purposes and may not sum.
Non-GAAP measurements

In addition to disclosing financial measures prepared in accordance with U.S. generally accepted accounting principles (GAAP), this presentation includes non-GAAP gross profit, non-GAAP gross margin, non-GAAP operating expenses (sales and marketing, research and development, general and administrative), non-GAAP operating margin, non-GAAP net income (loss), and non-GAAP net income (loss) per share, which are referred to as non-GAAP financial measures.

These non-GAAP financial measures are not calculated in accordance with GAAP as they have been adjusted to exclude the effects of stock-based compensation expenses. Non-GAAP gross margin, non-GAAP operating expenses (sales and marketing, research and development, general and administrative) as a percentage of revenue, and non-GAAP operating margin, are calculated by dividing the applicable non-GAAP financial measure by revenue. Non-GAAP net income (loss) per share is defined as non-GAAP net income (loss) on a per share basis.

We believe these non-GAAP financial measures provide investors and other users of our financial information consistency and comparability with our past financial performance and facilitate period-to-period comparisons of our results of operations. With respect to non-GAAP gross margin, non-GAAP operating expenses (sales and marketing, research and development, general and administrative) as a percentage of revenue, and non-GAAP operating margin as a percentage of revenue, we believe these non-GAAP financial measures are useful in evaluating our profitability relative to the amount of revenue generated, excluding the impact of stock-based compensation expense. We also believe non-GAAP financial measures are useful in evaluating our operating performance compared to that of other companies in our industry, as these metrics eliminate the effects of stock-based compensation, which may vary for reasons unrelated to overall operating performance.

We also discuss Adjusted EBITDA, a non-GAAP financial measure that we believe offers a useful view of overall operations used to assess the performance of core business operations and for planning purposes. We define Adjusted EBITDA as net income (loss) before (1) interest income (expense), (2) provision for income taxes, (3) depreciation and amortization, (4) other income (expense), net, and (5) stock-based compensation expense. The most directly comparable GAAP financial measure to Adjusted EBITDA is net loss. Users should consider the limitations of using Adjusted EBITDA, including the fact that this measure does not provide a complete measure of our operating performance. Adjusted EBITDA is not intended to be used as an alternate to net loss as a measure of operating performance. Adjusted EBITDA is calculated by dividing Adjusted EBITDA by revenue which we believe is useful in evaluating operations relative to the amount of revenue generated.

In addition, we present non-GAAP constant currency measures of revenue. Constant currency as it relates to revenue provides a framework for assessing Company performance which exclude the effect of foreign currency rate fluctuations. Current period results for entities reporting in currencies other than U.S. Dollars (“USD”) are converted into USD at the average monthly exchange rates in effect during the comparative period, as opposed to the average monthly exchange rates in effect during the current period.

We use these non-GAAP financial measures in conjunction with traditional GAAP measures as part of our overall assessment of our performance, including the preparation of our annual operating budget and quarterly forecasts, and to evaluate the effectiveness of our business strategies. Our definition may differ from the definitions used by other companies and therefore comparability may be limited. In addition, other companies may not publish these or similar metrics. Thus, our non-GAAP financial measures should be considered in addition to, not as a substitute for, nor superior to or in isolation from, measures prepared in accordance with GAAP.

These non-GAAP financial measures may be limited in their usefulness because they do not present the full economic effect of our use of stock-based compensation. We compensate for these limitations by providing investors and other users of our financial information a reconciliation of the non-GAAP financial measure to the most closely related GAAP financial measures. However, we have not reconciled the non-GAAP guidance measures disclosed in the above presentation to their corresponding GAAP measures because certain reconciling items such as stock-based compensation and the corresponding provision for income taxes depend on factors such as the stock price at the time of award of future grants and thus cannot be reasonably predicted. Accordingly, reconciliations to the non-GAAP financial measures is not available without unreasonable effort. We encourage investors and others to review our financial information in its entirety, not to rely on any single financial measure and to view non-GAAP net income (loss) and non-GAAP net income (loss) per share in conjunction with net loss and net loss per share.

We have not reconciled our forward-looking Adjusted EBITDA or non-GAAP net income (loss) per share ranges presented for the periods above, to their most directly comparable GAAP financial measures of net income (loss) and net income (loss) per share. Information on which these reconciliations would be based on is not available without unreasonable efforts due to the uncertainty and inherent difficulty of predicting within a reasonable range, the timing, occurrence and financial impact of when such items may be recognized in particular. Adjusted EBITDA excludes certain items including interest income (expense), net, provision for income taxes, depreciation and amortization, other income (expense), net, and stock-based compensation expense, while non-GAAP income (loss) per share excludes stock-based compensation expense.

For additional details on these non-GAAP measures, please refer to Yext’s filings with the Securities and Exchange Commission, including, without limitation, Yext’s most recent Quarterly Report on Form 10-Q, Current Report on Form 8-K and Annual Report on Form 10-K, which are available at http://investors.yext.com and on the SEC’s website at https://www.sec.gov.
Operating metrics

This presentation also includes certain operating metrics that we believe are useful in providing additional information in assessing the overall performance of our business.

Customer count is defined as the total number of customers with contracts executed as of the last day of the reporting period and a unique administrative account identifier on our platform. Generally, we assign unique administrative accounts to each separate and distinct entity (such as a company or government institution) or a business unit of a large corporation, that has its own separate contract with us to access our platform. We believe that customer count provides insight into our ability to grow our enterprise and mid-size customer base. As such, customer count excludes third-party reseller customers and small business customers as well as customers only receiving free trials.

Annual recurring revenue, or ARR, for Direct customers is defined as the annualized recurring amount of all contracts in our enterprise, mid-market and small business customer base as of the last day of the reporting period. The recurring amount of a contract is determined based upon the terms of a contract and is calculated by dividing the amount of a contract by the term of the contract and then annualizing such amount. The calculation assumes no subsequent changes to the existing subscription. Contracts include portions of professional services contracts that are recurring in nature.

ARR for Third-party Reseller customers is defined as the annualized recurring amount of all contracts with Third-party Reseller customers as of the last day of the reporting period. The recurring amount of a contract is determined based upon the terms of a contract and is calculated by dividing the amount of a contract by the term of the contract and then annualizing such amount. The calculation assumes no subsequent changes to the existing subscription. The calculation includes the annualized contractual minimum commitment and excludes amounts related to overages above the contractual minimum commitment. Contracts include portions of professional services contracts that are recurring in nature.

Total ARR is defined as the annualized recurring amount of all contracts executed as of the last day of the reporting period. The recurring amount of a contract is determined based upon the terms of a contract and is calculated by dividing the amount of a contract by the term of the contract and then annualizing such amount. The calculation assumes no subsequent changes to the existing subscription, and where relevant, includes the annualized contractual minimum commitment and excludes amounts related to overages above the contractual minimum commitment. Contracts include portions of professional services contracts that are recurring in nature.

ARR is independent of historical revenue, unearned revenue, remaining performance obligations or any other GAAP financial measure over any period. It should be considered in addition to, not as a substitute for, not superior to or in isolation from, these measures and other measures prepared in accordance with GAAP. We believe ARR-based metrics provides insight into the performance of our recurring revenue business model while mitigating for fluctuations in billing and contract terms.

In addition, we present ARR on a constant currency basis. Constant currency as it relates to ARR provides a framework for assessing Company performance which exclude the effect of foreign currency rate fluctuations. Contracts included in the determination of ARR in the current period are converted into USD at the exchange rates in effect at the end of the comparative period, as opposed to the end of the period exchange rates in effect during the current period.

Dollar-based net retention rate is a metric we use to assess our ability to retain customers and expand the ARR they generate for us. We calculate dollar-based net retention rate by first determining the ARR generated 12 months prior to the end of the current period for a cohort of customers who had active contracts at that time. We then calculate ARR from the same cohort of customers at the end of the current period, which includes customer expansion, contraction and churn. The current period ARR is then divided by the prior period ARR to arrive at our dollar-based net retention rate.

Renewal rate is a metric we use to assess our ability to retain our existing customer base. Historically, we have referred to this as gross retention. We calculate our renewal rate by taking the total dollars renewed from our enterprise and mid-size customers in a given quarterly period and dividing that by the total dollars that were available to be renewed in the same period by our enterprise and mid-size customers.

Dollar-based gross retention is a metric we use to assess our ability to retain our existing customer base. Historically, we have referred to gross retention which is now defined as our renewal rate as discussed above. We calculate dollar-based gross retention by first determining the ARR generated 12 months prior to the end of the current period for a cohort of customers who had active contracts at that time. We then calculate ARR from the same cohort of customers at the end of the current period, which includes customer contraction and churn, and excludes customer expansion. The current period ARR is then divided by the prior period ARR to arrive at our dollar-based gross retention rate.