UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

BuzzFeed, Inc

(Name of Issuer)

Class A common stock, par value \$0.0001 per share

(Title of Class of Securities)

12430A102

(CUSIP Number)

December 3, 2021

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

□ Rule 13d-1(b)

⊠ Rule 13d-1(c)

□ Rule 13d-1(d)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

Page 2 of 22

1	NAME OF REPORTING PERSON	
	General Atlantic, L.P.	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) □ (b) ⊠
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION	
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10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)	
	7.1%	
12	TYPE OF REPORTING PERSON	
	PN	

Page 3 of 22

1	NAME OF REPORTING PERSON	
	General Atlantic Partners 93, L.P.	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) □ (b) ⊠
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION	
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9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 7,862,502	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 7.1%	
12	TYPE OF REPORTING PERSON PN	

Page 4 of 22

1	NAME OF REPORTING PERSON	
	GAPCO GmbH & Co. KG	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) □ (b) ⊠
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION	
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	7.1%	
12	TYPE OF REPORTING PERSON	
	PN	

Page 5 of 22

1	NAME OF REPORTING PERSON	
	GAP Coinvestments III, LLC	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) □ (b) ⊠
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION Delaware	
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11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 7.1%	
12	TYPE OF REPORTING PERSON OO	

Page 6 of 22

1	NAME OF REPORTING PERSON	
	GAP Coinvestments IV, LLC	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) □ (b) ⊠
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION Delaware	
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11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 7.1%	
12	TYPE OF REPORTING PERSON OO	

Page 7 of 22

1	NAME OF REPORTING PERSON	
	GAP Coinvestments V, LLC	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) □ (b) ⊠
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION Delaware	
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12	TYPE OF REPORTING PERSON OO	

Page 8 of 22

1	NAME OF REPORTING PERSON	
	GAP Coinvestments CDA, L.P.	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) □ (b) ⊠
3	SEC USE ONLY	
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12	TYPE OF REPORTING PERSON PN	

Page 9 of 22

1	NAME OF F	REPORTING PERSON	
	General Atla	ntic (SPV) GP, LLC	
2	CHECK TH	E APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) □ (b) ⊠
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	7.1%		
12	TYPE OF R	EPORTING PERSON	
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Page 10 of 22

1	NAME OF REPORTING PERSON	
	GAPCO Management GmbH	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) □ (b) ⊠
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12	TYPE OF REPORTING PERSON CO	

Page 11 of 22

1	NAME OF REPORTING PERSON	
	General Atlantic GenPar, L.P.	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) □ (b) ⊠
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION Delaware	
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	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 7.1%	
12	TYPE OF REPORTING PERSON PN	

Page 12 of 22

1	NAME OF REPORTING PERSON	
	General Atlantic BF, L.P.	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) □ (b) ⊠
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION Delaware	
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12	TYPE OF REPORTING PERSON PN	

Item 1. (a) NAME OF ISSUER

BuzzFeed, Inc. (the "<u>Company</u>").

(b) ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES

111 E. 18th St., 13th Floor, New York, NY 10003

Item 2. (a) NAMES OF PERSONS FILING

This Statement is being filed on behalf of each of the following persons (collectively, the "Reporting Persons"):

- (i) General Atlantic, L.P. ("<u>GA LP</u>")
- (ii) General Atlantic Partners 93, L.P. ("<u>GAP 93</u>");
- (iii) GAPCO GmbH & Co. KG ("GAPCO GmbH");
- (iv) GAP Coinvestments III, LLC ("<u>GAPCO III</u>");
- (v) GAP Coinvestments IV, LLC ("<u>GAPCO IV</u>");
- (vi) GAP Coinvestments V, LLC ("<u>GAPCO V</u>");
- (vii) GAP Coinvestments CDA, L.P. ("GAPCO CDA");
- (viii) General Atlantic (SPV) GP, LLC ("<u>GA SPV</u>");
- (ix) GAPCO Management GmbH ("GAPCO Management")
- (x) General Atlantic GenPar, L.P. ("<u>GA GenPar</u>")
- (xi) General Atlantic BF, L.P. ("<u>GA BF</u>");

GA 93, GAPCO GmbH, GAPCO III, GAPCO IV, GAPCO V, and GAPCO CDA are collectively referred to as the "GA Funds."

(b) ADDRESS OR PRINCIPAL BUSINESS OFFICE OR, IF NONE, RESIDENCE

The mailing address of GA LP, GAP 93, GAPCO III, GAPCO IV, GAPCO V, GAPCO CDA, GA SPV, GA GenPar, and GA BF is c/o General Atlantic Service Company, L.P., 55 East 52nd Street, 33rd Floor, New York, NY 10055. The mailing address of GAPCO GmbH and GAPCO Management is c/o General Atlantic GmbH, Luitpoldblock, Amiraplatz 3, 80333 München, Germany.

(c)	CITIZENSHIP
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- (i) GA LP Delaware
- (ii) GAP 93 Delaware
- (iii) GAP GmbH Germany
- (iv) GAPCO III Delaware
- (v) GAPCO IV Delaware
- (vi) GAPCO V Delaware
- (vii) GAPCO CDA Delaware
- (viii) GA SPV Delaware
- (ix) GAPCO Management Germany
- (x) GA GenPar Delaware
- (xi) GA BF Delaware
- (d) TITLE OF CLASS OF SECURITIES

Class A common stock, par value \$0.0001 per share (the "common shares").

(e) CUSIP NUMBER

12430A102.

Item 3. IF THIS STATEMENT IS FILED PURSUANT TO RULES 13d-1(b) OR 13d-2(b) OR (c), CHECK WHETHER THE PERSON FILING IS:

Not applicable.

Item 4. OWNERSHIP.

As of December 10, 2021, the Reporting Persons owned the following number of the Company's common stock:

- (i) GA LP owned of record no common shares or 0.0% of the issued and outstanding common shares
- (ii) GAP 93 owned of record no common shares or 0.0% of the issued and outstanding common shares
- (iii) GAPCO GmbH owned of record no common shares or 0.0% of the issued and outstanding common shares
- (iv) GAPCO III owned of record no common shares or 0.0% of the issued and outstanding common shares
- (v) GAPCO IV owned of record no common shares or 0.0% of the issued and outstanding common shares
- (vi) GAPCO V owned of record no common shares or 0.0% of the issued and outstanding common shares
- (vii) GAPCO CDA owned of record no common shares or 0.0% of the issued and outstanding common shares
- (viii) GA SPV owned of record no common shares or 0.0% of the issued and outstanding common shares
- (ix) GAPCO Management owned of record no common shares or 0.0% of the issued and outstanding common shares
- (x) GA GenPar owned of record no common shares or 0.0% of the issued and outstanding common shares
- (xi) GA BF owned of record 7,862,502 common shares or 7.1% of the issued and outstanding common shares

CUSIP No. 12430A102

SCHEDULE 13G

The GA Funds share beneficial ownership of the common shares held by GA BF. The general partner of GA BF is GA SPV. The general partner of GAP 93 is GA GenPar and GA GenPar is ultimately controlled by GA LP. The general partner of GAPCO GmbH is GAPCO Management. GA LP, which is controlled by the Management Committee of GASC MGP, LLC (the "<u>Management Committee</u>"), is the managing member of GAPCO III, GAPCO IV and GAPCO V, the general partner of GAPCO CDA and GA GenPar, and the sole member of GA SPV. There are nine members of the Management Committee. By virtue of the foregoing, the Reporting Persons may be deemed to share voting power and the power to direct the disposition of the shares that each owns of record. Each of the members of the Management Committee disclaims ownership of the common shares reported herein except to the extent he or she has a pecuniary interest therein. The name, the business address and the citizenship of each of the members of the Management Committee as of the date hereof is attached hereto as Schedule A and is hereby incorporated by reference.

Amount Beneficially Owned:

By virtue of the relationship described above, each of the Reporting Persons may be deemed to beneficially own 7,862,502 common shares.

Percentage Owned:

All calculations of percentage ownership herein are based on an aggregate of 110,789,875 common shares reported by the Company to be outstanding following the consummation of the merger transaction with 890 5th Avenue Partners, Inc., as reflected in the Company's Current Report on Form 8-K, filed with the U.S. Securities and Exchange Commission on December 9, 2021.

Number of Shares as to Which Such Person Has Sole/Shared Power to Vote or to Direct the Vote and Sole/Shared Power to Dispose or to Direct the Disposition of:

- (i) Each of the Reporting Persons may be deemed to have the sole power to direct the voting and dispositions of the common shares as indicated on such Reporting Person's cover page included herein.
- (ii) Each of the Reporting Persons may be deemed to share the power to direct the voting and dispositions of the 7,862,502 common shares that may be deemed to be owned beneficially by each of them.

Item 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS

Not applicable.

Item 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON

Not applicable.

Item 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY

Not applicable.

Item 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP

See Item 4, which states the identity of the members of the group filing this Schedule 13G.

Item 9. NOTICE OF DISSOLUTION OF GROUP

Not applicable.

Item 10. CERTIFICATION

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under § 240.14a-11.

Exhibit Index

Exhibit 1. Joint Filing Agreement as required by Rule 13d-1(k)(1) under the Securities Exchange Act of 1934, as amended.

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated as of December 10, 2021

GENERAL ATLANTIC, L.P.

By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GENERAL ATLANTIC PARTNERS 93, L.P.

- By: GENERAL ATLANTIC GENPAR, L.P., its general partner
- By: GENERAL ATLANTIC, L.P., its general partner
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAPCO GmbH & CO. KG

- By: GAPCO MANAGEMENT GmbH., its general partner
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAP COINVESTMENTS III, LLC

- By: GENERAL ATLANTIC, L.P., its managing member
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAP COINVESTMENTS IV, LLC

- By: GENERAL ATLANTIC, L.P., its managing member
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAP COINVESTMENTS V, LLC

- By: GENERAL ATLANTIC, L.P., its managing member
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAP COINVESTMENTS CDA, L.P.

- By: GENERAL ATLANTIC, L.P., its general partner
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GENERAL ATLANTIC (SPV) GP, LLC

- By: GENERAL ATLANTIC, L.P., its sole member
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAPCO MANAGEMENT GmbH.

By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GENERAL ATLANTIC GENPAR, L.P.

- By: GENERAL ATLANTIC, L.P., its general partner
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GENERAL ATLANTIC BF, L.P.

- By: GENERAL ATLANTIC (SPV) GP, LLC, its general partner
- By: GENERAL ATLANTIC, L.P., its sole member
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

SCHEDULE A

Members of the Management Committee (as of the date hereof)

Name	Business Address	Citizenship
William E. Ford (Chief Executive Officer)	55 East 52nd Street 33rd Floor New York, New York 10055	United States
Gabriel Caillaux	23 Savile Row London W1S 2ET United Kingdom	France
Andrew Crawford	55 East 52nd Street 33rd Floor New York, New York 10055	United States
Martín Escobari	55 East 52nd Street 33rd Floor New York, New York 10055	Bolivia and Brazil
Anton J. Levy	55 East 52nd Street 33rd Floor New York, New York 10055	United States
Sandeep Naik	Asia Square Tower 1 8 Marina View, #41-04 Singapore 018960	United States
Graves Tompkins	55 East 52nd Street 33rd Floor New York, New York 10055	United States
N. Robbert Vorhoff	55 East 52nd Street 33rd Floor New York, New York 10055	United States
Eric Zhang	Suite 5704-5706, 57F Two IFC, 8 Finance Street Central, Hong Kong, China	Hong Kong SAR

JOINT ACQUISITION STATEMENT PURSUANT TO RULE 13D-1(k)(1)

The undersigned acknowledge and agree that the foregoing statement on Schedule 13G is filed on behalf of each of the undersigned and that all subsequent amendments to this statement on Schedule 13G shall be filed on behalf of each of the undersigned without the necessity of filing additional joint acquisition statements. The undersigned acknowledge that each shall be responsible for the timely filing of such amendments, and for the completeness and accuracy of the information concerning him, her or it contained herein, but shall not be responsible for the completeness and accuracy of the information concerning him, her or it contained herein, but shall not be responsible for the completeness and accuracy of the information is accurate.

Dated as of December 10, 2021

GENERAL ATLANTIC, L.P.

By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GENERAL ATLANTIC PARTNERS 93, L.P.

- By: GENERAL ATLANTIC GENPAR, L.P., its general partner
- By: GENERAL ATLANTIC, L.P., its general partner
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAPCO GmbH & CO. KG

- By: GAPCO MANAGEMENT GmbH., its general partner
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAP COINVESTMENTS III, LLC

- By: GENERAL ATLANTIC, L.P., its managing member
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAP COINVESTMENTS IV, LLC

- By: GENERAL ATLANTIC, L.P., its managing member
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAP COINVESTMENTS V, LLC

- By: GENERAL ATLANTIC, L.P., its managing member
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAP COINVESTMENTS CDA, L.P.

- By: GENERAL ATLANTIC, L.P., its general partner
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GENERAL ATLANTIC (SPV) GP, LLC

- By: GENERAL ATLANTIC, L.P., its sole member
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GAPCO MANAGEMENT GmbH.

By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GENERAL ATLANTIC GENPAR, L.P.

- By: GENERAL ATLANTIC, L.P., its general partner
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director

GENERAL ATLANTIC BF, L.P.

- By: GENERAL ATLANTIC (SPV) GP, LLC, its general partner
- By: GENERAL ATLANTIC, L.P., its sole member
- By: /s/ Michael Gosk Name: Michael Gosk Title: Managing Director