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Yext Announces Plans To Hire Over 200 Employees In Germany Over Five Years

The Company Continues to Invest in the Rapidly Growing Central European Market

NEW YORK, March 7, 2019 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the leader in digital knowledge management (DKM), is expanding its global business, with plans to hire over two hundred employees in Germany over the next five years. Yext is continuing to invest in its office on the 30th floor of the modern Upper West building, overlooking the Gedächtniskirche in the heart of Berlin. The office is the headquarters of Yext's operations in Central Europe.



"Yext's mission globally is to give companies control over their brand experience in the digital ecosystem, which consists of an increasing number of maps, apps, search engines, voice assistants and intelligent services," said Michael Hartwig, Managing Partner of Yext Central Europe. "This complexity will only continue to grow, and companies need to be prepared to control their brand consistency and visibility and to deliver the right information to customers at the right moment.

"Germans deserve the truth online," said Howard Lerman, Founder and CEO of Yext. "Yext is expanding rapidly in Germany including 200 new hires so when Germans ask a question

online, they can receive verified answers from the source of truth."

Major German brands currently working with Yext include DM, BMW, Sixt, Barmenia, DEVK, and Fitness First.

"With this great strategic investment, Yext accelerates its further global growth," Hartwig concluded. "Berlin is home to a wealth of tech talent, and making strategic hires here will deepen Yext's capabilities in both the German market and the European market at large."

About Yext:

[Yext, Inc.](https://www.yext.com) (NYSE: YEXT) is the leading Digital Knowledge Management (DKM) platform. Our mission is to give companies control over their brand experiences across the digital universe of maps, apps, search engines, voice assistants, and other intelligent services that drive consumer discovery, decision, and action. Today, thousands of businesses including brands like Taco Bell, Rite Aid, and Steward Health Care use the Yext Knowledge Engine™ to manage their digital knowledge in order to boost brand engagement, drive foot traffic, and increase sales.

Yext has been named a Best Place to Work by Fortune and Great Place to Work® as well as a Best Workplace for Women. Yext is headquartered in New York City with offices in Berlin, Chicago, Dallas, Geneva, London, Paris, San Francisco, Shanghai, Tokyo and the Washington, D.C. area. For more information, visit [yext.com](https://www.yext.com).

***Forward-Looking Statements**

This release includes forward-looking statements including, but not limited to, statements regarding plans to expand our presence and hire additional employees in Germany. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "could," "expect," "plan," "seeks to" 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. These forward-looking statements are subject to a number of risks, including but not limited to those detailed in our filings with the Securities and Exchange Commission, including our most recent Quarterly Report on Form 10-Q and Annual Report on Form 10-K. 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.



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