

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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> (Last) (First) (Middle) <u>C/O BUZZFEED, INC.</u> <u>229 W. 43RD STREET, 10TH FLOOR</u> (Street) <u>NEW YORK</u> <u>NY</u> <u>10036</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BuzzFeed, Inc.</u> [<u>BZFD</u>]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) ☒ Director 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>04/05/2023</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) ☒ Form filed by One Reporting Person 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	04/05/2023		M		29,033 ⁽¹⁾	A	\$0	917,639	D	
Class A Common Stock								13,089	I	By The Audrey Amelia Coleman 2014 Trust ⁽²⁾
Class A Common Stock								51,722	I	By The Benjamin Coleman 2000 Trust ⁽³⁾
Class A Common Stock								12,538	I	By The Coleman 2014 Family Trust ⁽⁴⁾
Class A Common Stock								13,089	I	By The Eloise Marie Coleman 2016 Trust ⁽⁵⁾
Class A Common Stock								51,722	I	By The Melissa Coleman 2000 Trust ⁽⁶⁾
Class A Common Stock								51,722	I	By The Stephen Coleman 2000 Trust ⁽⁶⁾

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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		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	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Restricted Stock Units	(7)	04/05/2023		A		116,133		(8)	(9)	Class A Common Stock	116,133	\$0	116,133	D	
Restricted Stock Units	(7)	04/05/2023		M			29,033	(8)	(9)	Class A Common Stock	29,033	\$0	87,100	D	

Explanation of Responses:

1. The Reporting Person received restricted stock units ("RSUs") on April 5, 2023. Each RSU represented a contingent right to receive one share of the Issuer's common stock. 29,033 RSUs fully vested on April 5, 2023 and were settled in shares of the Issuer's common stock.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
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. 1/4 of the award vested on the transaction date. The remaining 87,080 RSUs vests ratably as to 1/4 of the total award on the 3rd of each June, September, and December thereafter.
9. These RSUs do not expire; they either vest or are cancelled prior to the vesting date.

Remarks:

Exhibit 24 - Power of Attorney.

<u>/s/ Heather Flores-Ricks, as Attorney-in-Fact for Gregory Coleman</u>	<u>04/06/2023</u>
** 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.

LIMITED POWER OF ATTORNEY

The undersigned hereby constitutes and appoints David Arroyo, Kathryn Murray, Heather Flores-Ricks, Felicia DellaFortuna, and Uyen Tang, as long as they are providing services to BuzzFeed, Inc., a Delaware corporation (the "Company"), or any of them, as the undersigned's true and lawful attorney-in-fact to:

(1) execute for and on behalf of the undersigned, in the undersigned's capacity as an officer and/or director of the Company, Forms 3, 4 and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and the rules and regulations thereunder;

(2) do and perform any and all acts for and on behalf of the undersigned that may be necessary or desirable to complete and execute any such Forms 3, 4 and 5 and timely file such forms with the Securities and Exchange Commission and any stock exchange or similar authority, if required; and

(3) take any other action of any type whatsoever in connection with the foregoing that, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in such attorney-in-fact's discretion.

The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform each and every act and thing whatsoever requisite, necessary or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution and revocation, hereby ratifying and confirming all that each such attorney-in-fact, or each such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this Power of Attorney and the rights and powers herein granted. The undersigned acknowledges that each of the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, is not assuming, nor is the Company assuming, any of the undersigned's responsibilities to comply with Section 16 of the Exchange Act.

The undersigned agrees that each such attorney-in-fact may rely entirely on information furnished orally or in writing by the undersigned to each such attorney-in-fact. The undersigned also agrees to indemnify and hold harmless the Company and each such attorney-in-fact against any losses, claims, damages or liabilities (or actions in these respects) that arise out of or are based on any untrue statement or omission of necessary facts in the information provided by the undersigned to such attorney-in-fact for purposes of executing, acknowledging, delivering and filing Forms 3, 4 or 5 (including amendments thereto) and agrees to reimburse the Company and each such attorney-in-fact for any legal or other expenses reasonably incurred in connection with investigating or defending against any such loss, claim, damage, liability or action.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4 and 5 with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorneys-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 4th day of April, 2023.

By: /s/ Gregory Coleman
Name: Gregory Coleman