Form 4

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

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

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).

1. Name and Address of Reporting Person
Johnson John S. III
C/O CRM MANAGEMENT
PO BOX 778
NEW YORK NY 10013

2. Issuer Name and Ticker or Trading Symbol
BuzzFeed, Inc. [ BZFD ]

3. Date of Earliest Transaction (Month/Day/Year)
09/19/2023

4. If Amendment, Date of Original Filed

5. Relationship of Reporting Person(s) to Issuer
X Director
10% Owner
Member of 10% Group
Officer (give title below)
Other (specify below)

6. Individual or Joint/Group Filing (Check Applicable Line)
Form filed by One Reporting Person
X Form filed by More than One Reporting Person

Rule 10b5-1(c) Transaction Indication
Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

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

<table>
<thead>
<tr>
<th>1. Title of Security (Instr. 3)</th>
<th>2. Transaction Date (Month/Day/Year)</th>
<th>3. Transaction Code (Instr. 8)</th>
<th>4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class A Common Stock</td>
<td>09/19/2023</td>
<td>S</td>
<td>46,287</td>
<td>4,905,779</td>
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<tr>
<td>Class A Common Stock</td>
<td></td>
<td>D</td>
<td>$0.3429</td>
<td></td>
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</tbody>
</table>

By Johnson BF, LLC (1)

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

<table>
<thead>
<tr>
<th>1. Title of Derivative Security (Instr. 3)</th>
<th>2. Conversion or Exercise Price of Derivative Security</th>
<th>3. Transaction Date (Month/Day/Year)</th>
<th>4. Transaction Code (Instr. 8)</th>
<th>5. Number of Derivative Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>6. Date Exercisable and Expiration Date (Month/Day/Year)</th>
<th>7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>8. Price of Derivative Security (Instr. 5)</th>
<th>9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
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1. Name and Address of Reporting Person
Johnson John S. III
C/O CRM MANAGEMENT
PO BOX 778
NEW YORK NY 10013

1. Name and Address of Reporting Person
Johnson BF, LLC
C/O CRM MANAGEMENT
PO BOX 778
NEW YORK NY 10013

Explanation of Responses:
1. On September 19, 2023, the Reporting Person sold these shares in multiple trades at prices ranging from $0.3351 to $0.3596. The price reported above reflects the weighted average sale price. The Reporting Person hereby undertakes to provide to the Securities and Exchange Commission staff, the Issuer or any security holder of the Issuer, upon request, full information regarding the number of shares and prices at which the transactions were effected.

2. These shares are directly held by Johnson BF, LLC, of which John S. Johnson, III is the sole member.

Remarks:
John S. Johnson, III and Johnson BF, LLC (collectively, the “Johnson Parties”) may be deemed to be members of a “group,” within the meaning of Section 13(d)(3) of the Securities Exchange Act of 1934 with Jonah Peretti and Jonah Peretti, LLC (together, “Peretti”). The Johnson Parties do not have any pecuniary interest in any shares beneficially owned by Peretti, and the Johnson Parties disclaim beneficial ownership of such shares.

/s/ Heather Flores-Ricks,  
Attorney-in-Fact for John S. 
Johnson, III  
09/21/2023

/s/ Heather Flores-Ricks,  
Attorney-in-Fact for Johnson  
BF, LLC  
09/21/2023

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).


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.