

YELP INC.

CHARTER OF THE COMPENSATION COMMITTEE OF THE BOARD OF DIRECTORS

PURPOSE AND POLICY

The purpose of the Compensation Committee (the “**Committee**”) of the Board of Directors (the “**Board**”) of Yelp Inc., a Delaware corporation (the “**Company**”), shall be to act on behalf of the Board in fulfilling the Board’s responsibilities to (i) oversee the Company’s compensation policies, plans and programs, to review and determine the compensation to be paid to the Company’s Executive Officers (as that term is defined in Section 16 of the Securities Exchange Act of 1934, as amended (the “**Exchange Act**”), and Rule 16a-1 thereunder) and to review and recommend to the Board for determination and approval of the compensation to be paid to the Company’s directors, (ii) review and discuss with management the Company’s disclosures contained under the caption “Compensation Discussion and Analysis” (the “**CD&A**”) for use in any of the Company’s annual reports on Form 10-K, registration statements, proxy statements or information statements, as may be required, and (iii) prepare and review the Committee report on executive compensation included in the Company’s annual proxy statement in accordance with applicable rules and regulations of the Securities and Exchange Commission (the “**SEC**”). The policy of the Committee shall be to seek to maintain an overall compensation structure designed to attract, retain and motivate management and other employees by providing appropriate levels of risk and reward. The term “compensation” shall include salary, long-term incentives, bonuses, perquisites, equity incentives, severance arrangements, retirement benefits and other related benefits and benefit plans.

COMPOSITION

The Committee shall consist of at least two (2) members of the Board. The members of the Committee shall satisfy (i) any independence requirements imposed by the SEC and the New York Stock Exchange (the “**NYSE**”) applicable to compensation committee members, giving effect to any exemption, cure period or transition period permitted by such requirements and (ii) any other qualifications determined by the Board or the Nominating and Corporate Governance Committee from time to time. In addition, it is expected that at least two members of the Committee will qualify as “non-employee directors” within the meaning of Rule 16b-3 of the Exchange Act. The members of the Committee and the Chair of the Committee shall be appointed by the Board, on the recommendation of the Nominating and Corporate Governance Committee and may be removed by the Board in its discretion. Members of the Committee shall serve until their successors are duly elected and qualified or their earlier resignation, removal, retirement, disqualification or death. Vacancies occurring on the Committee shall be filled by the Board. Resignation or removal of a Committee member from the Board for any reason shall automatically constitute such individual’s resignation or removal from the Committee. The Board may designate a Chair of the Committee. In the absence of that designation, the Committee may designate the Chairperson by majority vote of the Committee members, provided that the Board may replace

any Chairperson designated by the Committee at any time. The Chairperson will chair all regular sessions of the Committee.

MEETINGS AND MINUTES

The Committee shall hold such regular or special meetings as its members shall deem necessary or appropriate. Minutes of each meeting of the Committee shall be prepared and distributed to each director of the Company and the Secretary of the Company after each meeting. The Chair of the Committee shall report to the Board from time to time, or whenever so requested by the Board or as required by the Company's Corporate Governance Guidelines. A majority of the Committee membership will be a quorum for the transaction of business. The Chairperson, in consultation with the Committee members and members of management, will determine the frequency and length of Committee meetings and develop the Committee's agenda. All non-management directors that are not members of the Committee may attend meetings of the Committee but may not vote. Additionally, the Committee may request any officer or employee of the Company, the Company's outside counsel, and such other persons as it deems appropriate in order to carry out its responsibilities, to attend a Committee meeting. The Committee may also exclude from its meetings any persons it deems appropriate in order to carry out its responsibilities.

AUTHORITY

The Committee shall have sole authority to select, retain and terminate any compensation consultant to assist the Committee in the evaluation of director, chief executive officer, senior executive and equity compensation, including sole authority to approve such consultant's reasonable fees and other retention terms, at the Company's expense. The Committee shall have authority to retain and determine compensation for, at the Company's expense, special legal, accounting or other advisors or consultants as it deems necessary or appropriate in the performance of its duties. The Committee shall also have authority to pay, at the Company's expense, ordinary administrative expenses, including expenditures for external resources, that, as determined by the Committee, are necessary or appropriate in carrying out its duties. Each member of the Committee shall have full access to all books, records, facilities and personnel of the Company as deemed necessary or appropriate by any member of the Committee to discharge his or her responsibilities hereunder, including human resources personnel preparing the CD&A for the Company's reports to be filed with the SEC. The Committee shall have authority to require that any of the Company's personnel, counsel, accountants or investment bankers, or any other consultant or advisor to the Company, attend any meeting of the Committee or meet with any member of the Committee or any of its special, outside legal, accounting or other, advisors or consultants.

The approval of this Charter by the Board shall be construed as a delegation of authority to the Committee with respect to the responsibilities set forth herein. Except to the extent inconsistent with any laws or rules applicable to the Company, including the NYSE Listed Company Manual, the Committee may form subcommittees composed of one or more of its members for any purpose that the Committee deems appropriate and may delegate to such subcommittees any responsibility or authority of the Committee under this Charter as it determines appropriate. The Committee also may delegate to one or more officers or other employees of the Company the authority to grant, amend and/or administer awards of cash or options or other equity securities to any employees or other service providers of the Company who, in either case, are not

Executive Officers of the Company under the Company's incentive-compensation or other equity-based plans as the Committee deems appropriate. Any such delegation must be made in accordance with the terms of the relevant plan, the Company's bylaws and applicable state law. Delegation by the Committee to any subcommittee shall not limit or restrict the Committee on any matter so delegated, and any action by the Committee on any matter so delegated shall not limit or restrict any future action by such subcommittee, unless otherwise determined by the Committee. The operation of the Committee shall be subject to the Bylaws of the Company as in effect from time to time and Section 141 of the Delaware General Corporation Law (or any successor provision). Without limiting the generality of the foregoing, the Committee may form and delegate authority to a subcommittee comprised solely of employees of the Company to serve as an administrative and/or investment committee, with fiduciary responsibilities under the Employee Retirement Income Security Act of 1974 ("**ERISA**"), with respect to one or more Company plans that are subject to ERISA.

RESPONSIBILITIES

The Committee shall have direct responsibility for the appointment, compensation and oversight of the work of compensation consultants, independent legal counsel or any other advisors engaged for the purpose of advising the Committee. Such compensation consultants, independent legal counsel or other advisors and consultants shall report directly, and be accountable, to the Committee. The Committee's procedures should remain flexible to address changing circumstances most effectively. To implement the Committee's purpose and policy, the Committee shall have the following responsibilities, which the Committee may supplement or, except as otherwise required by applicable law or the requirements of the NYSE, deviate from these activities as appropriate under the circumstances:

1. Overall Compensation Strategy. To review, modify (as needed) and approve the overall compensation strategy and policies for the Company, including:

- reviewing and approving corporate performance and other goals and objectives, relevant to the compensation of the Company's Executive Officers and any other senior management or key employees as the Committee determines appropriate;
- evaluating and approving, as appropriate, the compensation plans and programs advisable for the Company, as well as evaluating and approving, as appropriate, the modification or termination of existing plans and programs;
- establishing policies with respect to equity compensation arrangements, and, if the Board or Committee determines to be necessary or appropriate, establish and periodically review the Company's policies for equity grant timing;
- reviewing and approving or adjusting the terms of any employment agreements, post-employment agreements, severance arrangements, change-of-control protections and any other compensatory arrangements (including, without limitation, perquisites and any other form of compensation) for the Company's

Executive Officers and any other senior management as the Committee determines appropriate;

- evaluating the efficacy of the Company's compensation policy and strategy in achieving expected benefits to the Company and otherwise furthering the Committee's policies;
- reviewing the Company's practices and policies of employee compensation as they relate to risk management and risk-taking incentives, to determine whether such compensation policies and practices are reasonably likely to have a material adverse effect on the Company;
- reviewing and considering the results of any advisory vote on executive compensation; and
- approving, monitoring, administering and amending any stock ownership policy designed to encourage or require Executive Officers and directors to acquire and hold a meaningful equity interest in the Company.

2. Compensation of Chief Executive Officer. To determine and approve, either as a committee or together with the other independent directors of the Company (as determined by the Board), the compensation and other terms of employment of the Company's Chief Executive Officer and to evaluate the Chief Executive Officer's performance in light of relevant corporate performance goals and objectives (if applicable). In determining the long-term incentive component of the Chief Executive Officer's compensation, if any, the Committee should seek to achieve an appropriate level of risk and reward, taking into consideration the Company's performance and relative stockholder return, the potential benefits and costs to the Company of the award, the value of similar incentive awards given to chief executive officers of comparable companies, the awards given to the Company's Chief Executive Officer in past years, and such other criteria as the Committee deems advisable. The Chief Executive Officer shall not be present during the voting or deliberations regarding his or her compensation.

3. Compensation of Other Officers. To review and approve any individual and corporate performance goals and objectives of the Company's Executive Officers and, to the extent the Committee deems appropriate and advisable, other members of senior management, that are periodically established. The Committee shall determine and approve the compensation and other terms of employment of these Executive Officers (and, if the Committee so determines, senior managers), as appropriate, taking into consideration the person's success in achieving any applicable individual performance goals and objectives and the corporate performance goals and objectives deemed relevant to the officer as established by the Committee.

4. Compensation of Directors. To periodically review and recommend to the Board for approval the type and amount of compensation to be paid or awarded to non-employee Board members, including consulting, retainer, meeting, committee and committee chair fees and stock option grants or other equity awards.

5. Selection of Compensation Consultants, Independent Legal Counsel and Other Advisors. The Committee may select compensation consultants, legal counsel and other advisors

to the Committee only after assessing the independence of such advisor in accordance with the NYSE listing rules. However, nothing in this provision requires that any advisors to the Committee be independent.

6. *Administration of Benefit Plans.* To approve, adopt, amend and terminate the Company's stock option plans, stock appreciation rights plans, pension and profit sharing plans, incentive plans, stock bonus plans, stock purchase plans, bonus plans, deferred compensation plans and similar programs. The Committee shall have full power and authority to administer these plans, establish guidelines, interpret plan documents, select participants, approve grants and awards and any modifications thereof, and exercise such other power and authority as may be permitted or required under such plans. Notwithstanding the foregoing, the Board shall retain the power to act on all such matters without limiting the Committee's authority, subject to compliance with applicable laws and regulations.

7. *Clawback Policies.* Establish, approve, modify and oversee the Company's compensation clawback or similar policies, including a clawback policy that complies with the requirements of the SEC and the NYSE listing rules, and any required recoupment and disclosure.

8. *Compensation Discussion and Analysis.* To review and discuss with management the Company's disclosures contained in the CD&A and other compensation-related disclosures, as appropriate, for use in any of the Company's annual reports on Form 10-K, registration statements, proxy statements or information statements and make recommendations to the Board whether the CD&A should be approved for inclusion in such reports and statements.

9. *Compensation Proposals.* Provide recommendations to the Board on compensation-related proposals to be considered at the Company's annual meeting, including the frequency of advisory votes on executive compensation.

10. *Conflict of Interest Disclosure.* The Committee shall review and discuss with management any conflicts of interest raised by the work of a compensation consultant or advisor that had any role in determining or recommending the amount or form of executive or director compensation or was retained by the Committee or management and how such conflict is being addressed, and prepare any necessary disclosure in the Company's annual proxy statement in accordance with applicable SEC rules and regulations.

11. *Committee Report.* To prepare and review the Committee report on executive compensation to be included in the Company's annual proxy statement in accordance with applicable SEC rules and regulations.

12. *Annual Charter Review.* To review and assess the adequacy of this Charter annually and recommend any proposed changes to the Board for approval.

13. *Annual Committee Evaluation.* To conduct an annual evaluation of the performance of the Committee, including by reviewing the compliance of the Committee with this Charter.

14. *Human Capital Management.* To review the Company's human capital management strategy and programs, particularly as they relate to compensation and benefit plan design.

15. *General Authority.* To perform such other functions and to have such other powers as may be necessary or appropriate in the efficient and lawful discharge of the foregoing.

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Amended by the Board of Directors of Yelp Inc. on September 3, 2026.