



Introduction

This Amended and Restated Code of Conduct 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 directors. It is vital for Yext’s success that all employees act with integrity and in accordance with applicable laws and Yext’s principles and values.

It is always important to do the right thing. Referring to this Code, your applicable Yext Employee Handbook and other applicable Yext policies will help enable you to make the right choices. If you have any questions, you may always contact your manager or another manager you trust, HR (hrconfidential@yext.com) or the General Counsel (gc@yext.com).

Seeking Guidance and Reporting Concerns

You are responsible for conducting all business legally and ethically. This may mean that, from time to time, you will have a question about the law, the Code or Yext policy, or suspect in good faith that a violation of law, this Code, or Yext policy has occurred. Yext has multiple resources in place to help respond to both questions and concerns. If you are not sure how to handle something, or if you think there is a problem, speak up! Yext cannot 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. When you have a specific question, you may reach out to any of the following people:

- Your manager or another local manager.
- **HR Team** by mail at 61 Ninth Avenue, New York, NY 10011, by email at hrconfidential@yext.com.
- **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 they will be able to 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 has occurred. If you suspect a violation, you should report it promptly, using the appropriate channel described below. Because the manner in which reports of Code 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, other options are available.
2. **Good faith reports relating to banking, accounting, finance, internal accounting controls, bribery or anti-corruption, or antitrust/competition violations may also be made directly, to the following:**
 - **Yext Compliance and Ethics Hotline,** Employees can report online or by phone by going to <https://yextcomplianceandethicshotline.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. Before submitting a report via the Yext Compliance and Ethics Hotline, please go to <https://sites.google.com/a/yext.com/home/policies-procedures/yext-compliance-hotline> to learn more.
 - **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.
 - **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. You are encouraged to share your identity when you report because this permits the Company to conduct the most thorough 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 misconduct will be taken seriously and addressed promptly. The appropriate personnel will carefully investigate the reports and your employing Yext entity will take appropriate and necessary action.



Violations of Our Code

We must all adhere to this Code and Yext policies. Violations of our Code, Yext policies or the law have serious consequences. Alleged violations will be properly investigated, in compliance with local laws, and according to the appropriate internal investigation process. Violations may lead to disciplinary action by your Yext employer, up to and including termination, as well as possible civil or criminal penalties.

No Retaliation and Cooperation with Investigations

Yext recognizes that, to preserve a culture of integrity and respect, we must protect our employees when they report in good faith. Therefore, Yext strictly prohibits acts of retaliation against employees for reporting a possible violation in good faith. The “in good faith” requirement means employees actually believe or perceive the information reported to be true. Employees do not have to be correct, but they must act in good faith.

In addition, you will not be retaliated against for participating in good faith in an investigation involving possible violations. Yext carefully investigates all reports of misconduct consistent with local requirements. You will help this process by cooperating fully and honestly in an investigation of potential illegal or unethical activity. You will not face retaliation for doing so.

If you believe that you have been subject to 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 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.
- 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 or other Yext policies, consistent with local data privacy laws.



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, Yext policies or handbooks and 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 your applicable Employee Handbook are based on following these laws. You will see these laws and regulations reflected throughout this Code and your applicable Employee Handbook.

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 of 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, and UK Bribery Act of 2010, 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. **Because of these strict rules, you must obtain the written pre-approval of the General Counsel's office prior to providing anything of value (including meals, entertainment, travel, gifts, etc.) to a government official.**



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, known as red flags, by third party intermediaries. It is critical that all intermediaries who perform business on behalf of Yext and who may have dealings with foreign government officials are selected and engaged in strict compliance with all applicable policies.

Consequences for violating anti-corruption laws are severe for both Yext and the individuals involved. Employees who may interact with government officials must understand all applicable laws and be familiar with all applicable policies. Contact the General Counsel (gc@yext.com) before engaging with 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 should use good judgment and ensure no improper gift or thing of value is offered or accepted. 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 product or service or 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. You should always use good judgment, be reasonable and comply with applicable laws.

Receiving Gifts. You should never accept a gift or favor from any 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, or
- the giver expects a favor or benefit in return.



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, business partner or other party doing business with Yext.

At times, you may find yourself in a situation where you must return a 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 or the General Counsel (gc@yext.com) for guidance.

Extending Business Courtesies, Giving Gifts and Entertaining. Examples of appropriate business courtesies may include reasonable business-related meals, Yext-organized or other cost-appropriate recreational events, and Yext-branded cost-appropriate gifts. 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 all of the following:

- Always consistent with all applicable laws, including that of the U.S., your home country and the location of the recipient;
- Of appropriate value and consistent with customary business practice;
- Consistent with the policies of both the giver's and recipient's employer;
- Not 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 affairs;
- Should not reflect adversely on Yext if publicly disclosed, and
- Comply with Yext's Travel and Expense Policy and be properly recorded in Yext's expense reporting system.

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.

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 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 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, side trips and entertainment, expensive personal gifts, and any type of kickback or similarly unlawful behavior.

Conflicts of Interest and Corporate Opportunities

Remember that business decisions should be made in the best interests of Yext. You should avoid situations that create a conflict of interest.

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

You also should not take for yourself or a family member any opportunity presented to or discovered by you as a result of your position at Yext or otherwise personally benefit from Yext's 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. If, after this period of time, Yext passes on the opportunity, with Yext's permission, you may act on it for your own personal gain.

Yext cannot predict all situations that could cause a conflict of interest. A few examples of situations in which you should seek written approval from the General Counsel (gc@yext.com) are:

- Accepting a directorship at any for profit company



- Owning more than 2% in any public company or any company that competes with Yext
- Hiring, referring business to or conducting business with any related persons (e.g. family members) or anyone else whose relationship with you could impair, or be perceived to impair, your judgment
- Engaging in business activities outside of your employment at Yext
- 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 or 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. Employees 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 through work done on behalf of 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 which has not yet been disclosed to or absorbed by the public. Examples of material, nonpublic information include:

- Unreleased sales figures
- Pending mergers or acquisitions
- Earnings estimates
- Labor disputes
- Introduction of a new product or service
- 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 penalties, including fines, termination of employment under local laws and potential imprisonment.

Competing Fairly and Following Competition/Antitrust Laws

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

In addition, Yext is always accurate and truthful in all of our business dealings. We market our products and services honestly and communicate fairly with customers. Never make 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, and dividing or allocating specific market territories with competitors.

Illegal agreements do not have to be signed contracts and may be 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 the conversation immediately and report 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 and director should endeavor to deal fairly with our customers, suppliers, competitors and employees. No employee or director should take unfair advantage of anyone through manipulation, concealment, abuse of privileged information, misrepresentation of material facts, or any other unfair dealing practices.



Political Activities

Yext encourages you to actively participate in the political process. You should, however, only do so voluntarily 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.

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.

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 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 comply 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 policies.



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, such as the Arab League boycott of Israel. 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 conflict regarding receive what they believe is such a 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. 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 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.

Handling Assets and Information

During your employment at Yext, you will have access to Yext assets, including its computers and intellectual property, as well as valuable information about Yext and its clients. You may also have personal information about Yext employees. The following guidelines outline how you should treat these assets and information.



Intellectual Property. Yext’s intellectual property is among our most valuable assets. Intellectual property includes trademarks, patents, trade secrets, logos, 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 (see start.yext.com), and do not disclose any Yext trade secrets, patents or other proprietary technology or information. Any information given about our proprietary technology, information and practices should only be given to those who “need to know” and only after that person has signed a confidentiality agreement. You may obtain a Yext-approved confidentiality agreement from 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 you create while employed at Yext.

You should always comply with the laws and regulations governing the rights to and protection of Yext’s and others’ intellectual property.

Confidential or Proprietary Information. While working at Yext, you may have access to confidential or proprietary information (which might also be considered intellectual property). Examples of proprietary information include source codes, software programs, algorithms, inventions, models, sales goals or pricing techniques, business plans and strategies, client and prospect lists and information, product pipeline and price lists. This list 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 is oral, written or another form.

Improper disclosure of confidential or proprietary information could be harmful to Yext and our competitiveness in the industry. Both during your employment and afterwards, proprietary information may only be disclosed to other employees who “need to know” to perform their duties at Yext or to persons or businesses outside of Yext who have signed a Yext-approved confidentiality agreement and to whom disclosure is in furtherance of a valid business purpose.

You may be expected to sign confidentiality agreements, the terms of which are in addition to, and not in limitation of, the requirements of this policy. You must protect Yext's confidential and business information and make efforts to handle it carefully during the business day as well as securing it appropriately at the end of the business day.



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. Generally, this means you should not share this information with other clients and you should only share information with your colleagues who “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. 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 others’ right to confidentiality at all times.

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

- 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 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.
- 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 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 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 disclose it. This includes encouraging new Yext employees to disclose confidential or proprietary information about their former employers. If you become aware of confidential information about another company that has been inadvertently disclosed, 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.

Note that nothing in this Code limits or prohibits you from engaging for a lawful purpose in any "Protected Activity." "Protected Activity" means filing a charge, complaint, or report, or otherwise communicating with or participating in any investigation or proceeding that may be conducted by state, federal, local, or other governmental agency, including the Securities and Exchange Commission, the Occupational Safety and Health Administration, the Equal Employment Opportunity Commission, and the National Labor Relations Board ("Government Agencies"). In connection with such Protected Activity, you are permitted to disclose documents or other information as permitted by law, and without giving notice to, or receiving authorization from, the Company. In making any such disclosures or communications, you must take all reasonable precautions to prevent any unauthorized use or disclosure of any information that may constitute Company confidential information to any parties other than the relevant Government Agencies. "Protected Activity" does not include the disclosure of any Company attorney-client privileged communications; any such disclosure, without the Company's written consent, violates Company policy. Any language in other employment agreements regarding your right to engage in Protected Activity that conflicts with, or is contrary to, this paragraph is superseded by the language in this paragraph.

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 you remain Yext property at all times, **and, unless prohibited by local law, Yext reserves the right to monitor their use and the use of any devices or resources you use to conduct Yext business, including devices that belong to you.** This data is also considered part of the official records of Yext and, as such, is subject to disclosure to law enforcement or other third parties. Consequently, employees should always ensure that the business information is accurate, appropriate, ethical, and lawful.



Yext prohibits abuse and misuse of devices and resources provided by Yext and personal 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 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 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 treat it with respect. Because Yext is a global company subject to international data privacy laws, that means using the information only for legitimate business purposes, and not sharing it with anyone who does not "need to know" to perform their duties at Yext.

Diversity and Personal Dignity

Yext recruits, hires and retains the best talent, and we are committed to providing equal opportunities for employment and advancement. Yext is also 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 the applicable policies in your employee handbook.

We each have the right to work in an environment free from harassment. "Harassment" is generally a form of discrimination that consists of unwelcome behavior, based on a person's legally protected characteristic 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 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 laws and for using common sense and respect for others.



Discriminatory or harassing behavior violates our Code and Yext policies. If Employees believe they have experienced unlawful harassment or discrimination, report the situation, according to the reporting channels in this Code. Employees will not face retaliation for making a good faith report.

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. To prevent workplace injury and illness, you must:

- Follow all applicable safety laws and regulations.
- Comply with Yext policies and the safety procedures in your local facilities.
- Conduct yourselves in a safe manner.
- Take all reasonable precautions when handling toxic or other unsafe materials, as well as when operating machinery and heavy equipment.

For additional information, please contact a local manager or review the applicable policies. Immediately report any behavior or activity that jeopardizes the health and safety of our workplace to your local manager. If you feel that you or someone else is in immediate danger, call the local authorities.

Avoiding Workplace Violence. As part of our commitment to health and safety, you 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 by local law or job responsibility. You should promptly report any threatening or violent behavior in the workplace to a local supervisor.



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, expense reports and inventory reports, are true, fair 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.

It is a violation of Firm policy to establish unrecorded "slush" funds or "off-book" accounts, or take any other steps to falsify the Firm's books and records. **Making false or misleading entries is strictly prohibited.** Consequences for falsifying financial records are severe, including 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 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 appropriate to our profession. To preserve the integrity of the record-keeping and reporting systems, you are expected to know and comply with all applicable local records retention policies and procedures. These include how data is shared, stored, and retrieved, and the circumstances under which it 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 a subpoena or other request for documents, a regulatory investigation, or a lawsuit.

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, and video and audio recordings.

Disclosure

The information in our public communications, including any filings with the U.S. Securities and Exchange Commission, must be full, fair, accurate, timely and understandable. All employees and directors are responsible for acting in furtherance of this policy. In particular, each employee 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). Anyone that believes that questionable accounting or auditing conduct or practices have occurred or are occurring should promptly notify the General Counsel (gc@yext.com).

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 to the Marketing Team (pr@yext.com). If you are contacted by a media outlet or analysts, get the name and affiliation of the person making the request and pass the information on to the Marketing Team (pr@yext.com).



Amendment and Waiver

Any amendment or waiver of any provision of this Code must be approved in writing by the Board, or any committee 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 promptly disclosed 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 will comply with it. I also understand that I must review and comply with Yext's policies and procedures that apply to my job responsibilities. I understand that a violation of the policies and ethical standards outlined in this Code may subject me to disciplinary action, up to and including termination, as well as civil and criminal penalties.