

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>Johnson John S. III</u> <hr/> (Last) (First) (Middle) C/O CRM MANAGEMENT PO BOX 778 <hr/> (Street) NEW YORK NY 10013 <hr/> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BuzzFeed, Inc. [BZFD]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title below) <input checked="" type="checkbox"/> Other (specify below) Member of 10% Group
	3. Date of Earliest Transaction (Month/Day/Year) 08/29/2023	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
Rule 10b5-1(c) Transaction Indication <input type="checkbox"/> 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

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	08/29/2023		s		114,030	D	\$0.4136	5,436,923 ⁽¹⁾	I	By Johnson BF, LLC ⁽²⁾
Class A Common Stock	08/30/2023		s		96,857	D	\$0.4101	5,340,066 ⁽³⁾	I	By Johnson BF, LLC ⁽²⁾
Class A Common Stock	08/31/2023		s		74,480	D	\$0.4007	5,265,586 ⁽⁴⁾	I	By Johnson BF, LLC ⁽²⁾
Class A Common Stock	09/01/2023		s		39,006	D	\$0.3951	5,226,580 ⁽⁵⁾	I	By Johnson BF, LLC ⁽²⁾
Class A Common Stock								31,461	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 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)					

1. Name and Address of Reporting Person* <u>Johnson John S. III</u> <hr/> (Last) (First) (Middle) C/O CRM MANAGEMENT PO BOX 778 <hr/> (Street) NEW YORK NY 10013 <hr/> (City) (State) (Zip)		
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1. Name and Address of Reporting Person*

[Johnson BF, LLC](#)

(Last) (First) (Middle)

[C/O CRM MANAGEMENT](#)

[PO BOX 778](#)

(Street)

[NEW YORK](#)

[NY](#)

[10013](#)

(City)

(State)

(Zip)

Explanation of Responses:

1. On August 29, 2023, the Reporting Person sold these shares in multiple trades at prices ranging from \$0.4088 to \$0.4307. 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.

3. On August 30, 2023, the Reporting Person sold these shares in multiple trades at prices ranging from \$0.4078 to \$0.414. 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.

4. On August 31, 2023, the Reporting Person sold these shares in multiple trades at prices ranging from \$0.39 to \$0.4144. 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.

5. On September 1, 2023, the Reporting Person sold these shares in multiple trades at prices ranging from \$0.391 to \$0.404. 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.

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/ John S. Johnson, III](#) [09/06/2023](#)

[/s/ Johnson BF, LLC, /s/ John S. Johnson, III, By: John S. Johnson, III, Sole Member](#) [09/06/2023](#)

** 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.