

| OMB APPROVAL                                 |           |
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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See instruction 10.

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| <b>1. Name and Address of Reporting Person*</b><br><u>COLEMAN GREGORY</u><br><hr/> (Last) (First) (Middle)<br><u>C/O BUZZFEED, INC.</u><br><u>229 W. 43RD STREET, 10TH FLOOR</u><br><hr/> (Street)<br><u>NEW YORK NY 10036</u><br><hr/> (City) (State) (Zip) | <b>2. Issuer Name and Ticker or Trading Symbol</b><br><u>BuzzFeed, Inc. [ BZFD ]</u> | <b>5. Relationship of Reporting Person(s) to Issuer</b><br>(Check all applicable)<br><input checked="" type="checkbox"/> Director 10% Owner<br>Officer (give title below) Other (specify below)                       |
|  | <b>3. Date of Earliest Transaction (Month/Day/Year)</b><br><u>12/01/2024</u>         |   |
|  | <b>4. If Amendment, Date of Original Filed (Month/Day/Year)</b>                      | <b>6. Individual or Joint/Group Filing (Check Applicable Line)</b><br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person |

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

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) |   | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) |            |       | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4)  |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|-------|---|--|--|
|                                 |                                      |  | Code                           | V | Amount  | (A) or (D) | Price |   |  |  |
| Class A Common Stock            | 12/01/2024                           |  | M                              |   | 19,228 <sup>(1)</sup>   | A          | \$0   | 328,097   | D  |  |
| Class A Common Stock            |                                      |  |                                |   |   |            |       | 3,273   | I  | By The Audrey Amelia Coleman 2014 Trust <sup>(2)</sup> |
| Class A Common Stock            |                                      |  |                                |   |   |            |       | 12,931  | I  | By The Benjamin Coleman 2000 Trust <sup>(3)</sup>      |
| Class A Common Stock            |                                      |  |                                |   |   |            |       | 3,135   | I  | By The Coleman 2014 Family Trust <sup>(4)</sup>        |
| Class A Common Stock            |                                      |  |                                |   |   |            |       | 3,273   | I  | By The Eloise Marie Coleman 2016 Trust <sup>(5)</sup>  |
| Class A Common Stock            |                                      |  |                                |   |   |            |       | 12,931  | I  | By The Melissa Coleman 2000 Trust <sup>(6)</sup>       |
| Class A Common Stock            |                                      |  |                                |   |   |            |       | 12,931  | I  | By The Stephen Coleman 2000 Trust <sup>(6)</sup>       |

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Code |   | 5. Number of Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Class of Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|---------|---|---|--|---|--|--|---|--|
|  |  |                                      |  | 8       | 9 |   |  |   |  |  |   |  |
| Restricted Stock Units                     |  | 12/01/2024                           |  | M       |   | 19,228  | (8)  | (9)   | Class A Common Stock                       | 19,228   |   |  |

**Explanation of Responses:**

- 19,228 restricted stock units ("RSUs") fully vested on December 1, 2024 and were sold on December 1, 2024.
- Held by The Audrey Amelia Coleman 2014 Trust, of which Mr. Coleman's brother is the trustee. Mr. Coleman disclaims beneficial ownership of the shares held of record by The Audrey Amelia Coleman 2014 Trust except to the extent of his pecuniary interest therein, and this report shall not be deemed an admission that he is the beneficial owner of the securities for purposes of Section 16 of the Securities Exchange Act of 1934 (as amended, the "Act") or for any other purpose.
- Held by The Benjamin Coleman 2000 Trust, of which Mr. Coleman's brother is the trustee. Mr. Coleman disclaims beneficial ownership of the shares held of record by The Benjamin Coleman 2000 Trust except to the extent of his pecuniary interest therein, and this report shall not be deemed an admission that he is the beneficial owner of the securities for purposes of Section 16 of the Act or for any other purpose.
- Held by The Coleman 2014 Family Trust, of which Mr. Coleman's brother is the trustee. Mr. Coleman disclaims beneficial ownership of the shares held of record by The Coleman 2014 Family Trust except to the extent of his pecuniary interest therein, and this report shall not be deemed an admission that he is the beneficial owner of the securities for purposes of Section 16 of the Act or for any other purpose.
- Held by The Eloise Marie Coleman 2016 Trust, of which Mr. Coleman's brother is the trustee. Mr. Coleman disclaims beneficial ownership of the shares held of record by The Eloise Marie Coleman 2016 Trust except to the extent of his pecuniary interest therein, and this report shall not be deemed an admission that he is the beneficial owner of the securities for purposes of Section 16 of the Act or for any other purpose.
- Held by The Melissa Coleman 2000 Trust, of which Mr. Coleman's brother is the trustee. Mr. Coleman disclaims beneficial ownership of the shares held of record by The Melissa Coleman 2000 Trust except to the extent of his pecuniary interest therein, and this report shall not be deemed an admission that he is the beneficial owner of the securities for purposes of Section 16 of the Act or for any other purpose.
- Each RSU represents a contingent right to receive one share of the Issuer's Class A common stock, subject to the Reporting Person's continued status as a service provider to the Issuer.
- The remaining 19,228 RSUs vested on the transaction date.
- These RSUs do not expire; they either vest or are cancelled prior to the vesting date.

**Remarks:**

/s/ Heather Flores-Ricks, as Attorney-in-Fact for Gregory Coleman 12/02/2024

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.