



Code of Conduct

July 2024

Perfect Answers Everywhere.



A Message from our Operating Committee

Yext was founded with a lofty mission: to help organizations answer every question about their business. Our success is built on a culture where customers, teams, and individual employees win together. Team members who succeed at Yext are those that are motivated to start with the customer and work backward in order to achieve results on the things that customers (whether internal or external) value most.

In order to win together, we aspire to build a company culture where every team member can unambiguously identify what determines success, because they know:

- Who are their customers
- What defines customer success
- How their work contributes to that success, and
- How their manager will evaluate their performance based on customer feedback and metrics.

Our Code of Conduct ensures that putting the customer first remains at the heart of everything we do. To build something great and execute on our mission, we all must commit to holding ourselves to a high standard. This is why we expect everyone at Yext to make a personal commitment to follow our Code of Conduct.

The Code of Conduct sets guiding principles to help define the expectations we have for how we act and how we make decisions in any situation, no matter how difficult or ambiguous they may be. We expect everyone at Yext from our Executives to our Individual Contributors to follow our Code of Conduct, advocate for others to do the same, and feel comfortable speaking up should you find yourself unsure about what to do or concerned about a potential violation.

Thank you for everything you do to contribute to Yext, our culture, and our customers every day.

Onward,
- The Yext Operating Committee



Introduction

This Amended and Restated Code of Conduct (the “Code”) outlines the principles and values of Yext, Inc. and its subsidiaries worldwide (collectively “Yext” or the “Company”) and applicable laws and regulations affecting how Yext conducts its business. This Code applies to all Yext employees, officers and the Board of Directors in their capacity as such. It is vital for Yext’s success that all employees, officers, and Board members act with integrity and in accordance with applicable laws and Yext’s principles and values. All individuals who are not employees are expected to be familiar with this policy and any violations of this policy may result in appropriate disciplinary action (if applicable) or the termination of the business relationship.

This Code is intended to set standards of conduct and is not a restatement of all of Yext’s policies and procedures. It should be used as a guide, in addition to other applicable Company policies, guidelines, and agreements.

It is always important to do the right thing—including when “no one is looking.” Referring to this Code, your applicable Yext Employee Handbook and other applicable Yext policies and agreements (such as any confidential business information agreement, etc.), will help enable you to make the right choices. If you have any questions about this Code, you may always contact your manager or any other manager, HR (hrconfidential@yext.com) or the General Counsel (gc@yext.com).

Seeking Guidance and Reporting Concerns

You are responsible for conducting all of your Yext business legally and ethically. This may mean that, from time to time, you will have a question about the law, the Code, a Yext policy, process or procedure, or suspect, in good faith, that a violation of law, this Code, or Yext policy, process or procedure has occurred. Yext has multiple resources in place to help address any such questions and concerns. If you are not sure how to handle something, or if you think there is a problem, Yext encourages you to speak up! You don’t need to have all the information or details to ask questions or speak up. The Company wants to hear from you. Yext cannot answer questions, address concerns, or fix issues that it does not know about.

Asking Questions. You may encounter situations where you have a question or are unsure of the best course of action. You should always seek guidance if you are uncertain about a particular situation. If you ever have any questions or doubts, stop and ask before you act or decide on your course of action. You may reach out to any of the following people:

- Your manager or another local manager;
- Any member of the **HR Team** by mail at 61 Ninth Avenue, New York, NY 10011, by email at hrconfidential@yext.com; and
- **General Counsel** by mail at 61 Ninth Avenue, New York, NY 10011, by email at gc@yext.com or by phone at 646.512.8413.

These people are familiar with the laws, regulations, policies and procedures that relate to our work and behavior, and they will be able to help you address your questions.



Reporting Concerns. In contrast to questions, we recognize that there are times when you may become aware of or in good faith suspect that a violation of this Code, other Yext policy, or the law has occurred. The types of information which may be reported under this policy include:

- Fraud or deliberate error in the preparation, evaluation, review, or management of any financial statement of the Company;
- Fraud or deliberate error in the recording or maintaining of financial records of the Company;
- Deficiencies in or noncompliance with the Company's internal accounting controls;
- Misrepresentations or false statements to or by an officer of the Company or an accountant regarding a matter contained in the financial records, financial reports, or management reports of the Company;
- Bribery;
- Potential money laundering activity; and
- Deviation from reporting of the Company's financial condition as required by applicable laws, rules, and regulations.

In addition to the general concepts described in this policy, applicable state or local law may provide legal protections for employees who bring forward certain concerns.

If you suspect a violation, you should report it promptly, using the appropriate channel described below. Alternatively, you may choose to use an appropriate method of reporting for your jurisdiction as set out in a local policy (e.g. a local whistleblowing or grievance procedure). Because the manner in which reports of violations may be made varies from country to country, please consider the appropriate method by which to report, according to the following options:

1. **Bring it to the attention of your local manager, or any member of local management, as appropriate.** The most immediate resource for reporting good faith concerns of suspected violations is always your local manager or any member of local management. If you prefer not to go to your manager, or your concern was not adequately addressed by your local manager, the other reporting options in 2. below are available to employees.
2. **Good faith reports relating to (a) violations of this Code, other Yext policy or the law; and (b) banking, accounting, finance, internal accounting controls, bribery or anti-corruption, or antitrust/competition violations may also be made directly to any of the following:**
 - **Yext Compliance and Ethics Hotline,** Employees can report online or by phone 24 hours a day, 7 days a week, by going to <https://yextcomplianceandethics热线.ethicspoint.com> and filing a report through the web-based portal or by calling the country specific toll-free number that can be found on the site;
 - **HR Team,** by mail 61 Ninth Avenue, New York, NY 10011, or by email at hrconfidential@yext.com;
 - **General Counsel,** by mail 61 Ninth Avenue, New York, NY 10011, by email at gc@yext.com or by phone at 646.512.8413; and
 - **Audit Chair,** by mail at 61 Ninth Avenue, New York, NY 10011, or by email at auditchair@yext.com.



Confidentiality and Self-Identification. Information that you report will be treated as confidentially as possible; however, in some instances we will need to share information with appropriate parties as part of our investigation or an applicable process. You are encouraged to share your identity when you report because this permits the Company to conduct the most thorough and effective investigation possible and because it may be more difficult to thoroughly investigate anonymous reports. If, however, you are uncomfortable identifying yourself, you may report anonymously.

After You Make a Report. Regardless of how you choose to report, all reports of actual or suspected violations of this Code, other Yext policy, or the law will be taken seriously and addressed promptly and in accordance with any applicable local policies or procedures. When deemed appropriate, the Company's designee will carefully conduct a fair, objective and thorough investigation. Yext will endeavor to get all sides of the story in a timely, impartial way and maintain confidentiality to the extent possible under the circumstances and in compliance with applicable laws and regulations. If you are asked to participate in an investigation, you are expected and required to cooperate fully and honestly.

Importantly, nothing in this Code, or any other Company policy or agreement, shall prohibit you from reporting suspected violations of law or regulation to any governmental agency (including the Equal Employment Opportunity Commission ("EEOC") or a similar state or local agency), regulatory body, self-regulatory organization, or law enforcement agency, from making any other disclosures that are protected under any law or regulation, or from participating or cooperating in any inquiry, investigation, or proceeding conducted by such law enforcement entity, or from making other disclosures that are protected under state or federal law or regulation.

Violations of Our Code

We must all adhere to this Code and Yext policies. Violations of our Code, other Yext policies or the law have serious consequences. Alleged violations will be reviewed and, where appropriate, properly investigated in compliance with applicable local laws, and according to the appropriate internal investigation process. Violations committed by anyone may lead to disciplinary action up to and including termination of employment without notice (subject to applicable local law and policies) or cessation of a business relationship, as well as possible civil or criminal penalties.

No Retaliation and Cooperation with Investigations

Yext recognizes that, to preserve a culture of compliance, integrity and respect, we must protect individuals when they report violations or suspected violations in good faith. Therefore, Yext strictly prohibits acts of retaliation (also known in some jurisdictions as victimization) against employees and any other reporting individuals for reporting a possible violation in good faith. The "in good faith" requirement means the employee or reporting individual, based on at least some objective facts or evidence, actually believes or perceives the information reported to be true. Employees and reporting individuals do not have to be correct, but they must act in good faith.

In addition, you will be protected from being retaliated against for participating honestly and in good faith in an investigation involving possible violations. Yext carefully reviews and, when appropriate, investigates all reports of violations of this Code, other Yext policies, or the law. When requested to participate in Yext's review of a report or an investigation, you will help this process by cooperating fully and honestly, and you will not face retaliation for doing so. However, keep in mind that you, like all other Yext employees, will remain subject to disciplinary action if you have not acted in good faith or committed a violation of this Code, other Yext policies, or the law.



If you believe that you have been subject to improper retaliation, consult the appropriate resource using the channels referenced above. You have the right to be treated fairly and with respect, and Yext will strive to ensure that each employee and reporting individual is treated that way.

A Special Note to Managers

While this Code applies to all employees equally, managers have extra responsibilities. Managers should set the right tone for your teams, including by:

- Leading by example – always do the right thing;
- Speaking up when there is a problem, and encouraging your team to do the same;
- Making sure your team understands this Code and what is expected of them;
- Encouraging open communication by being receptive to questions and concerns, and making sure issues are directed to people who can help, consistent with local data privacy laws;
- Escalating matters indicating a violation of the Code, other Yext policies, or the law, consistent with local data privacy laws; and
- Avoiding retaliation and making sure others avoid retaliation.

Legal Compliance

Obeying the law is the foundation of this Code. Yext expects you to understand and comply with legal and regulatory requirements applicable to our business and your areas of responsibility. While you are not expected to remember every detail of these laws, you should be able to determine when to seek advice.

Legal compliance includes complying with applicable laws in every country where Yext does business and where you may travel on behalf of Yext. Just because some laws are not enforced or their compliance is not a hot button issue is not an excuse for noncompliance. If you believe there is any conflict between this Code, other Yext policies (including any handbooks) and applicable local law, please ask the General Counsel (gc@yext.com) for guidance.

There are many laws we must follow, and many of the policies in this Code and other Yext policies—including applicable Employee Handbooks—are based on compliance with these laws. You will see these laws and regulations reflected throughout this Code and Yext's other policies and practices.

Dealing with Governments, Government Officials and Anti-Corruption Laws

Yext succeeds based on the quality of our employees, services and products. A part of this success is recognizing that special requirements often apply with interacting with a government or government official. Government officials are defined broadly and include, but are not limited to, an officer, employee or agent of a government or governmental department, agency, or instrumentality, officer or employee of a state-owned enterprise or partially state-owned enterprise, political party or official, candidate for political office, officer or employee of a public international organization such as the World Health Organization or World Bank, or the spouse or immediate family members of any of the persons mentioned above.

Anti-corruption laws, including the U.S. Foreign Corrupt Practices Act ("FCPA") of 1977, as amended, the UK Bribery Act of 2010, and other applicable local laws, apply to all of our operations around the globe. Yext's interpretation of these laws is clear: we may not engage in bribery with, or offer, authorize or



accept any form of kickback to or from, a government official. “Bribery” is the offering, giving, receiving or soliciting of anything of value in order to obtain or retain business or other improper advantage. However, different countries may have different variations of this definition so please familiarize yourself with applicable local law. **Because of these strict rules, you must obtain the written pre-approval from Yext’s General Counsel’s office prior to providing anything of value (including meals, entertainment, travel, gifts, etc.) to a government official.**

Yext does business with governmental entities in the U.S. and around the world. These government contracts are highly regulated. Before any government contract can be agreed to and entered into on behalf of Yext, the contract must be reviewed and approved by Yext and its legal counsel in advance.

You must not hire third party intermediaries (e.g., consultants, sales agents, accounting firms, etc.) to do something you are not allowed to do yourself. You also cannot simply turn a blind eye to evidence of misconduct and other red flags committed by third party intermediaries. It is critical that all intermediaries who intend to perform business or services on behalf of Yext and who may have dealings with foreign government officials, are approved in advance by Yext and are selected and engaged in strict compliance with all applicable Yext policies and the law.

Consequences for violating anti-corruption laws are severe for both Yext and the individuals involved. Individuals found to be in violation of such laws following an internal investigation will be subject to disciplinary sanctions (in accordance with the applicable local law and policy), up to and including the termination of their employment. Employees who may interact with government officials must understand all applicable laws and be familiar with this Code and all applicable Yext policies. Easy rule of thumb: contact your manager and Yext’s General Counsel (gc@yext.com) before engaging in any business activities with any government officials.

Dealing with Commercial Anti-Corruption Laws

Anti-corruption laws also apply to all of our global operations and business dealings with commercial third parties. Commercial bribery can carry steep consequences, so you need to use good judgment and ensure no improper gift or thing of value is offered or accepted for any purpose. Gift giving to and from Yext’s suppliers and other third parties can also raise conflict of interest issues, creating an actual or perceived suggestion that the gift, as opposed to quality of Yext’s products or services or some other proper factor, influenced the decision-maker.

Business Courtesies, Gifts and Entertainment

Exchanging gifts, business courtesies and entertaining can help build strong working relationships with clients, business partners or other parties doing business with Yext. However, sometimes gifts, business courtesies and entertaining can create a conflict of interest or unfair bias that could influence business decisions or could improperly be construed as bribes. Commercial bribery occurs if you offer to give, give or accept a business courtesy with the intent of obtaining or retaining business or otherwise improperly influencing a company’s business affairs. Again, please familiarize yourself with the applicable local laws to understand the correct definitions. You should always use good judgment, act reasonably and comply with Yext’s policies and applicable laws.

Receiving Gifts. You should never accept a gift or favor from any client, prospective client, business partner or other party doing business with Yext:

- if it creates an appearance of impropriety or will embarrass Yext,
- if it will interfere with your ability to exercise judgment in the best interest of Yext,

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- if it is obviously excessive or lavish, or
- the giver expects a favor or benefit in return.

If you are unsure about accepting a gift, please contact your manager or local HR representative before doing so.

Loans (other than loans from a lending institution at market rates), cash and kickbacks are also prohibited. A “kickback” is the return of a sum already paid or due to be paid as a reward for awarding or fostering business or giving a client a good deal. You should never solicit gifts or favors from a client, prospective client, business partner or other party doing business with Yext.

At times, you may find yourself in a situation where you must return an unsolicited gift, but doing so may be impractical (such as perishable items or personalized gifts) or discourteous. In these situations, you should immediately notify your manager and the General Counsel (gc@yext.com) for guidance.

Extending Business Courtesies, Giving Gifts and Entertaining. Examples of appropriate business courtesies, gifts or entertaining may include reasonable business-related meals, Yext-organized or other cost-appropriate recreational events, and Yext-branded and cost-appropriate gifts or “business swag.” To ensure that the exchange of business courtesies could not be construed as a form of bribery, all business courtesies, gifts and entertainment must be:

- Consistent with all applicable laws, including that of the U.S., your home country and the location of the recipient;
- Of appropriate and reasonable value and consistent with customary business practice;
- Consistent with the policies of both the giver's and recipient's employer;
- Never in the form of cash;
- For a legitimate business purpose such as promoting the Company's products and services or promoting goodwill and is in no way offered or accepted with the intent of obtaining or retaining business or otherwise improperly influencing a company's business decisions or affairs;
- Should not reflect adversely on Yext if publicly disclosed, **and**
- Comply with Yext's Travel and Expense Policy (a copy of which can be found via Telescope) and be properly recorded in Yext's expense reporting system (Concur).

All gifts to private persons (i.e., non-governmental officials) must follow these guidelines:

- The value of the gift should not exceed \$100; and
- Must be properly recorded as a “Gift” in Yext's expense reporting system (Concur).

Jurisdictions outside the United States may have lower spending limits than the limits outlined above. Please consult the applicable local policy and/or the Legal Department (legal@yext.com) if you have questions.

All entertainment, meals or Company-sponsored travel, provided to private persons (i.e., non-governmental officials) must follow these guidelines:

- For provisions under \$250 per person, no pre-approval is required;
- For provisions between \$250 to \$500 per person, you must obtain the pre-approval of your manager and the finance department; and



- For provisions over \$500 per person you must obtain pre-approval from your manager and the General Counsel's office.

Jurisdictions outside the United States may have lower spending limits than the limits outlined in this Code. Please consult the applicable local policy and/or the Legal Department (legal@yext.com) if you have questions.

Examples of inappropriate business courtesies, gifts and entertainment include costly entertainment, lavish meals or liquor, contributions to political parties or candidates, unapproved event sponsorship and charitable contributions, cash gifts or gift cards, undisclosed side trips and entertainment, expensive personal gifts, and any type of kickback or similarly unlawful behavior.

Conflicts of Interest and Corporate Opportunities

Remember that all business decisions should be made in the best interests of Yext and not for you or your family or friends personally. You should avoid situations that create a conflict of interest or even the appearance of a conflict of interest.

A conflict of interest arises when you have a personal relationship, financial or other personal interest that could interfere with your obligation to act solely and objectively in the best interest of Yext. This includes using or attempting to use your position with Yext for personal gain or advantage. For example, a conflict of interest may arise if you or your family member or other relatives have an undisclosed, substantial financial interest in, or receive fees, commissions, excessive gifts, gratuities or other compensation from, a client, prospective client, competitor, business partner, or other party that does business with Yext.

You also should not take for yourself or a family member or other relative (in-law, sibling, cousin, aunt, uncle, etc.) any opportunity presented to or discovered by you as a result of your position at Yext or to otherwise benefit personally, including from Yext's internal business information. While working on behalf of Yext, you may come across opportunities in which Yext may also have an interest. If so, you must notify your manager of the opportunity and provide ample time for Yext to determine whether it will pursue the opportunity and whether a conflict of interest exists. If, after this review, Yext passes on the opportunity, and with Yext's permission and pre-approval, you may be authorized to act on it for your own personal interests.

Yext cannot predict all situations that could cause a conflict of interest or the appearance of a conflict of interest. A few examples of situations in which you must notify your manager and seek written pre-approval from the General Counsel (gc@yext.com) are:

- Accepting a directorship at any for profit company;
- Accepting a paid speaking or consulting opportunity from any person or company;
- Owning more than 2% of the stock in any public company that does business with Yext or in any company that competes with Yext;
- Hiring, referring business to or conducting business with any related persons (e.g. family members or other relatives) or anyone else whose relationship with you could impair, or be perceived to impair, your judgment and decision making on behalf of Yext;
- Engaging in paid business activities outside of your employment at Yext; and
- Accepting any stock or options ("friends and family", discounted or otherwise) offered to you by virtue of your employment at Yext.

Remember, you must not use other people to do indirectly what you are prohibited from doing yourself.



If one of these situations or another potential conflict of interest arises, you should disclose the situation to your manager and to the General Counsel (gc@yext.com). The General Counsel (gc@yext.com) will give you written approval if the situation you disclose does not create a conflict of interest. You are encouraged to err on the side of caution when considering an actual or perceived conflict of interest.

Avoiding Insider Trading

You are prohibited from using "material," "nonpublic" information—that was acquired about any public company—in connection with buying or selling any securities (e.g., stock, bonds, options, etc.). Information is considered "material" if a reasonable investor would consider the information important in deciding whether to buy, sell or hold a stock or other security. "Nonpublic" information refers to that information which has not yet been disclosed to or absorbed by the public. Examples of material, nonpublic information include but are not limited to:

- Unreleased sales figures;
- Pending mergers or acquisitions;
- Earnings estimates;
- Labor disputes;
- Introduction of a new product or service; and
- Adjustments to key personnel positions.

No matter where you are located, you must comply with this policy, which also prohibits tipping. "Tipping" generally occurs if a person provides material, nonpublic information to another person, and that person trades on the basis of the information. It is important to note that tipping can expose you to the same consequences brought about by insider trading. This may include severe civil and criminal penalties, including fines, termination of employment (subject to applicable local law), and potential imprisonment.

You are required to review and follow Yext's Insider Trading Policy, and should contact the General Counsel (gc@yext.com) with any questions. You can find the complete Insider Trading Policy [here](#).

Communications with Investors

Yext is thoughtful and responsible in how we communicate with investors. Only certain Yext-designated personnel are authorized to communicate with investors and securities market professionals (including brokers, analysts and other market professionals) on any subject relating to Yext's business.

Inquiries from investors or the investment community must always be directed to the Investor Relations Department.

Competing Fairly and Following Competition/Antitrust Laws

Yext believes in its products and services, and in free and fair competition in compliance with applicable laws and trade regulations. We compete fairly, lawfully, and solely on the basis of our quality products and services, and we never take advantage of anyone through unlawful, unethical, or unfair practices.



In addition, Yext always strives to be accurate and truthful in all of our business dealings and communications. We market our products and services honestly and communicate fairly with customers. We avoid making misleading or disparaging statements about our competitors or their products or services.

To ensure markets operate fairly and efficiently, many nations have implemented laws to combat anti-competitive practices. While anti-competition laws may be complex, they generally forbid discussing or entering into formal or informal agreements regarding activities that may restrain trade. Examples of such prohibited activities include, but are not limited to, bid rigging, price fixing, hiring pacts, and dividing or allocating specific market territories with competitors.

Illegal agreements do not have to be signed contracts and may be oral agreements and as simple as informal understandings between two parties. If any of these topics of discussion arise when talking with a competitor, such as at an industry association meeting or a trade show, you should stop your involvement in the conversation immediately and report that you have stopped it to the General Counsel (gc@yext.com).

Violations of anti-competition laws carry severe consequences. Keep in mind that these laws can be difficult to understand and every country maintains its own laws regulating competition. Exercise caution and avoid any interaction with competitors that may place you or Yext at risk.

Fair Dealing

Yext seeks to excel while operating fairly and honestly, never through unethical or illegal business practices. Each employee, officer, and director should endeavor to deal fairly with our customers, prospective customers, suppliers, competitors and employees. No employee, officer, or director should take unfair advantage of anyone through manipulation, concealment, abuse of privileged information, misrepresentation of material facts, or any other unfair dealing, fraudulent act, or unethical practices.

Political Activities

Yext encourages you to actively participate in the political process. You should, however, only do so voluntarily, in your own name and not for or on behalf of Yext, and during personal time, unless applicable law requires otherwise. You must make certain that participating in political activity in no way impairs your work efforts. You may never make political donations or contributions using Yext's name, time, funds or other resources. If you are posting statements which could be reasonably viewed as political to social media, you should do so in accordance with any local social media policies and you should make it clear that any statements are your personal views.

Complying with Import and Export Controls

The global nature of our business means that you must understand and comply with the laws and regulations that govern the export, re-export or import of products, software or technology. Export activity takes place when a product, software or technical information is transferred from one country to another or is provided to a foreign citizen or representative of another country, no matter where that person is located. Prior to undertaking any export transactions, you must determine whether the item is eligible for export. This depends upon the nature of the item, the country of destination and the end use and end user.

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You must not authorize or approve, or knowingly enter into, any transaction to provide products, services or technology to any individual, company or countries subject to national or international sanctions without seeking the prior approval of the General Counsel (gc@yext.com). Before engaging in exporting activity, you must verify the eligibility of both the location of delivery and the export's recipient. In addition, you must obtain all required and necessary licenses and permits and have Yext pay all proper duties, in compliance with local requirements.

Import activity, or bringing the products Yext purchases from others into a country, is also generally subject to various laws and regulations. In particular, this activity may trigger the payment of duties and taxes. It also may involve the filing of required documentation. You must always make sure Yext is in compliance with all import requirements.

Import and export controls do not simply apply to material or physical goods. They also relate to data, information, research and other intellectual property exchanged with overseas suppliers. Failure to obtain the appropriate government approvals before exporting products or technology can result in serious consequences, such as the loss of export privileges, as well as civil and criminal penalties. If you are involved in importing or exporting products, services or technology you must understand all applicable laws and be familiar with all applicable Yext export and import policies and approved practices.

Following Anti-Boycott Laws

A boycott occurs when one group, business or country refuses to do business with a particular person or country. U.S. anti-boycott laws prohibit us from cooperating with boycotts that are not sanctioned by the United States. It is important to note that, even when Yext is not conducting business in the United States, we must comply with U.S. anti-boycott laws.

You are required by law to report all requests to participate in an unsanctioned boycott. Such requests are often hidden in seemingly harmless documents, like letters of credit or bills of lading. If you have a question regarding anti-boycott laws or a possible conflict regarding receipt of what may be a boycott request, contact the General Counsel (gc@yext.com) immediately.

Money Laundering Prevention

Money laundering is the act of concealing the sources of money to avoid disclosing its sources, uses, or paying taxes. More than 100 countries now have laws against money laundering. Among other things, these laws prohibit conducting transactions that involve proceeds from criminal activities. People involved in criminal activities—terrorism, narcotics, tax evasion, and fraud, to name a few—may try to “launder” the proceeds of their crimes to hide them or make them appear legitimate. A related concern, sometimes called reverse money laundering, is the use of legitimate funds to finance terrorist activity.

Yext is committed to complying fully with all anti-money laundering and anti-terrorism laws throughout the world. Yext conducts business only with reputable customers, third-parties, and governmental officials involved in legitimate business activities using funds derived from legitimate sources. You should avoid engaging in any transaction that is structured in a way that could be viewed as concealing illegal conduct or the tainted nature of the proceeds or assets at issue in the transaction. Failing to detect customer relationships and transactions that place Yext at risk can severely damage our integrity and reputation. Consult the General Counsel (gc@yext.com) with any questions.



Protecting Assets and Information

During your employment at Yext, you will have access to Yext's assets and property, including its computers and intellectual property, as well as valuable internal and confidential business information about Yext and its clients, business partners and competitors. You may also learn personal information about Yext's employees, clients, and third-party business partners. The following guidelines outline how you should treat these assets and information. Further information on local requirements is set out in applicable local policies and, if applicable, within your terms and conditions of employment with Yext.

Intellectual Property. Yext's intellectual property is among our most valuable assets. Intellectual property includes trademarks, patents, trade secrets, logos, business "know how," and other intangible property. We must protect and, where appropriate, enforce Yext's intellectual property rights. When conducting Yext business, remember to only use logos and trademarks as approved by Marketing and do not disclose any Yext trade secrets, patents or other proprietary technology or confidential business information. Any internal information disclosed about our proprietary technology, products, services and practices should only be disclosed for a valid Yext business purpose and given only to those individuals—including other Yext employees—who have a necessary business "need to know." Some situations may first require that the recipient has signed a confidentiality agreement with Yext. If you are unsure whether your situation warrants the use of a confidentiality agreement, or to obtain a Yext-approved confidentiality agreement, contact Legal (legal@yext.com).

Remember that, unless it is exempted in your employment agreement, or otherwise exempted by law, Yext owns all the intellectual property, trade secrets, and confidential business information you create or are provided access to while employed at Yext.

In short, you should always comply with this Code, any other Yext policies, any agreement, and the laws and regulations governing the rights to and protection of Yext's and others' intellectual property, trade secrets, and confidential business information.

Confidential or Proprietary Information. While working at Yext, you will have access to confidential or proprietary information (which might also be considered intellectual property). Examples of confidential or proprietary information include source codes, software programs, algorithms, inventions, models, sales goals or pricing terms and techniques, business plans and strategies, client and prospect lists, client preferences, and related business information, product pipeline and current and future price lists. This foregoing listing is illustrative only and is not exhaustive, and information may be considered confidential or proprietary regardless of whether it is labeled confidential or proprietary, or whether it is oral, written, electronic, or in another form.

Improper use or disclosure of confidential or proprietary information could cause significant harm to Yext and our competitiveness in the industry. Accordingly, you should expect to be asked to enter into and sign confidentiality agreements with Yext, the terms of which will be in addition to, and not in limitation of, the requirements of this Code, any other applicable Yext policy, and the law. You must always try to protect Yext's confidential and proprietary business information and make efforts to handle such information carefully during and after your employment with Yext, including during each business day as well as securing it appropriately at the end of each business day of your employment with Yext.

In addition, you may receive confidential or proprietary information from business partners and clients. You have a duty to safeguard this information from disclosure and misuse and to honor all contractual commitments and other legal obligations. Generally, this means you should not share this information with others, including other clients, and you should only share information with your Yext colleagues who have a valid "need to know" to perform their job functions.

While it is important to not purposefully disclose confidential or proprietary information, it is not enough. You must also use reasonable safeguards to protect confidential or proprietary information when using your computer or other devices, including any of your own devices that you use to conduct Yext business.

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Be cautious when discussing sensitive information on a cell phone or with a coworker in public places, such as elevators, airports and restaurants, or in open areas within Yext, such as manifesto or restrooms. Do not leave documents containing sensitive information in a place where an unauthorized person might have the opportunity to read them, including an unattended desk or on a printer. We expect all employees to respect our clients', business partners', and even our competitors' rights to confidentiality in their information at all times as well.

Yext has the following requirements in place to lower the risk that confidential or proprietary information is disclosed unintentionally or improperly:

- Do not use the same password for Yext systems and personal accounts, such as e-mail, social media and online banking accounts;
- Do not write down your password;
- Do not use passwords that contain any personal information, such as names, significant dates, social security number or part of the username;
- Do not transfer Yext data to your personal devices or your own removable storage device, such as USB keys or external hard drives unless Yext has given you this tool. Contact IT Support (desktop@yext.com) if you need a removable storage device;
- Contact IT Support (desktop@yext.com) immediately if you think any computing device (e.g. laptop, smartphone) used for Yext business has been lost or stolen; and
- If you are a VPN user, do not save your VPN password and do not connect to the Yext VPN when you are not performing Yext duties. You are required to input your password every time you sign onto the VPN, and you must disconnect from the Yext VPN network when you have completed your work.

You must also be careful to acquire third-party confidential and proprietary information only in a legal and ethical manner. While it is entirely proper for us to gather publicly available information about our market and competitors, we must always do so in an appropriate and legal way. This means you should never use illegal or unethical means to gather information (e.g. spying, bribery, surreptitious theft or photographing, or breach of a confidentiality agreement). Further, if a coworker, client or business partner has competitive information that they are required to keep confidential, you must not encourage them to use or disclose it and should remind them that they are obligated not to share or use any such information. This prohibition includes *not* encouraging new Yext employees to use or disclose confidential or proprietary information belonging to their former employers. If you become aware of confidential information about another company that has been inadvertently disclosed or used, seek guidance from your manager or Legal (legal@yext.com) before using or acting upon this information.

Your obligation to safeguard confidential and proprietary information of Yext and third parties continues even if you are no longer a Yext employee or business partner.

Note that nothing in this Code or any other Yext policy is intended to or shall limit or prohibit you from engaging, in good faith and for a lawful purpose, in any "Protected Activity." "Protected Activity" means (i) filing a charge, complaint, or report, or otherwise communicating with or participating in any investigation or proceeding that may be conducted by a federal, state/provincial, or local governmental agency, including but not limited to, the U.S. Securities and Exchange Commission, the Occupational Safety and Health Administration, the U.S. Equal Employment Opportunity Commission, and the National Labor Relations Board ("Government Agencies"), and (ii) engaging in concerted activity that is protected under applicable law, including but not limited to, Section 7 of the U.S. National Labor Relations Act and a protected disclosure within the meaning of Part IVA of the Employment Rights Act 1996. For purposes of such Protected Activity, you are permitted to disclose documents or other information as requested by the government and/or permitted by law. You may also do



so without giving notice to, or receiving prior authorization from, the Company, although you are welcome and encouraged to notify the Company in advance and, in the case of disclosures to Government Agencies, to work together with the Company in making such disclosure to the government. In engaging in any such “Protected Activity,” you also must take all reasonable precautions to prevent any unauthorized use or disclosure of any information to any parties (other than the relevant government agency) that may constitute Yext’s confidential intellectual property, trade secrets or other confidential business information such as marketing plans and customer lists. In addition, if you are disclosing any such confidential intellectual property, trade secrets or other confidential business information of Yext’s to the government, you are encouraged to still designate any such information “confidential” before providing it to the government.

Two additional points— “Protected Activity” does not include the use or disclosure to the government of any Company attorney-client privileged communications or documents—unless you have obtained the Company’s written consent to any such disclosure in advance. Any such disclosure, without the Company’s prior written consent, violates this Code and will not be deemed a waiver of any privilege by the Company. Also, any language in any employment agreement between you and Yext regarding your right to engage in Protected Activity should be read in conjunction with this section of the Code— “Protecting Assets and Information” —so that there is no conflict with this section and any such agreement, both of which shall remain in full force and effect.

Finally, under the U. S. Defend Trade Secrets Act (DTSA): (1) no individual will be held criminally or civilly liable under federal or state trade secret law for the disclosure of a trade secret, *provided* the disclosure: (A) is made in confidence to a federal, state, or local government official, either directly or indirectly, or to an attorney; and made solely for the purpose of reporting or investigating a suspected violation of law; or, (B) is made in a complaint or other document filed in a lawsuit or other proceeding, if such filing is made under seal so that it is not made public. Additionally, an individual who pursues a lawsuit for retaliation by an employer for reporting a suspected violation of the law may disclose the trade secret to the individual’s attorney and use the trade secret information in the court proceeding, provided the individual files any document containing the trade secret under seal, and does not disclose the trade secret, except as permitted by court order.

Yext Property and Technology. You and your colleagues are responsible for preserving Yext’s assets and ensuring they are being used for the benefit and purpose of Yext’s business. Yext assets include property, such as furnishings, equipment, computers, software, phones and supplies, along with but not limited to documents, messages, files, email, internet and telephone usage, information and data. These resources are for use in conducting Yext business and should always be used in a productive, ethical and lawful manner.

The resources Yext has provided to you remain Yext’s property at all times. **You are hereby notified that unless prohibited by applicable local law, Yext reserves the right to monitor your use and the use of any devices or resources you use to conduct Yext business, including devices that belong to you. Subject to applicable local law, you do not have and should not think you have any expectation of privacy while using or creating any business data of Yext’s or while using any Yext property, equipment, computer or electronic device. Nor do you have any expectation of privacy in any Yext business data that may be contained on any personal device of your own.** This data is also considered part of the official business records of Yext and, as such, is subject to disclosure to law enforcement or other third parties. Consequently, employees should always ensure that any Yext business data or information they create is accurate, appropriate, ethical, and lawful.

Yext prohibits abuse and misuse of equipment, devices and resources provided by Yext, as well as personal equipment, devices or resources used to conduct Yext business. Examples of abuse and misuse of Yext computers, software, e-mail, phones or internet usage include sending or posting discriminatory, harassing, or threatening messages or images; improper or unauthorized sending or posting trade secrets, or proprietary information; attempting to gain a higher level of access to Yext systems than your job function allows; or passing off personal views as representing those of Yext; participating in the viewing or exchange



of "adult entertainment" material, pornography or obscene materials; attempting to break into the computer system of another organization or person; jeopardizing the security of the Yext's electronic communications systems; or engaging in any other illegal activities. This list is illustrative only and is not exhaustive.

See applicable Yext policies for more information regarding the use of your own devices to perform work for or on behalf of Yext.

Personal Employee Information. Your job may require or enable you to access personal information about fellow Yexters (including data like home address, social security numbers and medical information). It is important that you protect your fellow Yexters' personal information and take all reasonable precautions to prevent any unauthorized use or disclosure of such information to any other parties (other than relevant government agencies in connection with your exercise of legally protected rights). Because Yext is a global company, it is subject to complex international data privacy laws. Thus, do not share, ask for, or accept receipt of anyone's personal employee information without first checking with Yext about any current policy and protocol for doing so.

Personal Information of Yext's Clients, Partners and Prospects. Your job may require or enable you to access or otherwise process personal information about individuals working for Yext's clients, partners and prospects. Protecting the confidentiality and integrity of this personal information is a critical responsibility that we always take very seriously. As such, it is important that you protect this personal information and take all reasonable precautions to prevent any unauthorized use or disclosure of such information to any other parties. Because Yext is a global company, it is subject to complex international data privacy laws. It is therefore vital that you follow our policies and procedures and all applicable laws in collecting, accessing, using, storing, sharing, and disposing of this personal information. In particular, you should note that the unauthorized use of personal information for private purposes obtained through your work is a criminal offense in some countries.

Diversity and Personal Dignity

Yext recruits, hires and retains the best talent available, regardless of race, color, sex, age, disability, religious belief, national or ethnic origin, ancestry, and sexual orientation, gender identity or gender expression. We want to be welcoming and encouraging for you to be successful. We are also committed to providing equal opportunities for employment and advancement. In addition, Yext is committed to providing a safe, productive, discrimination-free and harassment-free work environment. This means we must make all employment decisions based on merit and principles of mutual respect and dignity for one another and consistent with applicable laws. For additional information, please contact your local manager and review Yext's applicable equal employment opportunity, diversity and inclusion policies.

We each have the right to work in an environment free from harassment. "Harassment" is typically a form of discrimination that consists of unwelcome behavior, based on a person's legally protected characteristics or status, that has the purpose or effect of creating an intimidating, hostile or offensive work environment. Harassment can come in many forms, including physical actions, verbal or written remarks, or visual depictions. Yext strictly prohibits any acts of harassment, whether by an employee or a non-employee. If you experience, see or hear of any harassment, please speak up! You can use any of the reporting channels listed above in this Code to make a report. You may also do so without fear of retaliation. If you have any questions, please consult the applicable policies in your employee handbook or ask a local manager. You are responsible for understanding all applicable discrimination and harassment policies and laws, for using common sense, and for acting with mutual respect toward others at all times.



Discriminatory or harassing behavior violates our Code, Yext policies and the law. Additionally, any acts of bullying or moral harassment, regardless of whether they are discriminatory or otherwise related to a protected characteristic, will not be tolerated, and are also treated as a violation of our Code. Violators are subject to disciplinary action—as determined by Yext and applicable local law—as well as to possible civil and criminal remedies and penalties.

Providing a Healthy and Safe Work Environment

Our people are our most important resource, and health and safety is a priority in all of our locations and at all levels of our organization.

Workplace Health and Safety. Our expectation is that no person and no property is injured in the workplace. This means you must constantly strive to achieve zero injuries and work-related illnesses, and to remain vigilant to avoid any accidents. To prevent workplace injury, illness, and accidents, you must:

- Follow all applicable safety laws and regulations;
- Comply with Yext policies and the safety procedures in your local facilities;
- Conduct yourself in a safe manner;
- Take all reasonable precautions when handling toxic or other unsafe materials, as well as when operating machinery and heavy equipment; and
- Keep your eyes and ears open and watch out for your fellow employees.

For additional information, please contact a local manager or review Yext's applicable health and safety policies, including but not limited to Yext's Workplace Health & Safety Policy. Immediately report any behavior or activity that jeopardizes the health and safety of our workplace to your local manager or human resources.

Avoiding Workplace Violence. Workplace violence can affect and involve employees, clients, customers and visitors. As part of our commitment to health and safety, **we** must never tolerate any acts or threats of violence in our workplaces. To keep our work environments free from violence or intimidation, do not bring any weapons or firearms onto Yext premises, including parking facilities, while conducting business on Yext's behalf, unless otherwise required or allowed by applicable local law or job responsibility. You should promptly report any threatening or violent behavior in the workplace to a local supervisor. If you feel that you or someone else is in immediate danger, call the local authorities. Violators are subject to disciplinary action—as determined by Yext and applicable local law—as well as to possible civil and criminal remedies and penalties.

Purchasing Policies & Supplier Relations

It is important to Yext's reputation as a responsible sourcer to engage only those suppliers who comply with all applicable laws, including but not limited to, laws regarding eradication of human trafficking and slavery and compliance with other applicable employment, environmental, and anti-corruption, fair competition and intellectual property laws. You should not engage any supplier without first consulting with and following the protocols of the Purchasing Policy which can be found on start.yext.com.



Records and Contracts

Our corporate records serve as the basis for managing our business and are important in meeting our obligations to our clients, employees and business partners. Yext also has obligations to its investors and certain governmental authorities to accurately report its business activities.

The records we create as part of our daily responsibilities have a significant impact on Yext's financial information. We must be sure that all records we create and submit, including time entries, contracts, expense reports and inventory reports, are true, fair, lawful, and accurate, and consistent with our internal control procedures.

If you enter information into Yext's business records, you are responsible for doing so in a truthful, accurate, complete, legible and timely manner. Such information can include time records, expenses, receipts, client records, and regulatory or other financial reports. Make sure any signed contracts are properly stored, maintained, and easily accessible to those with authority over or responsibility for the contract.

It is a violation of Yext policy to establish any unrecorded kickbacks, "slush" funds or "off-book" accounts, or to take any other steps to falsify Yext's books and records. **Making false or misleading entries is strictly prohibited.** Consequences for falsifying financial records are severe, including termination from employment and potential criminal prosecution for the individuals involved.

Likewise, we must keep accurate records of our contractual obligations and maintain any contracts in accordance with the contract management policies established for your department.

If you are aware of any false or misleading entries or side agreements, report it to your manager, any executive officer, Human Resources, or the General Counsel (gc@yext.com).

Retention of Documents and Records

You are expected to maintain all records in accordance with the legal and business requirements applicable to or adopted by Yext. To preserve the integrity of the record-keeping and reporting systems, you are expected to know and comply with all applicable Yext records retention policies and procedures. These include how data is shared, stored, and retrieved, and the circumstances under which data may be disposed of.

Changes to and destruction of records is specifically forbidden in the following circumstances:

- Where prohibited by law, government regulation, or Yext policy;
- Where there exists an overriding governmental, regulatory, or contractual requirement;
- Where there is knowledge or anticipation of litigation or a lawsuit, a subpoena or other third-party request for documents, data, or records, or a governmental or regulatory investigation or inquiry; and
- To try to cover up your or anyone else's wrongdoing.

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You must never destroy, alter, or cause the destruction or alteration of documents for any illegal or improper purpose. Records include, among other things, paper copies, electronic files, data, video and audio recordings.

Such information/data will be handled and stored by Yext in accordance with applicable local laws.

Full and Fair Disclosure

The information in our public communications, including any filings with the U.S. Securities and Exchange Commission, is intended to be full, fair, accurate, timely, understandable, and legally compliant. All employees, officers, and directors are responsible for helping ensure that Yext acts in furtherance of this policy. In particular, where required by your job duties, each employee, officer, and director is responsible for complying with the Company's disclosure controls and procedures and internal controls for financial reporting. Any questions concerning the Company's disclosure controls and procedures and internal controls for financial reporting should be directed to the General Counsel (gc@yext.com) or the Chief Financial Officer (CFO). Anyone who believes that questionable accounting or auditing conduct or practices have occurred or are occurring should promptly notify the General Counsel (gc@yext.com), HR (hrconfidential@yext.com), the CFO or another executive officer.

Press

Yext's public image, brand and reputation are critical to our success, and Yext's external communications must be consistent and on message. For this reason, only authorized individuals may communicate on behalf of Yext with the media and outside analysts. Direct all inquiries from outside media sources to the Marketing Team (pr@yext.com). If you are contacted by a media outlet or analysts, obtain the name and affiliation of the person making the request and pass the information on to the Marketing Team (pr@yext.com). Do not respond to any social media inquiries on behalf of Yext unless you have obtained authorization from Yext in advance.

Amendment and Waiver

Any amendment or waiver of any provision of this Code must be approved in writing by the Board, or any committee or designee of the Board to which such authority has been delegated, and promptly disclosed pursuant to applicable laws and regulations. Any waiver or modification of this Code for the Company's principal executive and senior financial officers will be subject to disclosure to the Company's stockholders if and as required by applicable law and/or the rules of the applicable stock exchange.

Certification and Disclosure

I acknowledge that I have received Yext's Code of Conduct ("Code"), and I will review and comply with it. I also understand that I must review and comply with any of Yext's other policies, procedures, agreements and expectations that apply to my employment and job responsibilities. I understand that a violation of any of the policies and ethical standards outlined in this Code—and in any of Yext's other policies, procedures, agreements and expectations—may subject me to disciplinary action, up to and including termination without notice, as well as potential civil and criminal penalties and remedies.