FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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| STATEMENT OF CHANGES IN BENEFICIAL | OWNERSHIP |
|------------------------------------|-----------|

| OMB APPROVAL | | | | | | | | | | |
|--------------------------|-----|--|--|--|--|--|--|--|--|--|
| OMB Number: 3235-0287 | | | | | | | | | | |
| Estimated average burden | | | | | | | | | | |
| hours per response: | 0.5 | | | | | | | | | |

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

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

| 1. Name and Address of Reporting Person* <u>COLEMAN GREGORY</u> | | | | | | 2. Issuer Name and Ticker or Trading Symbol BuzzFeed, Inc. [BZFD] | | | | | | | | | ck all applic Directo | cable) r | 109 | | 6 Owner | |
|---|---|---|-------------|-------------|---|---|-----------------------------|------------|---|----------|----------------------|---|---|---|---|---|---|-------------|---|--|
| (Last) (First) (Middle) C/O BUZZFEED, INC. 111 EAST 18TH STREET, 13TH FLOOR | | | | | 03/ | /03/ | 2022 | | | | Day/Year) | | below) | (give title | - EDD (| Other (s below) | | | | |
| (Street) NEW YORK NY 10003 | | | | | | f Am | endme | nt, Date c | f Original | Filed | (Month/Da | Line) | Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person Form filed by More than One Reporting Person Person | | | | | | | |
| (City) | (S | tate) | (Zip) | | | | | | | | | | | | | | | | | |
| | | Tá | able I - No | _ | | _ | | | | Dis | | | | | | | | | | |
| 1. Title of Security (Instr. 3) | | 2. Transaction Date (Month/Day/ | | - 1 | 2A. Deemed Execution Date, if any (Month/Day/Year) | Code (| Transaction Code (Instr. | | 4. Securities Acquired (A Disposed Of (D) (Instr. 3, 5) | | | 5. Amour Securitie Beneficia Owned F Reported | ties cially I Following | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | Direct I ndirect I r. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | | | |
| | | | | | | | Code | v | Amount | (A (D |) or) | Price | Transact (Instr. 3 a | ion(s) | | | , | | | |
| Class A C | Common St | ock | | 03/0 | 3/202 | 2 | | | М | | 23,98 | 0 | A | \$0.00 | 466 | ,577 | I |) | | |
| Class A C | Common St | ock | | | | | | | | | | | | | 13, | 089 | | 1 | By The Audrey Amelia Coleman 2014 Trust ⁽¹⁾ | |
| Class A C | Common St | ock | | | | | | | | | | | | | 51, | 722 | |]]] | By The Benjamin Coleman 2000 Trust ⁽²⁾ | |
| Class A C | Common St | ock | | | | | | | | | | | | | 12, | 538 |] |] [[| By The Coleman 2014 Family Trust ⁽³⁾ | |
| Class A C | Common St | ock | | | | | | | | | | | | | 13, | 089 | : |]]] | By The Eloise Marie Coleman 2016 Trust ⁽⁴⁾ | |
| Class A C | Common St | ock | | | | | | | | | | | | | 51, | 722 | |]]] | By The Melissa Coleman 2000 Trust ⁽⁵⁾ | |
| Class A C | Common St | ock | | | | | | | | | | | | | 51, | 722 | : | 1 | By The Stephen Coleman 2000 Trust ⁽⁶⁾ | |
| | | | Table II - | | | | | | | | osed of, onvertil | | | | Owned | | | | | |
| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year | 3A. Deeme | ed Date, | 4. Transaction Code (Instr 8) | | 5. Number 6 | | 6. Date E Expiratio (Month/D | xercis | able and | 7. Title and Am of Securities Underlying Derivative Sect (Instr. 3 and 4) | | mount | 8. Price of Derivative Security (Instr. 5) | | e Owners Form: Direct (I) or Indirect (I) | Ownership | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | |
| | | | | | Code | v | (A) | (D) | Date Exercisa | | Expiration Date | Title | or No of | umber | | | | | | |

| | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) | | | | | | | | | | | | | | |
|---|--|--|---|------------------------------|---|---|---|--|--------------------|---|--|---|--|--|--|
| 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. Transa Code (8) | | of Deri Seci Acq (A) (Disp of (E | umber vative urities uired or oosed o) (Instr. and 5) | 6. Date Exerc Expiration Da (Month/Day/Y | ate | 7. Title and Amount of Securities Underlying Derivative Security (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) |
| | | | | Code | v | | | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | | |
| Restricted Stock Units | (7) | 03/03/2022 | | М | | | 23,980 | (8) | (9) | Class A Common Stock | 23,980 | \$0.00 | 71,943 | D | |

Explanation of Responses:

- 1. 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.
- 2. 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
- 3. 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.
- 4. 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.
- 5. 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.
- 6. Held by The Stephen 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 Stephen 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.
- 7. 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.
- 8. 25% of the award vested on March 3, 2022. The remainder of the award vests in three equal quarterly installments thereafter on the third of June, September, and December 2022.
- 9. These RSUs do not expire; they either vest or are canceled prior to the vesting date.

Remarks:

/s/ Samuel Torres, Attorney-in-Fact for Gregory Coleman

03/07/2022

** 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.