FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

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

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

| Name and Address of Reporting Person* Gross Adam | | | | 2. Issuer Name and Ticker or Trading Symbol Vimeo, Inc. [VMEO] | | | | | | | | | | 5. Relationship of Reporting Person(s) to Iss (Check all applicable) | | | | | | |
|--|--|---------|----------|--|---|---|---|---------------------------------|------------------|--|--------------------|---|-----------------------------------|---|---|---|---|---|---------------------------------------|--|
| (Last) | (Fir | rst) (M | (Middle) | | | | 3. Date of Earliest Transaction (Month/Day/Year) 06/06/2023 | | | | | | | | | tor er (give title v) | | 10% Ov Other (s below) | · | |
| C/O VIMEO, INC. 330 WEST 34TH STREET 5TH FLOOR | | | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | 6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person | | | | | | | | |
| (Street) NEW Y | Street) NEW YORK NY 10001 | | | | | | | | | | | | | | Form filed by More than One Reporting Person | | | | | |
| (City) | (St | ate) (Z | Zip) | | | 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 | l - No | n-Deriva | tive S | ecur | ities | Acq | uired, | Disp | posed of | f, or | Bene | ficial | ly Owr | ned | | | | |
| 1. Title of Security (Instr. 3) 2. Transact Date (Month/Day | | | | | Exec if any | Deemed cution Date, y nth/Day/Year) | | | | ies Acquired (A) Of (D) (Instr. 3, | | | | ies cially Following | Form (D) or Indire | n: Direct r ect (I) | 7. Nature of Indirect Beneficial Ownership | | | |
| | | | | | | | | | Code | v | Amount | (A) | or P | rice | | ted (Insaction(s) 3 and 4) | | r. 4) | (Instr. 4) | |
| Common | Stock | | | 06/06/2 | 2023 | | | | A | | 44,444 | | A | (1) | 88,73 | 738.389(2) | | 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) | vative Conversion Date Execution Date, urity or Exercise (Month/Day/Year) if any | | | tion Date, | 4. Transaction Code (Instr. 8) | | 5. Numl of Deriv Secu Acqu (A) of Dispo of (D) (Instrand 5 | ative rities ired osed | Expiration | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | | 4) De Se (Ir | Price of erivative ecurity estr. 5) | 9. Number derivative Securities Beneficially Owned Following Reported Transactio (Instr. 4) | y | Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | Beneficial Ownership (Instr. 4) | |
| | | | | | Code | v | (A) | (D) | Date Exercisa | | Expiration Date | Title | Amou or Numb of Share | er | | | | | | |

Explanation of Responses:

- 1. Represents a grant of restricted stock units with respect to shares of the Issuer's Common Stock that vests in two equal installments on the first two anniversaries of the grant date.
- 2. The total reported in Column 5 includes (i) the newly awarded share units, (ii) grants totaling 24,035 restricted stock units previously awarded to the reporting person and (iii) 15,853.389 share units previously credited to the reporting person pursuant to the 2021 Vimeo, Inc. Deferred Compensation Plan for Non-Employee Directors and (iv) 4,406 shares of the Issuer's common stock.

/s/ Jessica Tracy, Attorney-in-Fact for Adam Gross 06/08/2023

** 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.