FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Vashington, | D.C. | 20549 |
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|-------------|------|-------|

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

## EMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

| Name and Address of Reporting Person*     Rolle Janet L   |       |   |            |   | 2. Issuer Name and Ticker or Trading Symbol BuzzFeed, Inc. [ BZFD ] |   |        |  |                   |  |                  |   | (Ch   | Relationship of Reporting Person(s) to Issuer (Check all applicable)     X Director 10% Owner |   |                                       |   |          |             |
|---|-------|---|------------|---|---|---|--------|--|-------------------|--|------------------|---|---|---|---|---------------------------------------|---|----------|-------------|
| (Last)  | (F    | irst)   | (Middle)   |   |   | 3. Date of Earliest Transaction (Month/Day/Year) 11/15/2023 |        |  |                   |  |                  |   |   |   |   | (give title                           |   | Other (s |             |
| C/O BUZZFEED, INC. 229 W. 43RD STREET, 10TH FLOOR   |       |   |            |   | 4. If Amendment, Date of Original Filed (Month/Day/Year)            |   |        |  |                   |  |                  |   |   | Line  | Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person |                                       |   |          |             |
| (Street) NEW Y  | ORK N | Y   | 10036      |   |   |   |        |  |                   |  |                  |   |   |   | Form f<br>Persor  |                                       | e than  | One Repo | rting       |
| (City)  | (S    | (State) (Zip) Rule 10b5-1(c) Transaction Indication  Check this box to indicate that a transaction was made pursuan satisfy the affirmative defense conditions of Rule 10b5-1(c). See |            |   |   |   |        |  |                   | uant   |                  |   | on or written   | plan th   | nat is intende  | d to                                  |   |          |             |
|   |       | Tab   | le I - Non | -Deriv                                  | ative   | Sec   | curiti | es Ac  | quired,           | Dis  | osed o           | of, or B  | ene   | eficial   | ly Owned  | ł                                     |   |          |             |
| 1. Title of Security (Instr. 3)  2. Trans Date (Month/It  |       |   |            |   | ar)   E   | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year  |        | Code (Instr  |                   |  |                  |   | Securitie<br>Benefici   | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following                                 | Form<br>(D) or  | : Direct<br>Indirect<br>str. 4)       | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |          |             |
|   |       |   |            |   |   |   |        |  | Code              | v  | Amount           | (A)<br>(D)  | or  | Price   | Transaci<br>(Instr. 3   | tion(s)                               |   |          | (IIISti. 4) |
| Class A Common Stock 11/15/   |       |   |            |   | 5/2023  |   |        | M  |                   | 6,694 A  |                  | \$0   | 251,  | 251,356 <sup>(1)</sup>  |   | D                                     |   |          |             |
| 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 Date (Month/Day/Year) Price of Derivative Security  3. Transaction Date Execution Date, if any (Month/Day/Year) |       |   | Date,      | 4.<br>Transaction<br>Code (Instr.<br>8) |   | n of E  |        | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                   | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative Security<br>(Instr. 3 and 4) |                  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s<br>(Instr. 4) | ly  | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4)                          | Beneficial<br>Ownership<br>(Instr. 4) |   |          |             |
|   |       |   |            |   | Code  | v   | (A)    | (D)  | Date<br>Exercisab |  | xpiration<br>ate | Title   | O<br>N<br>O   | lumber  |   |                                       |   |          |             |
| Restricted<br>Stock<br>Units  | (2)   | 11/15/2023  |            |   | M   |   |        | 6,694  | (3)               |  | (4)              | Class A<br>Common                                   | 1 6   | 6,694   | \$0   | 26,775                                | 5   | D        |             |

## Explanation of Responses:

- 1. These shares of Class A common stock reflect the settlement, on November 15, 2023, of restricted stock units ("RSUs") granted to the Reporting Person pursuant to the 2021 Equity Incentive Plan, each of which was converted into a share of Issuer's Class A common stock on a 1-for-1 basis.
- 2. 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.
- 3. 1/16 of the award vested on November 15, 2023. The remaining 26,775 RSUs vests ratably as to 1/16 of the total award on the 15th of each February, May, August, and November thereafter.
- 4. 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 Janet Rolle

11/16/2023

\*\* Signature of Reporting Person

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.