

2022 ESG REPORT



CEO Letter

Yelp has been a mission-centric company since day one. For our entire existence, our purpose has been to connect people with great local businesses. Like many good origin stories, Yelp started as an invention born out of personal need. I came down with the flu and started searching for a local doctor, but there wasn't an easy way to find one who had been vetted by the community — by real patients — and not just paid advertisements. Phone books didn't cut it. Asking friends or neighbors didn't provide the breadth of perspective and wasn't practical for finding someone quickly. Yelp bridged word-of-mouth with a community directory of reliable business information to address real-world experiences for both consumers and local businesses:

- Providing people an easy way to share their first-hand experiences with the community
- Elevating small businesses by encouraging people to shop local and leveling the playing field so that the best businesses stand out, even if they don't have marketing resources
- Giving people access to regularly updated reliable business information in a sustainable way — no more stacks of giant printed phone books on the doorstep
- Creating scalable built-in systems of oversight that, unlike an unmonitored online community page, enable governance and a higher degree of authenticity and fairness

We didn't call it environmental, social and governance (ESG) when we created Yelp. It was about serving the public and solving a real community need with integrity, and it's still about that. Over the years, our platform has provided us with the opportunity to have a louder voice and advocate for issues we care about — from protecting consumer privacy to promoting free and fair competition on the internet, and the right to free speech online. We've also leveraged Yelp to help businesses demonstrate their commitment to sustainability, inclusivity and diversity, while helping consumers find businesses that align with their values.

We've come a long way. Still, there's more work to be done. We're continuously innovating to make Yelp better than the day before — for our employees, our community of consumers and businesses, and our planet. We're currently examining our own carbon footprint, calculating our impact on the world and actively seeking ways to be part of the solution. We already have a relatively small impact as an online company with a remote workforce, but we can and will do more. By creating benchmarks for where we are, we can set ambitious goals for both sustainability and other ESG priorities in the future.

This report presents a snapshot of how we got to where we are, what we're doing now and where we're headed next. We have long been driving positive ESG outcomes as we work to achieve our mission while upholding our values. Now, we can measure and mark our progress — not just financially, but also in how we enrich the communities we serve.

Thanks for reading,



Jeremy Stoppelman
Co-Founder and Chief Executive Officer



Table of Contents



About Yelp

ESG Highlights

ESG Priorities and Impact

Fostering Community

- Diversity, Inclusion and Belonging
- Employee Experience
- Yelp Foundation

Operating Responsibly

- Content Trust and Safety
- Data Privacy and Security
- Providing Value to Businesses and Consumers

Reducing Our Footprint

- Carbon Footprint

Transparency

- Ethics
- Corporate Governance
- Management Approach

About This Report

Appendix

- Performance Data Table
- GRI Index
- SASB Index

Forward-Looking Statements

About Yelp



Yelp’s mission is to connect people with great local businesses. Our values serve as the foundation guiding everything we do.

We strive to build a great place to work while enriching the lives of consumers and business owners with trustworthy and helpful content.

Values

An icon consisting of two speech bubbles, one orange and one green, on a light blue background.

Authenticity

Tell the truth. Be straight-forward. Over-communicate. No need to spin things.

An icon of a stylized bird or leaf with multiple colors (blue, green, red, white) on a pink background.

Be Unboring

Never settle for standard. Creativity over conformity. Be your remarkable self.

An icon of a yellow star on a red pedestal with a yellow base, on a green background.

Be Tenacious

Battle smart and fight ‘til the end. Live for the underdog moments. Turn mistakes into opportunities to learn.

An icon featuring two balloons (one green, one blue) and bunting flags on an orange background.

Play Well with Others

Treat others with respect. Value diversity in viewpoints. Bring a positive attitude to the table.

An icon showing five padlocks of varying sizes on a dark blue background.

Protect the Source

Community and consumers come first. If we don’t maintain consumer trust, we won’t have anything to offer local businesses.

**50 U.S. STATES
AND 4 COUNTRIES**
WHERE EMPLOYEES LIVE
AND WORK

4,400+
EMPLOYEES*

5.8+ MILLION
ACTIVE CLAIMED
BUSINESS PAGES**

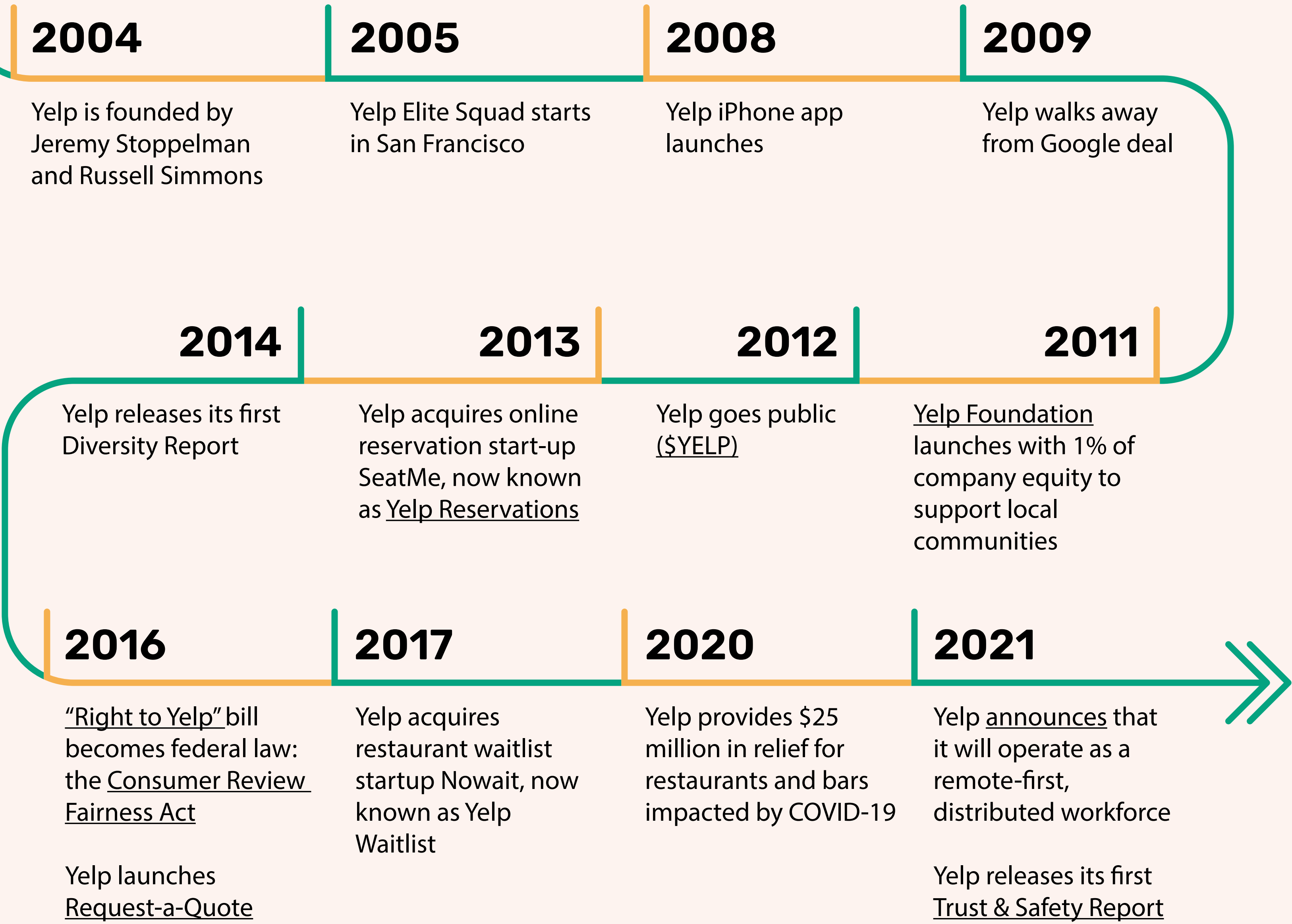
244+ MILLION
REVIEWS POSTED ON YELP***

83% OF USERS
SAY THEY HIRE OR BUY FROM
A BUSINESS THEY FOUND
ON YELP****

* As of December 31, 2021.
** Yelp Internal Data, as of December 31, 2021. Active means businesses that are open and currently have claimed status.
*** Yelp Internal Data, 2021. As of December 31, 2021, Yelp users have contributed a total of 244 million cumulative reviews. Contributed reviews include those that are recommended, not recommended or removed from Yelp’s platform.
**** Based on a survey conducted by Yelp in August 2022. Methodology used ComScore demographics and people who reported having used Yelp in the prior 3 months.

Milestones

For nearly two decades, adherence to our mission has enabled us to better serve our stakeholders, including employees, consumers, business owners, investors and community. Here are some milestones:



Awards and recognitions

Yelp has won multiple awards showcasing our 5-star employee experience. We've consistently earned a score of 100 on the Human Rights Campaign's Corporate Equality Index for LGBTQ-inclusive workplace policies and practices for the ninth year in a row.

ESG Highlights

Although this is Yelp’s inaugural ESG report, our commitment to many of the values that ESG represents have been incorporated into our overall business strategy since our inception. This report includes our ESG initiatives as informed by our discussions with various stakeholder groups.

Environmental

- Calculated and reported Scope 1, 2 and 3 emissions for the first time
- Reported climate risks and opportunities to CDP (formerly known as Carbon Disclosure Project)

Social

- Published 2021 [Yelp Diversity Report](#)
- Released an updated search function that makes it easy for people to search for and support businesses owned by “marginalized” groups
- Sponsored over 20 [Yelp Employee Resource Groups \(YERGs\)](#) that serve as a community for employees with shared social identities, characteristics, or life experiences, as well as their allies. A few examples include:
 - Awesome Women in Engineering - Building a strong community for women in engineering
 - BlackBurst - Creating a space for shared learning and development for the Black community and its allies
 - Yelp Ability - Raising awareness of disabilities to foster inclusion
- [Launched several eco-friendly business attributes](#) that allow consumers to find and support businesses with sustainable practices while also making it easy for businesses to share that information on their Yelp page

Governance

- Leadership: Increased representation in leadership for those who identify as Black, Latinx and women in 2021.
- Corporate Governance: Yelp maintains an independent Chairperson on our Board—separate from our CEO. Excluding our CEO, the Board is made up of independent members. To better serve our diverse community of users, businesses and employees as well as deliver value to shareholders, we are committed to board diversity, adding a total of six new directors from 2019 to 2022 (including five of Yelp’s current directors).
- Content Integrity and Governance: Published 2021 [Trust & Safety Report](#), summarizing its content moderation activities.

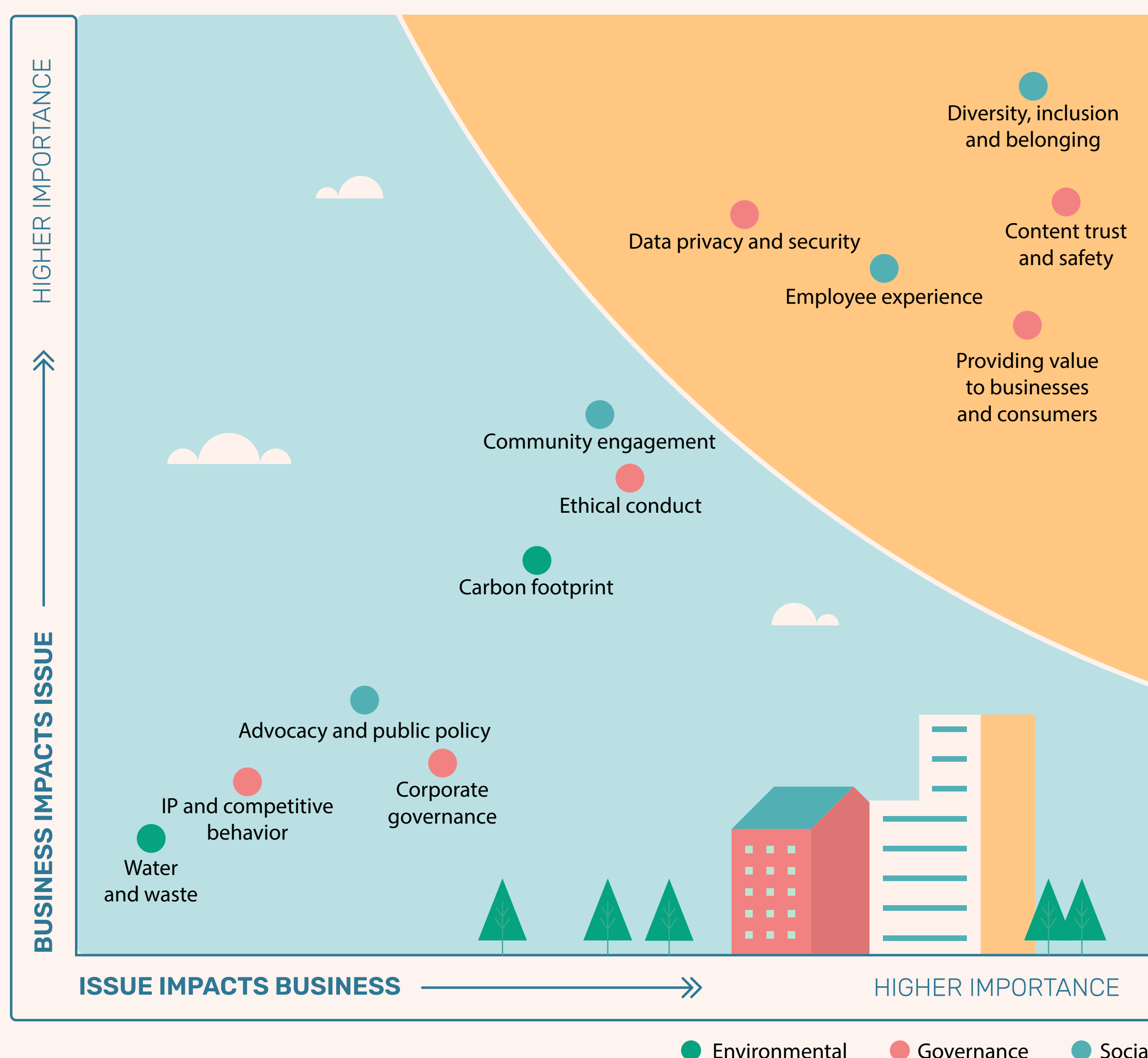
ESG Priorities and Impact

Stakeholder insight shapes our prioritization of issues

In 2022, we conducted an inaugural priority issues assessment. This assessment identifies stakeholder expectations and key impact areas for our business while providing focus for Yelp’s ESG strategy.


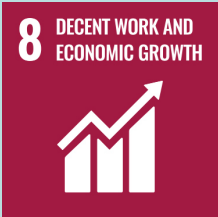








Yelp views stakeholder input as fundamental to the success of the business and essential to an authentic ESG strategy. That’s why the assessment process included insight analysis from key stakeholder groups including employees, board members, nonprofit partners, users and investors. We also surveyed Yelp leadership to align ESG priorities with market trends, stakeholder expectations, business risks and opportunities.

While Yelp views all proposed issues as contributing to our success, we identified six of the below issues as material*: Diversity, inclusion and belonging; content trust and safety; data privacy and security; employee experience; providing value to businesses and consumers; and carbon footprint. As we evolve our ESG strategy and respond to the disclosures that matter most to our stakeholder groups, our actions will be informed by the results of this assessment.



* Material issues are those priority issues for which Yelp has a unique ability to drive significant impact. It does not refer to materiality as defined under federal securities laws.

The UN Sustainable Development Goals (SDGs) are a collaborative global effort to protect our planet and address the many inequalities that exist in our world. While every goal is important, we feel we are uniquely positioned to drive change against the eight noted below.

<u>Diversity, Inclusion and Belonging</u>	  	5.5 - Equal opportunities in leadership 8.10 - Financial institution access for all 10.2 - Equal opportunity and pay equity, discriminatory laws
<u>Employee Experience</u>	 	3.7 - Reproductive rights 8.5 - Equal pay
<u>Yelp Foundation</u>	 	4.6 - Literacy 16.10 - Access to information
<u>Content Trust and Safety</u>		16.10 - Access to information
<u>Supporting Business and Consumers</u>	 	5b. - Use technology to promote and empower women 8.9 - Support local culture and products
<u>Carbon Footprint</u>		7.2 - Increase renewable energy 12.8 - Sustainability information for consumers
<u>Governance and Reporting: Corporate Governance</u>		16.7 - Equitable decision making at all levels

Fostering Community



Diversity, Inclusion and Belonging

Our culture of diversity, inclusion and belonging is what sets Yelp apart. Our consumers and business owners are diverse, and by having a commensurately diverse workforce, we create better products and experiences for them.

[View section >>](#)

Employee Experience

Yelp puts the success and well-being of our employees at the heart of everything we do.

[View section >>](#)

Yelp Foundation

The Yelp Foundation's mission is to support charitable organizations and activities addressing the needs of local communities.

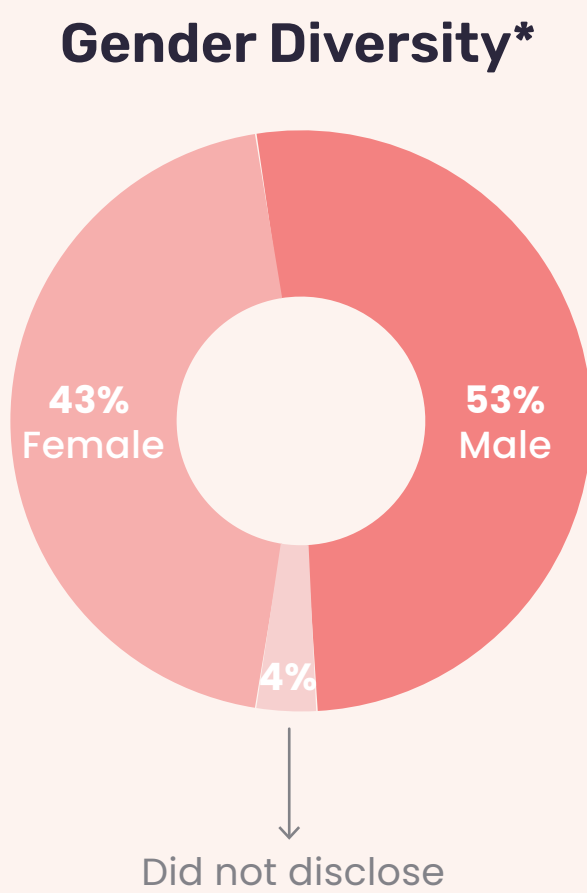
[View section >>](#)

Diversity, Inclusion and Belonging

At its core, Yelp is about local connections, which makes Diversity, Inclusion and Belonging (DIB) a top priority. This extends to our community efforts and the products and services we offer. We are intentional in our approach to build an inclusive workforce that reflects our communities while amplifying underrepresented voices. We have published diversity reports for nearly a decade, implemented new programs and initiatives and published studies to help our employees better represent the world we live in.

Diversity Performance

We strive to grow and maintain a workforce that mirrors the rich, multi-faceted communities that we serve. We know that diverse, authentic and inclusive workplaces foster more innovation and a higher level of productivity. Yelp has instituted Diversity Task Forces: executive-led work groups focused on closing racial and gender leadership gaps. They support leadership buy-in and maintain accountability for sponsorship programs that break down barriers preventing underrepresented groups from thriving. By championing diversity at every level of the organization, we not only foster inclusion and belonging, but we also work toward closing the societal racial wealth gap.



Racial and Ethnic Diversity**



In 2021, leadership diversity improved, with representation increasing proportionally for employees who identify as Black and Latinx—a 3% increase in representation for underrepresented minorities. Representation also increased for women at the leadership level. Our data shows that employee diversity at Yelp is improving across multiple metrics, but we know there is a lot of work yet to do to further improve representation at Yelp—and we’re committed to doing that work.

Inclusion

Inclusion is just as important as diversity. Yelp was the first technology company to sign the 15 Percent Pledge, which calls on retailers to dedicate 15% of their shelf space to Black-owned brands.

We support this pledge via commitments across our platform and in how we operate our business.

- At least 15% of community events hosted by Yelp will feature Black-owned businesses
- At least 15% of the vendors that Yelp’s Culture Team works with for internal events will be Black-owned businesses
- At least 15% of Yelp’s Instagram feed content will feature Black-owned businesses
- At least 15% of Yelp’s lists will focus on and include Black-owned businesses

In addition to supporting the 15 Percent Pledge, in 2020 Yelp deposited \$10 million of its cash reserves with minority-owned financial institutions that support Black and underserved communities, bringing them new economic opportunities. Yelp built on this effort in 2021, depositing \$100 million in J.P. Morgan Empower money market share class.

* Based on data sourced globally in 2021.
** Based on data sourced in the U.S. only in 2021. Underrepresented minorities are defined by Yelp as Black, Latinx, American Indian/Alaskan Native and Native Hawaiian/Pacific Islander. Native American grouping includes Native Americans, Alaska Natives, Native Hawaiian and other Pacific Islanders.

Belonging

The purpose of our inclusive practices is to help employees feel wholly accepted and included by coworkers. Our 20+ Yelp Employee Resource Groups (YERGs) serve as resources for employees with shared social identities, characteristics or life experiences and foster employee engagement, professional development and a sense of belonging. Many of our YERGs aim to supplement professional development efforts and provide support and mentorship opportunities for the communities they serve. As we continue our DIB journey, we plan to expand our measures, reporting and programs with additional diversity dimensions, such as how intersectional identities inform how we navigate the workplace.

93% of our employees say their manager creates an inclusive environment remotely, based on our 2021 engagement survey

4 YERGs established in 2021: *Yelp Asian Pacific Islanders (YAPI), Mental Health and Neurodiversity, SomosYelp and Yelp Ability*

44% of our employees are members of one or more YERG, as of December 2022

Our Yelp Employee Resource Groups are one of the most crucial pieces to our community-building efforts.

From authentic conversations about lived experiences to supporting business owners in an array of communities, the events that rise from YERG-specific mission statements help amplify voices otherwise overlooked. The driven employees that fuel these learning opportunities help keep our organization in a continuous state of self-improvement.

Additionally, the magic that exudes from folks coming together and seeing themselves represented is an intangible reality that adds to overall employee experience.

PJ Calzadilla Ortiz - Program Manager, Culture Team



Yelp is an industry leader

Yelp has become a respected industry voice on issues related to diversity, inclusion and belonging. By sharing our research, we expand our impact and further our mission to be a positive force for DIB in the world.

Yelp has contributed op-eds addressing access to reproductive health care, anti-Asian hate and supporting Black-owned businesses. We publicly denounced anti-trans and anti-LGBTQ legislation in Texas and Florida. The reproductive healthcare fund, Rhia Ventures, also turned to Yelp to author the forward for a research study on the business case for reproductive health, an increasingly important issue, given the recent U.S. Supreme Court ruling overturning *Roe v. Wade*.

Yelp empowers leaders with training on inclusive behaviors

Our Culture Team hosts monthly workshops called Continuing the Conversation, which educates leaders on inclusive behaviors that they can bring back to their teams. The team also produces a video series called Culture@, which covers key DIB concepts and highlights employee stories to illustrate how DIB positively impacts their Yelp experience.



Employee Experience

At Yelp, employees come first. That’s why we’re committed to supporting our team members no matter who they are or where they work. This past year we doubled down on our commitment to our people by implementing initiatives that help create a supportive and inclusive culture, including offering innovative reproductive benefits, flexible working arrangements and thoughtful philanthropic programs so that all employees have the opportunity to experience a 5-Star career at Yelp.

73% OF OUR EMPLOYEES
SEE THEMSELVES AT YELP IN TWO YEARS, UP
10% FROM LAST YEAR AND ABOVE THE
INDUSTRY AVERAGE OF 66%

87%
SAID THEY’D PREFER TO WORK REMOTELY MOST
OR ALL OF THE TIME, UP 5% FROM LAST YEAR
87% REPORT THAT WORKING REMOTELY HAS
MADE THEM MORE EFFECTIVE AT WORK

Employee Experience Drives Change

We care about what our employees think and are dedicated to understanding their shifting needs. Employee sentiment showed that remote work was not only best for our employees — especially for caregivers and individuals with disabilities — but also best for our business.

Five-star Careers

In response to employee surveys, we have been expanding our wellness offerings, tailoring manager training to strengthen leadership in a remote work environment and implementing policies to help set boundaries between work and life.

Our five-star benefits allow individuals to show up as their whole professional selves. A few highlights include:

Increased focus on mental health and wellness benefits over the last two years	Introduction of additional paid time off for wellness days	Covered virtual counseling services
Wellness reimbursements	Family planning and infertility benefits	<u>Adoption benefits, backup daycare and baby bonding leave</u>
Transgender-specific benefits	Work-from-home reimbursements	Career coaching from where you are and available in 30 languages

Culture

Yelp is, at its core, a community. People use Yelp because they trust it. It's authentic. It's everyday experiences, as conveyed by consumers and business owners from diverse backgrounds. And those qualities — trust, authenticity and a richly diverse community—are reflected in our employees.

[Learn more about working with purpose at Yelp](#) >

[Learn more about Life at Yelp](#) >

5-star remote onboarding experience

I could talk all day about how fabulous my onboarding experience was! I wasn't sure what to expect, especially when it came to learning the ins and outs of my new role and connecting with my team members from around the country. By the end of my first day (even my first hour), those worries were gone. Through every step, I felt supported and encouraged to be myself and to tap into my creativity to produce impactful content. I still feel just as passionate and proud as I did on my first day at Yelp.

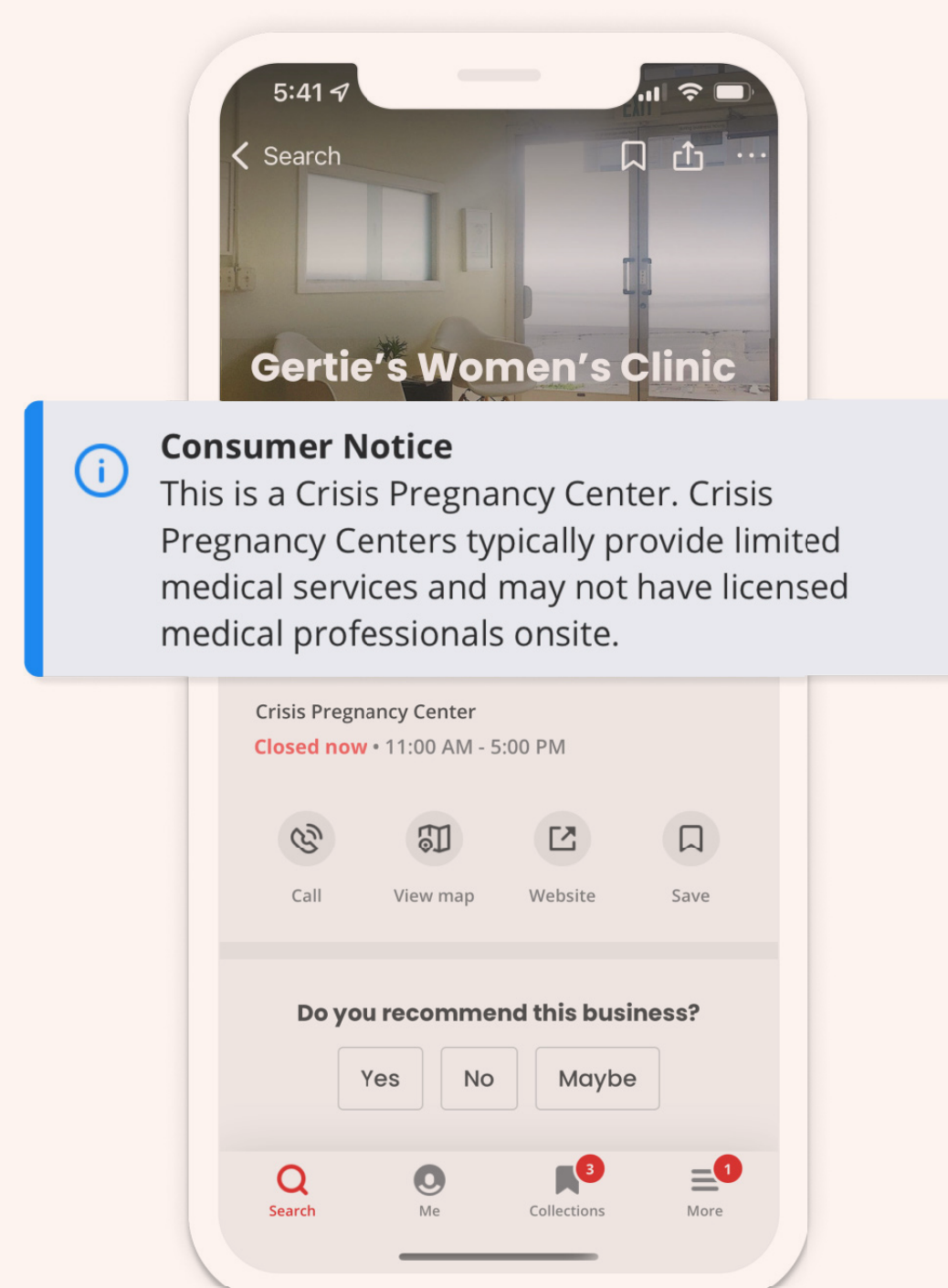
-Hannah Lee, Recruitment Marketing Specialist



Tangible support and advocacy for reproductive healthcare

Yelp is a remote-first company with a distributed workforce — it's a priority for us to offer our employees consistent healthcare coverage, regardless of where they live. Our health insurance already covered abortion care, and as it became apparent that laws that limit women's progress were gaining momentum in the U.S., we introduced a travel benefit for U.S. employees and their dependents (covered under their insurance program) who need to travel out of state to access these healthcare services. This benefit is provided directly through our insurance provider and extends to any covered employees and dependents impacted by current or future action that restricts access to covered reproductive healthcare.

We didn't stop there. We encouraged other companies to speak out alongside Yelp to take a stand on reproductive rights. We also used the power of our platform to champion authenticity by providing consumers with clear information about crisis pregnancy centers on our platform, noting that they typically offer limited medical services. Additionally, the Yelp Foundation double-matched employee donations to organizations that are fighting the legal battle against laws like SB8 in Texas, which greatly restricts access to reproductive health services, as well as to organizations that provide reproductive health services and financial support to women from underserved communities.



Yelp Foundation

The Yelp Foundation was formed in 2011 to address the needs of local communities, supporting organizations that focus on access to information, education, local economic development and freedom of expression.

The Yelp Foundation makes an impact on two important fronts. First, it provides grants to nonprofits that align with the Yelp Foundation mission. The other is by galvanizing the Yelp workforce and promoting a culture of philanthropy at Yelp by matching employee donations up to \$1,000 annually per person. By matching employees’ giving, dollar for dollar, the Foundation encourages employees to contribute to those causes that matter most to them.

By funding the Foundation through a gift of Yelp stock, the Foundation’s impact continues to multiply. While it started small, the Foundation now has millions of dollars in assets, which allows it to make substantial grants each year that can make a significant impact on important issues in communities in the U.S. and abroad.

The Yelp Foundation looks forward to deepening our relationships with grantee organizations and continuing to provide Yelp employees with pathways to engage with and support their local communities and organizations that matter to them.

Yelp Foundation Strategy Highlights

- The Yelp Foundation does its own research
- The Yelp Foundation doesn't require lengthy applications or impact reports
- The Yelp Foundation only makes unrestricted grants
- The Yelp Foundation gives multi-year grants to long-term partners

Yelp Foundation in Numbers

- The Yelp Foundation has donated \$5 million to date to nonprofits
- In 2021, the Yelp Foundation gave \$650,000 in grants
- \$250,000 given through employee match campaigns in 2021

Expanding Our Grantmaking

2021 was an exciting year for the Yelp Foundation. For the first time in its history, the Foundation provided multi-year, unrestricted grants to a few key partners. The network of supported non-profits are helping to address access to information and freedom of expression, education and local economic development. The list below highlights some of these partners and the full list can be found [here](#).

Freedom of the Press

Documents press freedom violations in the U.S. to protect, defend and empower public interest journalists and freedom of speech.

La Cocina

Municipal market for residents in the Tenderloin neighborhood in San Francisco. La Cocina’s mission is to cultivate low-income food entrepreneurs as they formalize and grow their businesses.

826 Valencia

Located in the Mission District of San Francisco and dedicated to helping children and young adults develop writing skills and to helping teachers inspire their students to write.

Operating Responsibly



Content Trust and Safety

Providing consumers with reliable and useful information to help inform their spending decisions is critical to Yelp's mission, which is why we take industry-leading measures to maintain the integrity and quality of content on our platform.

[View section >>](#)

Data Privacy and Security

Core to Yelp's mission is our ability to provide a platform that respects user's privacy choices and safeguards their data.

[View section >>](#)

Providing Value to Businesses and Consumers

Our mission is to connect people with great local businesses.

[View section >>](#)

Content Trust and Safety

Our commitment to content integrity means taking significant measures to maintain the quality of the content on our platform for consumers and leveling the playing field for business owners who rightfully earn their great reputation on Yelp. Our commitment to content integrity is what sets Yelp apart — from our investments in automated technology and human content moderation to our [Consumer Alerts](#) program, our focus on protecting consumers and businesses on our platform has long been core to our mission. [Industry experts](#) and [academics](#) have recognized that Yelp is one of the most aggressive and successful platforms when it comes to identifying and weeding out unreliable reviews.

Content moderation efforts

Yelp’s User Operations team is on the frontlines of protecting data quality, improving content integrity, investigating potential fraud and moderating content. They continuously identify, investigate and stop attempts at deceptive activity through a variety of techniques, including removing bad actors from the Yelp platform.

Content Trust and Safety Performance

218,600+

REPORTED REVIEWS REMOVED BY YELP’S USER OPERATIONS TEAM IN 2021*

25,200+

REVIEWS REMOVED FOR THREATS, LEWDNESS, HATE SPEECH OR OTHER POTENTIALLY HARMFUL CONTENT IN 2021*

85,400+

USER ACCOUNTS CLOSED DUE TO POTENTIALLY FRAUDULENT OR ABUSIVE BEHAVIOR IN 2021**

19.6M+

REVIEWS WERE CONTRIBUTED TO YELP IN 2021***

4.3M+

REVIEWS CONTRIBUTED IN 2021 WERE NOT RECOMMENDED BY OUR [AUTOMATED RECOMMENDATION SOFTWARE](#) AS OF DEC 31, 2021***

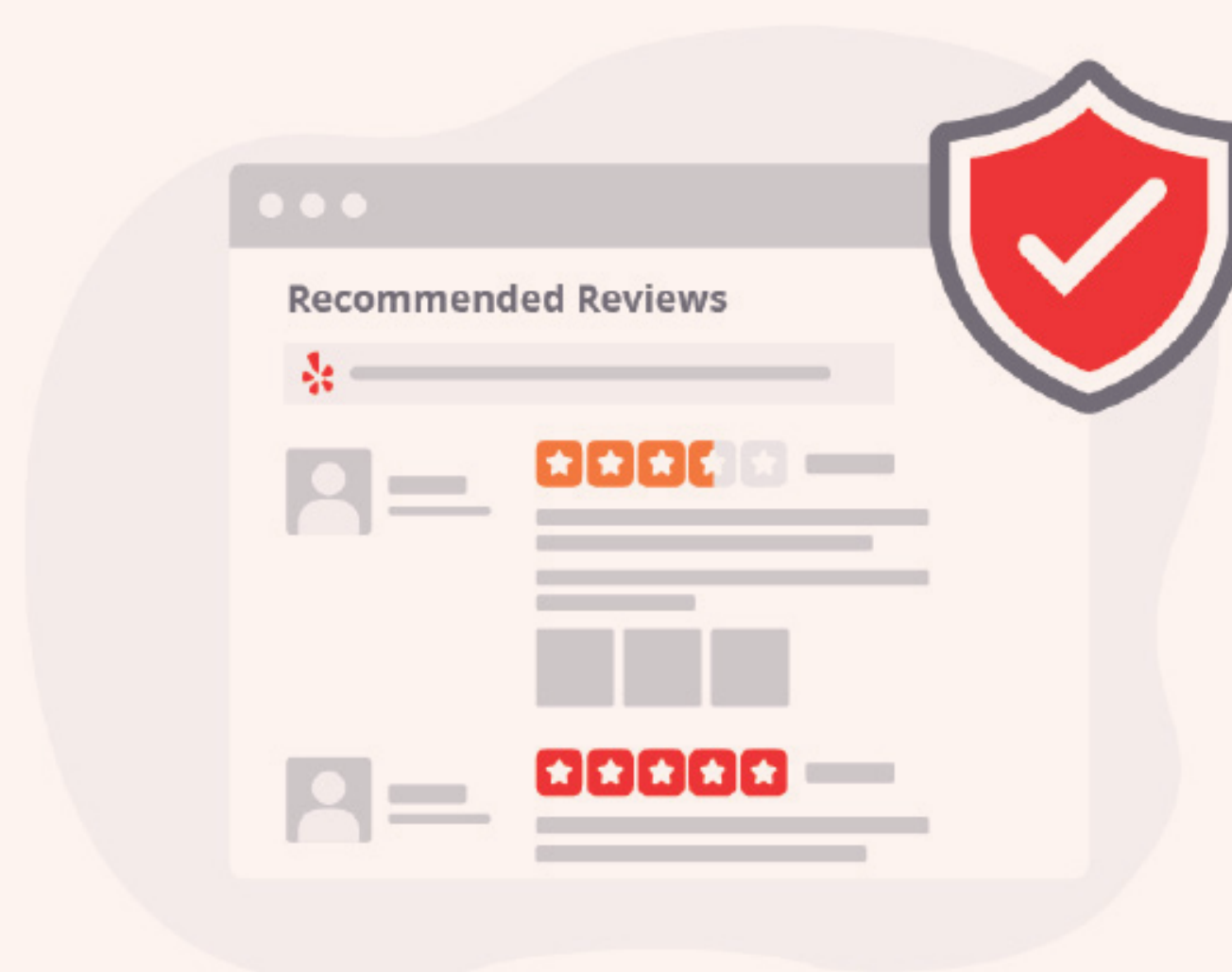
* 2021 Yelp Trust & Safety Report, based on data sourced from the U.S. only.
** 2021 Yelp Trust & Safety Report, based on data sourced globally.
*** 2021 Yelp Trust & Safety Report, based on data sourced globally and reflects reviews from Jan. 1, 2021–Dec. 31, 2021.

Authenticity and Reliability

We've established — and continue to refine — technology, programs and moderation efforts that push toward ever-higher standards of content integrity. Here are a few highlights:

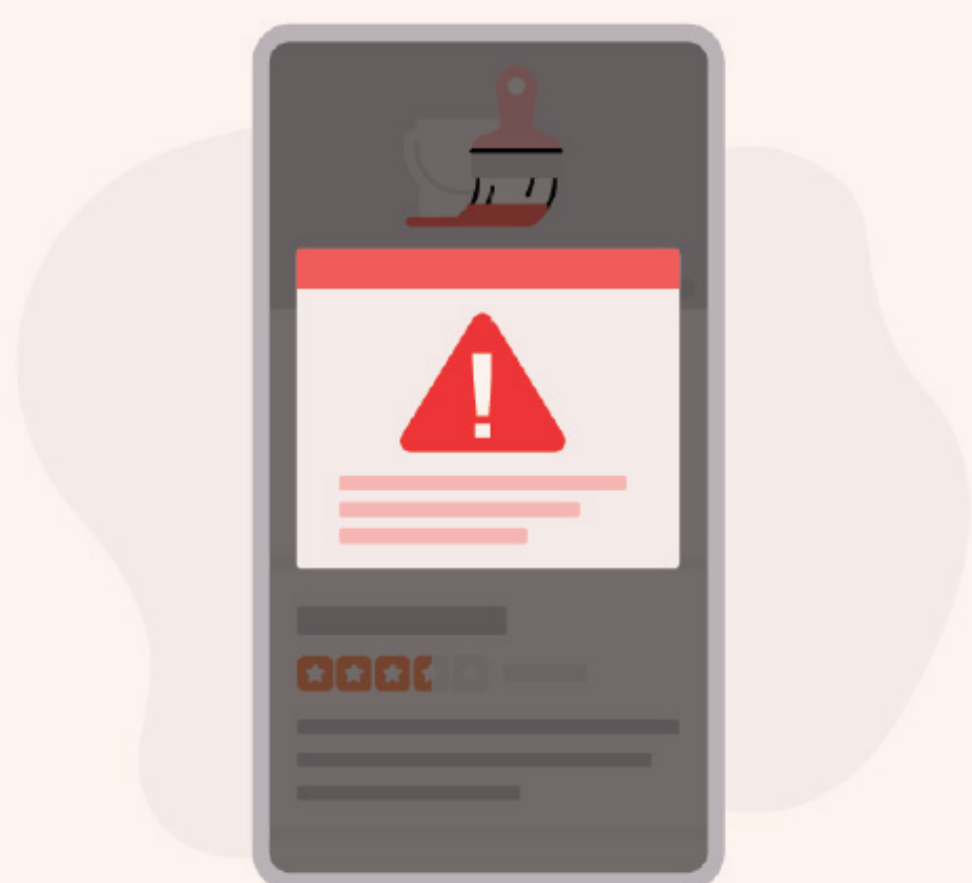
Leveraging technology in content moderation

Yelp's first line of defense to mitigate threats to our content integrity is our automated recommendation software. The software analyzes hundreds of signals — from reviews, businesses and reviewers — in an effort to recommend the most reliable and useful reviews contributed to our platform. Our automated software detects and does not recommend reviews it deems less reliable, enabling us to mitigate misinformation at scale.



Investigations and Consumer Alerts program

Yelp regularly investigates suspicious review behavior, both on and off our platform. Yelp frequently conducts investigations to uncover deceptive review practices, including monitoring and infiltrating online groups where people may attempt to trade or pay for reviews (practices which mislead consumers and hurt honest businesses). In 2021, we made more than 1,000 reports to other online platforms to warn them of content from nearly 950 suspicious groups, posts or individuals we found on their sites.* Yelp also leverages its Consumer Alerts program to help fight the spread of misinformation on Yelp. A Consumer Alert is a pop-up disclosure that is placed on a business page to warn users when we've detected abnormal activity or attempts to mislead them. We always conduct a thorough investigation and provide the evidence that supports the Consumer Alert whenever possible.



Fighting misinformation

Fake news and deceptive behavior are unfortunately common on the web. We have teams and policies in place to protect our community of consumers and businesses, and prevent the spread of misinformation on Yelp. Learn more about [Consumer Alerts](#) and [content moderation](#).

* 2021 Yelp Trust & Safety Report, based on data sourced globally.

Data Privacy and Security

Protect the Source

Yelp prioritizes and protects user privacy. It’s so fundamental to our business that it’s been part of our core value of “Protecting the Source” from our earliest days. If we don't maintain consumer trust, we won't have anything to offer local businesses.

Increase transparency regarding data collection, use and disclosure

Implement tools to enhance identification and management of data flows

Implement data minimization principles

Expand users’ access and control over their data

How Yelp stands up for user privacy

When it comes to responding to legal demands for user data, Yelp is an industry leader. Each legal demand we receive is individually vetted to determine if it is a legitimate request and procedurally valid. Unless there is a clear, legally valid reason to disclose requested information—following a thorough review of the subpoena or warrant — Yelp will typically object to or seek to quash the legal request. In circumstances where Yelp may be required by law to disclose user account information, we notify users of the legal demands beforehand, unless Yelp is prohibited by law or other exceptional circumstances exist. Occasionally, we will even go to court to protect consumers’ personal information from those seeking disclosure.

How Yelp prioritizes data transparency

Yelp believes that users deserve to know what data is being collected, and how that data is shared. That’s why we have recently updated our [Privacy Policy](#) and make it easily accessible through our platform.

Data Security

We’re committed to protecting our users, customers and employees against service disruptions resulting from security breaches, malware, social engineering, or any other type of security attack. We continue to make significant investments in our security to promote a positive and secure experience for businesses and consumers, including:

- Expanding automated data management systems by partnering with a new vendor to capture a more complete picture of our data to help us further improve our data minimization practices
- Working toward data retention policies that align with data minimization strategies
- Strengthening preventive methodologies in light of an increase in phishing campaigns targeting employees.

Providing Value to Businesses and Consumers

From the outset, we recognized that our dynamic, diverse consumer community is both our lifeblood and our competitive advantage. Prioritizing their experience is core to our values of Authenticity and Protecting the Source, and we don't waver from our commitment to maintain the trust and safety of our users. We work hard to make it easy for consumers and businesses to connect in meaningful ways.

A key differentiator for Yelp is our hyperlocal communities, both online and in-person. Our Community team members serve as Yelp's local mayors and cheerleaders in their respective markets. They connect Yelpers to great local businesses, one another, meaningful local causes and organizations.

Creating moments of surprise and delight is the fuel that propels us and this can take many forms, including our focus on building a more efficient ad system that matches advertisers with potential customers in ways that elevate the experience for both sides of the marketplace. When the right consumer discovers and engages with the right business at the right time, everyone wins.

244M+

**REVIEWS CONTRIBUTED
TO LOCAL BUSINESSES
SINCE 2004***

80+ MILLION

**PEOPLE VISIT YELP EACH
MONTH TO FIND RESTAURANTS,
HOME SERVICES AND MORE****

83%

**OF YELP USERS HIRE OR
BUY FROM A BUSINESS
THEY FOUND ON YELP*****



Consumers

We work everyday to help our users discover great local businesses. We do our best to understand the various needs of our users and provide a platform that addresses them through regular product and feature updates.

Yelp Elite Squad

Have you spotted anyone with a Yelp Elite badge? These intrepid explorers are some of our most prolific community members. They share their first-hand experiences with hair stylists, plumbers, dentists and more so the rest of us can breathe easy knowing what to expect.

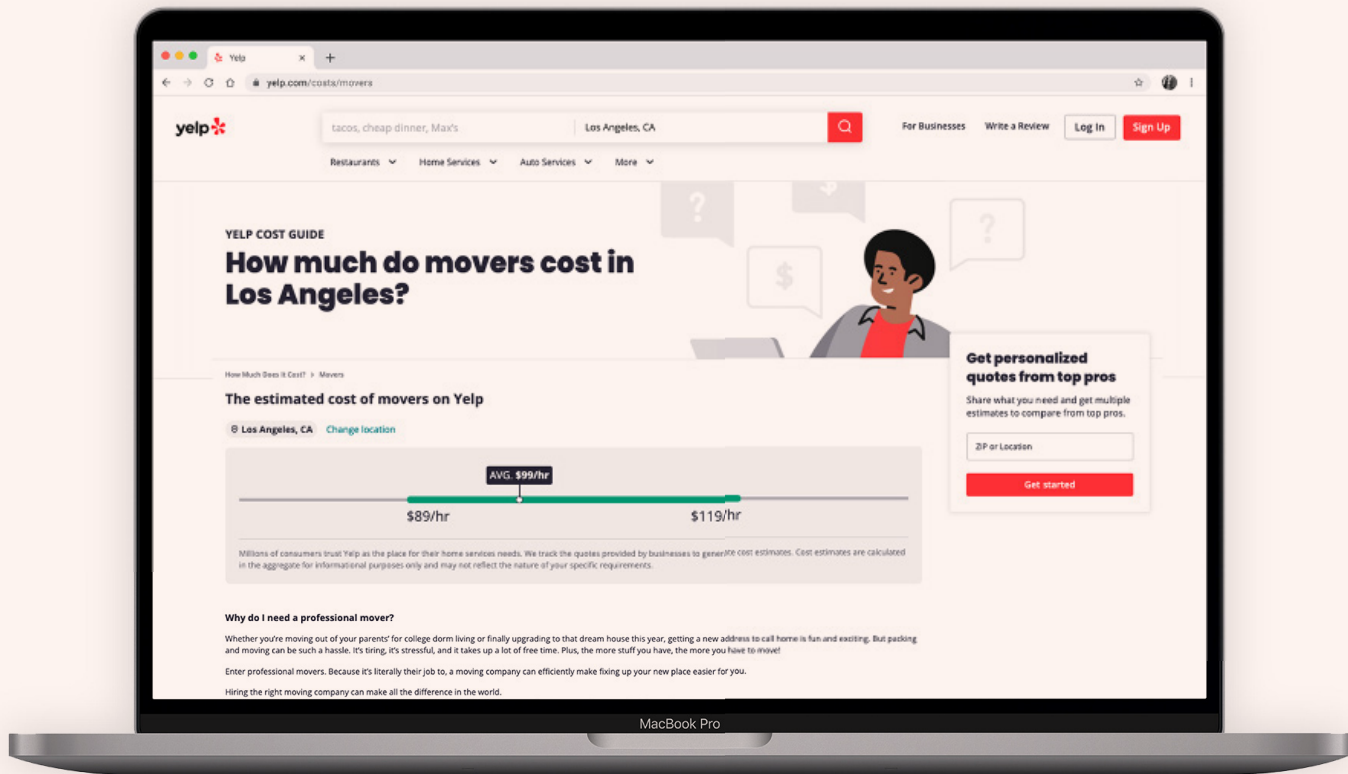
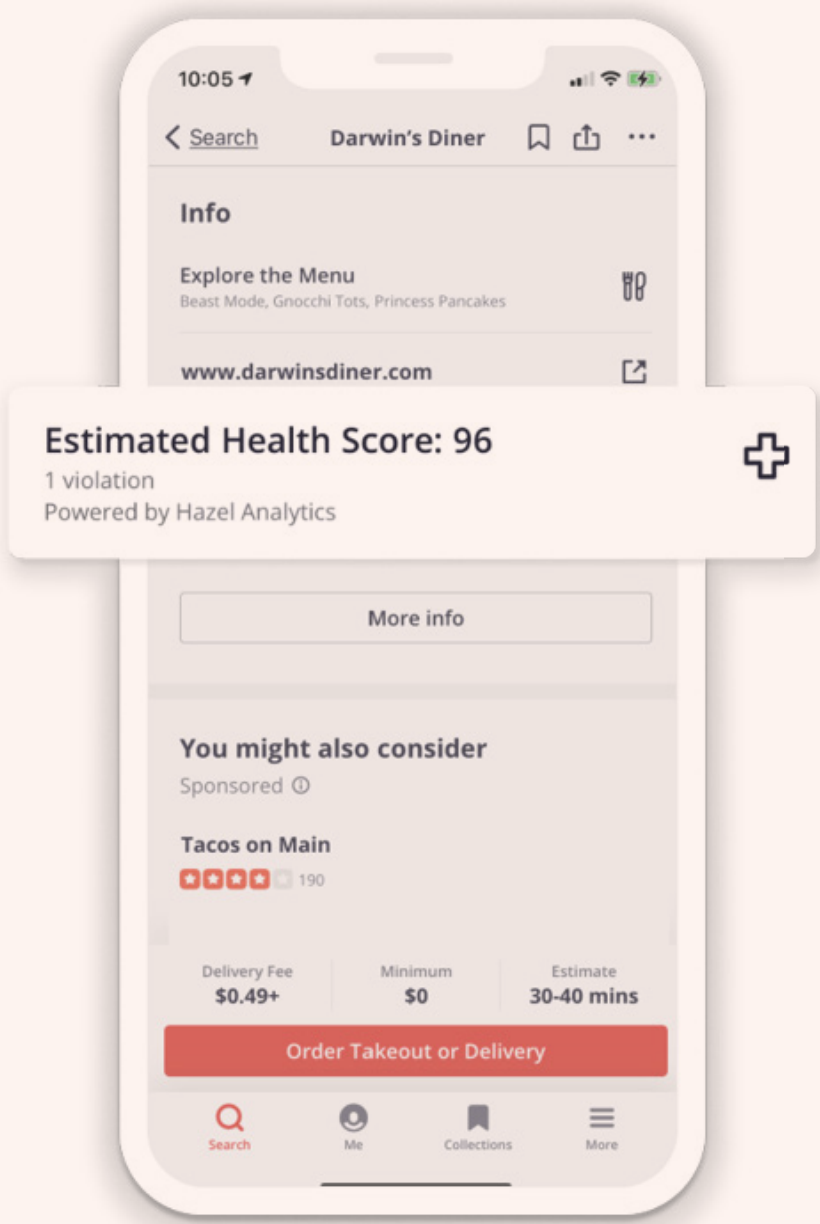
* Yelp Internal Data, 2021. As of December 31, 2021, Yelp users have contributed a total of 244 million cumulative reviews. Contributed reviews include those that are recommended, not recommended, or removed from Yelp's platform.

** Comscore Media Metrix®, as of March 2022.

*** Based on a survey conducted by Yelp in August 2022. Methodology used ComScore demographics and people who reported having used Yelp in the prior 3 months.

Health Scores

At Yelp, we’re committed to empowering and protecting consumers by surfacing useful and reliable information on local businesses. Hazel Analytics now powers the hygiene data on nearly 700,000 Yelp pages of restaurants and other dining establishments, surfacing data from health departments across 48 U.S. states as well as from Toronto and Vancouver, Canada.

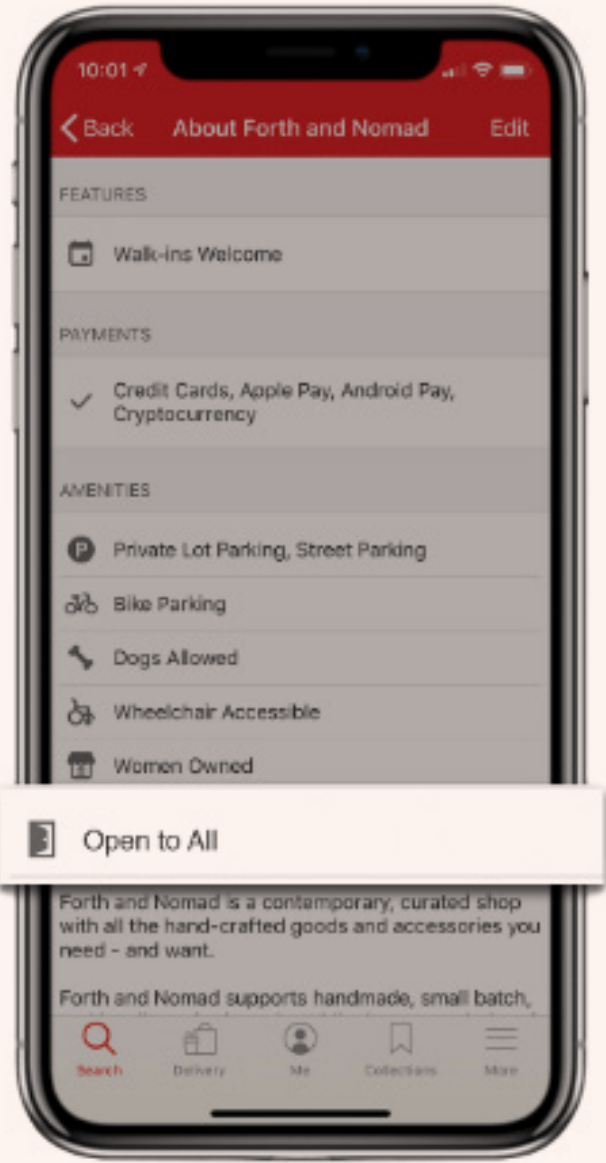


Cost Guides

Yelp’s Project Cost Guides give users tips and information, like average price in their community, so they can make informed spending decisions.

Values-based search

To help consumers easily find and support businesses that align with their values, Yelp has introduced a number of searchable business attributes, from Open to All to supporting women-owned businesses and more.



Businesses

Yelp helps local businesses grow by connecting them with new customers. Whether by delivering value to businesses through our advertising products or by giving them access to best practices through our business education series, we are driven to help local businesses succeed.



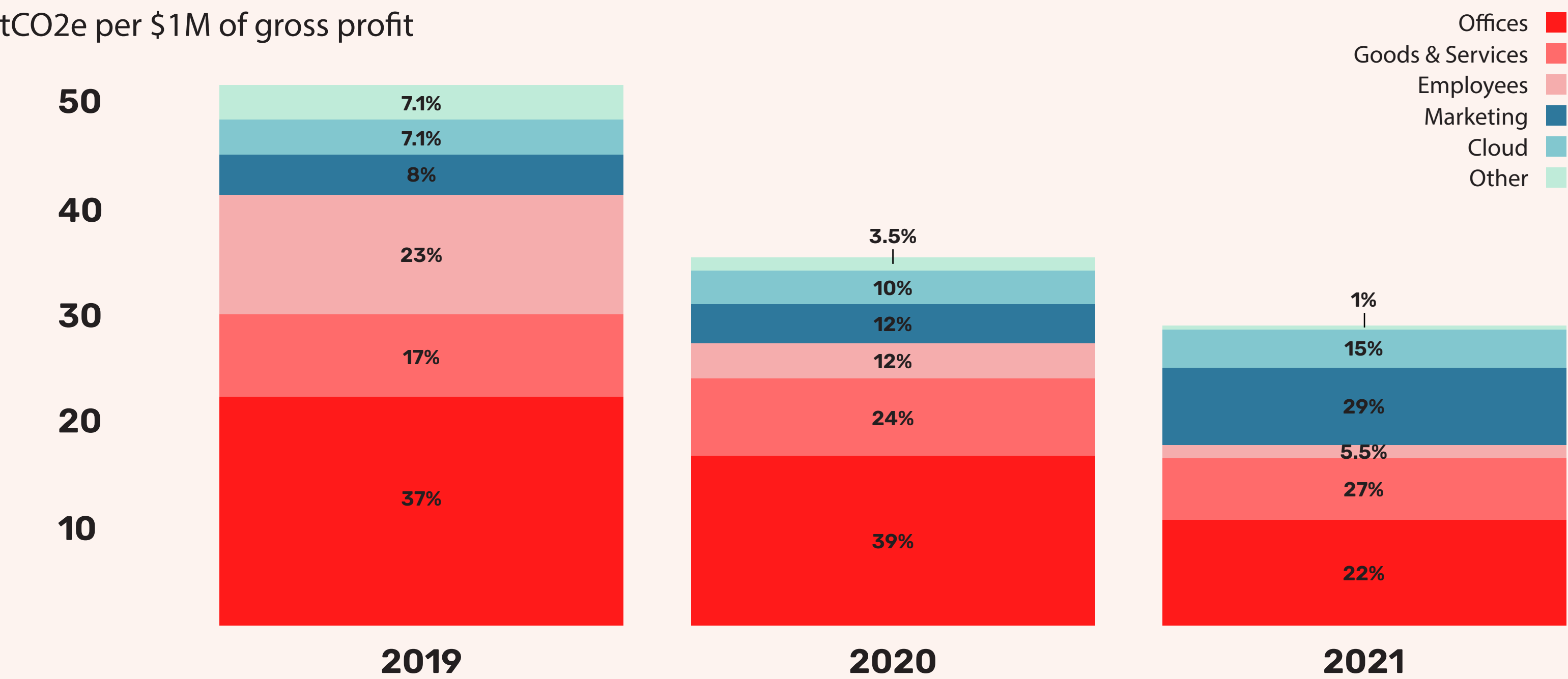
Supporting Entrepreneurs

Yelp holds a series of business summits to bring together entrepreneurs, along with leaders in branding, marketing and finance, for thought-provoking and actionable conversations. We also publish a podcast, Behind the Review, featuring conversations with business owners and reviewers about their experiences — whether positive or not — giving listeners behind-the-scenes insights and real-life learnings.

Carbon Footprint

For the first time, Yelp calculated its carbon footprint in alignment with Greenhouse Gas (GHG) protocol, going back three years to 2019. Moving forward, we plan to continue to doing so annually and develop strategies to reduce our footprint. Understanding our impact is an important step in determining where we stand so we can better manage and mitigate our future impact. At Yelp, we value authenticity—and that means being honest and accountable when it comes to issues of sustainability.

Gross Profit Intensity By Year



t metric tons of carbon dioxide (CO2) equivalent

Mitigation Strategies

Mitigating our carbon footprint takes many forms, and our objectives and strategies are likewise multifaceted. Here are a few highlights:

Green Data Centers: Yelp outsources the vast majority of its hardware infrastructure to Amazon Web Services. These data centers operate with numerous environmental impact reduction initiatives, including a robust water stewardship program that seeks to mitigate the impact of water sourcing for use in cooling data centers.

LEED Certification: Moving to a remote workforce has allowed us to reevaluate our office needs and adjust where appropriate. This is exemplified at our San Francisco office where we recently relocated. Not only has our office footprint been reduced but the LEED Platinum certified building allows us to further lower our environmental impact through various design features focused on sustainability.

Remote Work: Yelp’s transition to a remote work structure has yielded significant emissions reductions.



Using our platform for good

More than 60% of U.S. consumers say they consider sustainability a major factor when making a purchase, and many are willing to pay more for products or services that are better for the environment. That’s a promising statistic, and we’re committed to leveraging that momentum.

As one of the most recognized sources of information about local businesses, we are in a unique position to surface information about sustainable practices and encourage environmentally conscious habits among consumers and businesses. We know that while preserving the environment requires systemic change, business owners hold an amazing collective power to influence their industries, consumers and local governments by making sustainability a priority—and we’re here to make that easier for them.

Supporting impact-driven businesses

In April 2022, in honor of Earth Day, we announced a variety of initiatives that highlight our commitment to sustainability. These new attributes help consumers easily find and support businesses that align with their values.

Yelp features companies with eco-friendly business attributes, recognizing businesses that are committed to sustainable practices including:

- Electric vehicle charging stations
- Plastic-free packaging
- Bike friendly
- Vegan



“For The Bees”

Yelp uses its content to highlight businesses in a number of ways — from reviews and collections in its app to top business lists it shares through social channels. In the short film “For The Bees,” Yelp featured small business owners who are making an impact on global issues like honeybee health, underscoring how important it is for consumers to support local businesses.



Yelp also launched a Sustainability Resource Hub to provide business owners with the information and tools they need to implement eco-friendly practices.

Transparency



Ethics

Each person at Yelp plays a vital role in ensuring a climate of honesty, fairness and integrity in our strategy and operations.

Policies

Code of Conduct

Our Code of Business Conduct and Ethics (the “Code of Conduct”) applies to all of our employees, officers and directors, including our Chief Executive Officer and Chief Financial Officer.

Roles and Responsibilities

Yelp’s Compliance Officer is responsible for overseeing a program of awareness and training to facilitate compliance with Yelp’s Code of Conduct.

The Nominating and Corporate Governance Committee of the Board is responsible for periodically reviewing company policies to determine their adherence to the Code of Conduct and making recommendations to the Board and management for improvement as appropriate.

The Audit Committee of the Board is responsible for reviewing the results of management’s efforts to monitor compliance with the company’s programs and policies designed to ensure adherence to applicable laws and regulations, as well as to its Code of Conduct.

Training and Compliance

Yelp conducts annual training sessions to refresh employees’ familiarity with the Code of Conduct. New employees receive training on Yelp’s Employee Handbook, which includes the Code of Conduct, as part of onboarding.

Yelp also provides separate training to its sales team and audits their compliance with Yelp’s policies through a specialized team, outside of the sales organization.

Reporting concerns

Yelp takes accusations of misconduct very seriously. We maintain a whistleblower policy that provides a hotline for confidential, anonymous submission of concerns by our employees or other third parties, such as consultants, vendors, collaborators, partners, stockholders and competitors. Yelp has a non-retaliation policy in relation to any reports it receives.

Employees may anonymously report complaints or concerns by either:

- (i) Leaving an anonymous message via toll free telephone at 1-800-217-8141
- (ii) Sending an anonymous message through <https://yelp.ethicspoint.com> or
- (iii) Delivering the complaint anonymously via regular mail to the Compliance Officer

Investigating possible violations

Yelp’s Compliance Officer is responsible for investigating possible Code violations. We provide timely and thorough responses to whistleblower hotline submissions.

Corporate Governance

The pursuit of our mission goes hand in hand with our commitment to corporate governance practices that promote long-term shareholder value.

Key highlights

To heighten accountability and transparency, we maintain an independent Chairperson on our Board—separate from our Chief Executive Officer. Besides our Chief Executive Officer, our Board is made up of independent members, and we maintain a strong track record of Board refreshment, with a total of six new directors from 2019 to 2022 (including five current directors). Please see our latest [Proxy Statement](#) for additional information.

Responsibilities

The Board is tasked with providing guidance to management on risks and issues related to ESG matters, ensuring that issues of ethics, oversight, our people, the communities we serve and the environment are front and center in how we strategize and operate.

Board of Directors

Among other things, responsible for risk and operational oversight relating to Yelp’s corporate culture, talent planning and diversity and inclusion initiatives, as well as advocacy on matters of public policy and Yelp’s approach to trust and safety.

Audit Committee

Considers and discusses our major financial risk exposures, which include financial reporting, accounting processes, legal and regulatory compliance, ethics and compliance and cybersecurity. The Audit Committee also has oversight over capital allocation to support the initiatives of minority-owned banking institutions.

Nominating and Corporate Governance Committee

Oversees our overall corporate governance, including Board composition with respect to diversity, Board size, Board structure and director independence, as well as succession planning for the Board and management. The Committee also has oversight over the monitoring of ESG trends, annual ESG and SASB reporting and investor feedback on ESG matters.

Compensation Committee

Assesses and monitors employee compensation and benefits programs, well-being and engagement as well as whether any of our compensation policies and programs have the potential to encourage excessive risk-taking.

Several teams across Yelp hold responsibility for specific ESG topics, with broader oversight led by Yelp’s ESG Council. The ESG Council is led by the Chief Financial Officer and Chief Diversity Officer, and consists of 16 members including representation from Legal, Finance, Investor Relations, Communications, Workplace, People and IT teams. The ESG Council meets monthly and is responsible for setting the overall strategy of Yelp’s ESG programs and communicating such strategy to the Board on a regular cadence to invite input at the highest levels of the organization.

Our Chief Diversity Officer is responsible for the Social Impact team. With the support of the broader executive team, the Social Impact team is focused on embedding our ESG priorities throughout the company.

Layering corporate governance across our practices translates to alignment and integrity in every area, from stakeholder engagement to auditing procedures. For example, we are committed to regular, constructive conversations with stakeholders throughout the year in addition to our annual shareholder meeting. Our Board and all standing committees conduct annual self-evaluations to assess their functionality and address areas of opportunity. We leverage outside counsel, along with our Nominating and Corporate Governance Committee, to ensure fair and thorough evaluations with clear action plans.

Shareholder engagement metrics

As part of our ongoing outreach efforts, we reached out to or responded to meeting requests from stockholders collectively representing approximately 84% of our outstanding shares held by non-affiliates in 2021.

Management Approach

Diversity, Inclusion and Belonging Management Approach

Governance

Our Chief Financial Officer and Chief Diversity Officer are the risk owners of ESG related matters and fulfill their responsibilities through consultation with the Board, its committees and the ESG Council.

Policies

We encourage our employees to bring their whole professional selves to work, embracing differences in ethnicity, race, disability status, age, family, history, gender identity and expression, sexual orientation, religion, veteran status, socioeconomic status, physical or mental ability, national origin and other elements that enrich our culture.

Yelp is an equal opportunity employer with zero tolerance for unlawful harassment or discrimination of any kind, including, but not limited to, harassment or discrimination based on the characteristics above. Our prohibition against harassment and discrimination applies to the conduct of our employees, as well as our users, advertisers, vendors, independent contractors and other third parties involved in our operations.

Yelp respects gender identity and allows employees to self-identify their gender, name and/or pronoun, including gender-neutral pronouns, and will identify the employee in accordance with the employee's current gender identity and preferred name. This is not only a policy; it's a commitment to continuously working towards eliminating these types of discrimination.

Management Systems

Within our People Ops team, Advocate Partners handle employee relations incidents with guidance from our Legal team. In 2022, we invested in an employee relations platform that allows us to track, manage and report on employee relations matters. All reported incidents are documented and thoroughly investigated by Yelp's Advocate Partners and action taken where appropriate. In all cases, our goal is to protect employees and prevent future occurrences.

Practices

Yelp's DIB policies and practices are applicable, but not limited to, recruitment and hiring; compensation and benefits; leadership training; learning and development; career advancement; recognition and rewards; employee resource groups support; events; the language we use; our recognition of intersectionality; and our everyday operations.

We work toward increasing the number of diverse candidates in final-round interviews by building a diverse candidate pool from the outset. We offer a 5-star benefits program and a culture that encourages diverse employees to continue to work with us.

Training

Yelp hosts mandatory, organization-wide DIB training modules to address systemic racism and institutional bias. There are also DIB workshops available for in-person gatherings that educate on bias, social identity and cultural differences among other topics.

Pay Equity

Yelp is committed to pay equity and compensating all employees fairly for their contributions, regardless of gender, race and ethnicity. We regularly review our pay practices by various demographic groups and compare to the market to attract and retain top talent. We make changes and adjustments as necessary to promote internal fairness and external competitiveness.

Culture Team

Our Culture Team uses a DIB lens to enhance the employee experience through specially designed programs. The Culture Team partners with the company’s Public Relations team to spread awareness, the People Operations team to deliver on outcomes and the People Analytics team to measure progress.

Performance

We track DIB data focused on overall representation across dimensions like race, ethnicity and gender, leadership representation, hiring and attrition.

We track employee DIB sentiments annually and administer DIB training feedback. This qualitative data is reported internally to employees across the organization.

We use data to guide our improvement of measurable DIB outcomes. When we identify areas for improvement, we work with the relevant stakeholders on how to enhance outcomes.

Employee Experience Management Approach

Governance

The Compensation Committee of Yelp’s Board of Directors provides oversight for areas such as executive compensation programs tied to company performance, use of equity and other incentive programs. The Compensation Committee meets quarterly. The Board is also engaged in annual discussions about succession plans and talent bench strength for key executive-level positions.

Each department at Yelp has an aligned Employee Advocate Partner who conducts investigations into employee concerns. Employees can report problems to their manager, directly to the People team or through an anonymous whistleblower hotline. All concerns are thoroughly investigated by our Advocate Partners and, if substantiated, we take action to remediate the situation and prevent future occurrences.

Policies

Yelp has zero tolerance for unlawful harassment, discrimination or retaliation.

Practices

Sentiment

We conduct a number of employee surveys throughout the year that we use to implement new benefits and programs as well as adjust those currently in place. We conduct our employee experience survey annually.

Recruiting

Yelp seeks to have our business reflect the demographics of the country. We expand our talent pipeline by partnering with historically Black colleges and universities and other organizations that develop high-caliber talent. We take a two-pronged approach, beginning with inclusive language in our job postings and inclusive hiring practices such as our Diverse Slate program, which easily enables hiring managers to consider qualified, underrepresented talent when interviewing for open positions. We've partnered with Latinas in Tech, Hispanotech, Black Professionals in Tech Network Summit, Black is Tech Conference, Women of Silicon Roundabout Conference and Grace Hopper Celebration to better connect with talent from underrepresented backgrounds. We also support YERG members who volunteer to speak on panels and connect with potential candidates. We assess candidates in terms of culture add, not culture fit.

Training

We conduct annual compliance training aimed at preventing harassment, discrimination or retaliation.

Learning and Development

At Yelp, we take a strengths-based approach to development.

A framework of biannual career conversations supports partnerships between employees and managers as they engage in proactive discussions about performance, development and career advancement.

Our Learning and Development teams regularly create development curricula designed to foster professional growth while also engaging in on-the-job learning. We've adapted our Learning and Development curriculum to include robust virtual resources that align with our shift to a remote work landscape. We offer a wide variety of courses including: StrengthsFinder, Emotional intelligence, Time management and prioritization, Goal setting and Building high trust behaviors for managers.

In 2022, we introduced a professional development program that reimburses employees for external development and training up to \$2,500 annually to further their career goals.

We are committed to intentionally building connections both virtually and in person. In fact, we recently started in-person gatherings designed to accomplish meaningful work, while leaving intentional space for casual collaboration and fun. These gatherings strengthen our virtual interactions for the rest of the year.

Performance

Yelp regularly tracks qualitative and quantitative targets for both recruiting and retention. Regular, ongoing departmental monitoring allows us to promptly identify and address areas of opportunity. We publish organizational health metrics quarterly, and these metrics are reviewed by the executive leadership team.

Communication

Yelp shares employee survey feedback and changes to policies and practices based on that feedback at town hall meetings and through internal employee communications.

Content Trust and Safety Management Approach

Public policy advocacy

We reflect our ESG priorities, mission, culture and strategy through a variety of visible, operational pathways that shape our industry. One clear example: our public policy, lobbying and advocacy efforts. We're a high-profile, respected voice in a number of areas including free and fair competition on the Internet; protecting consumer rights and privacy; and promoting free speech online. We view advocacy and public policy engagement as an important part of our mission to connect consumers with great local businesses.

Management approach

To help set the tone for discourse on our platform and cultivate helpful content, we've established content guidelines, which include general guidelines and guidelines specific to different forms of content. Yelp's content guidelines, among other things, make clear that:

- User contributions should be relevant, for example, reviews should not be a vehicle to rant about politics
- Content should be appropriate and not, for example, include hate speech or threats
- Contributions should not constitute a conflict of interest
- Users should respect the intellectual property of others

For more detailed information, please visit our [Content Guidelines](#) page.

Data Privacy and Security Management Approach

Governance

Yelp's dedicated engineering security team presents twice annually to the Board of Directors' Audit Committee outlining cybersecurity risk management practices, any incidents to date and updates to major security initiatives.

Data user protection policy

Yelp deploys many security policies and procedures, featuring on-call and on-point engineering rotations to address any security issues that may arise, with an aim to achieve rapid, thorough resolutions. While remediation is critical, we are also committed to constantly improving proactive, preventive security measures.

Employee training on data security

Yelp has a mandatory component in the ongoing Code of Conduct training related to phishing prevention that requires an annual refresher. Throughout October, Yelp also offers employees training, contests and awareness programs around information security, through its "Hacktober" initiative.

Carbon Footprint Management Approach

Governance

The Nominating and Corporate Governance Committee of Yelp's Board of Directors provides oversight for various governance and disclosure issues, including those related to the environment, carbon footprint and climate. We're looking forward to enhanced Board and Board Committee engagement on these matters following the determination of our CDP baseline score, selection of ESG priorities and consideration of related strategies, disclosures and goals.

Management

This year, Yelp submitted the Climate Change Questionnaire to CDP (formerly the Carbon Disclosure Project) and will be receiving a private score. Yelp will use its private score to serve as a baseline for future CDP submissions.

About This Report



The information contained in this document reflects the activities and initiatives undertaken by Yelp in 2021 and 2022. The quantitative data tables include data from 2019, 2020 and 2021. The report covers the same entities included in Yelp’s 10-K report. The data has not been externally assured. We intend to continue issuing updated ESG reports annually.

This report has been prepared in accordance with the Global Reporting Initiative (GRI), using the latest standards. We also provide disclosures under the Sustainability Accounting Standards Board’s (SASB) guidelines for the Internet Media and Services and E-Commerce, further illustrating our commitment to transparency.

As our reporting becomes increasingly robust, we will seek to expand the detail on our disclosures. For questions about this report, please contact ESG@Yelp.com.

Appendix



Performance Data Tables

Metric	2019 <small>As of Dec 31</small>	2020 <small>As of Dec 31</small>	2021 <small>As of Dec 31</small>
Social			
Workforce			
Total employees	6,032	3,956	4,474
Permanent	5,938	3,953	4,470
Temporary	60	-	4
Full-time	5,880	3,894	4,411
Part-time	152	62	63
Contractors	453	350	413
Turnover			
Turnover, Global (%)	64%	62%	55%
Turnover, Tech (%) *	24%	27%	21%
Turnover, Sales (%)	76%	73%	73%
Turnover, G&A (%)	38%	46%	18%
Turnover by gender			
Turnover, women (%)	67%	63%	56%
Turnover, men (%) *	62%	62%	55%
Turnover, non-binary (%)N	N/A	N/A	N/A
Turnover, not disclosed (%)N	N/A	0%	14%
Turnover by region			
Turnover, US (%) *	65%	63%	59%
Turnover, Canada (%)	49%	43%	13%
Turnover, Europe (%) **	19%	37%	21%
Turnover, UK (%)	15%	16%	11%
Turnover by age group			
Turnover, <30 (%) ***	71%	72%	67%
Turnover, 30-50 (%)	46%	45%	41%
Turnover, 50+ (%)	65%	64%	59%
Workforce by region			
United States	97%	95%	85%
United Kingdom	< 1%	2%	5%
Europe **	1%	2%	2%
Canada	<1%	2%	8%
Percentage of employees that are foreign nationals ****	3%	6%	8%

* Turnover, Tech (%) - Determined by SEC filing categories
** Europe - Excluding UK
*** Turnover, <30 (%) - Yelp does not have employees who are <18 years old
**** Percentage of employees that are foreign nationals - Includes all employees on an active visa and working in the country that issued the visa on 12/31 of the reported year.

Metric

2019
As of Dec 31

2020
As of Dec 31

2021
As of Dec 31

Social

Workforce by gender

Women	43%	43%	43%
Men	57%	56%	53%
Non-binary	<1%	<1%	<1%
Not disclosed	<1%	<1%	4%

Workforce by race and ethnicity (U.S. only)

White	52%	54%	53%
Black	12%	9%	10%
Asian	16%	18%	15%
Hispanic	12%	11%	11%
Native American	<1%	<1%	<1%
Native Hawaiian/Other Pacific Islander	<1%	<1%	<1%
Two or More Races	5%	5%	5%
Not specified	3%	3%	5%
People from underrepresented groups in workforce (%) *	23%	20%	22%

Workforce by age

<30 **	61%	49%	41%
30-50	36%	47%	54%
50+	3%	4%	5%

Management

Women directors and above (%)	36%	34%	37%
Women VP-level and above (%)	28%	22%	22%
Women managers and above (%)	45%	44%	44%
Members of underrepresented groups U.S. only - VP-level and above) (%)	3%	3%	2%

Employee development

Total learning hours	42,241	33,043	46,447
Full-time employees with access to benefits (%)	98%	98%	94%
Employee engagement as a percentage (%)	N/A	65%	69%

Workforce by region

Percentage of technical employees who are H-1B visa holders (%) ***	15%	17%	12%
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* People from underrepresented groups in workforce (%) - Underrepresented minorities are defined by Yelp as Black, Latinx, American Indian/Alaska Native and Native Hawaiian/Pacific Islander
** <30 - Yelp does not have employees who are <18 years old
*** Percentage of technical employees who are H-1B visa holders (%) - US only

Metric	2019 <small>As of Dec 31</small>	2020 <small>As of Dec 31</small>	2021 <small>As of Dec 31</small>
Governance			
Board of Directors			
Size of the Board of Directors *	8	9	9
Independent directors	7	8	8
Independent directors (%)	88%	89%	89%
Executive members	1	1	1
Executive members (%)	13%	11%	11%
Non-Executive members	7	8	8
Non-Executive members (%)	88%	89%	89%
Women on Board	3	3	3
Women on Board (%)	38%	33%	33%
People from underrepresented groups on Board	1	2	2
People from underrepresented groups on Board (%)	13%	22%	22%
Pay and pay equity			
Ratio of annual total compensation for the organization's highest-paid individual to the median annual total compensation for all employees (excluding the highest-paid individual)	89 to 1	86 to 1	99 to 1

* Size of the Board of Directors - Numbers for 2020 reflect board composition as of the end of the year (had a mid-year addition to the board)

Metric

2019
As of Dec 31

2020
As of Dec 31

2021
As of Dec 31

Updated: Governance

Data Privacy and Security

Number of Data Breaches	-	0	0
Percentage of data breaches involving personally identifiable information (PII)	-	N/A	N/A
Number of users affected by data breaches	-	N/A	N/A
Total amount of monetary losses as a result of legal proceedings associated with user privacy	0	0	0
Number of law enforcement requests for user information *	-	39	38
Number of users whose information was requested	-	632	650
Percentage of requests resulting in disclosure **	-	44%	7.89%
Percentage of user accounts shared	-	17.41%	2.46%
Number of government requests to remove content, percentage compliance with requests	0	0	0
Percentage of employees who receive training on cyber and data security and privacy	100%	100%	100%

Content Governance and Freedom of Expression

Content moderation: Content items removed	280,800	294,792	258,495
Content moderation: Percentage of removed content discovered proactively***	99.57%	72.14%	63.63%
Content moderation: Percentage of removed content appealed	2.59%	2.48%	2.89%
Content moderation: Percentage of appealed content restored	2.41%	2.11%	3.88%

* Number of law enforcement requests for user information - Resolved legal demands from law enforcement and government agencies in the U.S. only

** Percentage resulting in disclosure - % of resolved legal demands that resulted in disclosure (this metric has been corrected following discovery of data error).

***This metric has been corrected following discovery of data error.

Metric	2019 <small>As of Dec 31</small>	2020 <small>As of Dec 31</small>	2021 <small>As of Dec 31</small>
Updated: Environment			
Energy and emissions			
Energy use			
Electricity consumption	17, 596 MWh	16,734 MWh	15,276 MWh
Renewable	823 MWh	649 MWh	574 MWh
Grid electricity	16,773 MWh	16,085 MWh	14,703 MWh
Renewable (%)	4.68%	3.88%	3.76%
Grid electricity (%)	95.32%	96.12%	96.24%
Heating consumption*	10,627	16,494	15,539
Cooling consumption	0%	0%	0%
Steam consumption	0%	0%	0%
Electricity intensity ratio*	0.00162	0.00154	0.00164
Natural gas intensity ratio*	0.00098	0.00151	0.00167
Emissions			
Total GHG emissions (metric tons CO2e)	49,407 tCO2e	27,712 tCO2e	25,672 tCO2e
Scope 1 (metric tons CO2e)	530 tCO2e	534 tCO2e	454 tCO2e
Scope 2 (metric tons CO2e) (market based)	3,977 tCO2e	3,167 tCO2e	2,301 tCO2e
Scope 2 (metric tons CO2e) (location based)	4,097 tCO2e	3,259 tCO2e	2,381 tCO2e
Scope 3 (metric tons CO2e)	44,899 tCO2e	24,014 tCO2e	22,917 tCO2e
Net emissions	49,407 tCO2e	27,712 tCO2e	25,672 tCO2e
Emissions intensity (metric tons CO2e per million in revenue)	49tCO2e/\$1M	32tCO2e/\$1M	25tCO2e/\$1M
Emissions intensity (metric tons CO2e per full-time employee)	8 tCO2e	6 tCO2e	6 tCO2e

*These metrics have been recalculated and corrected as of May 2023.

GRI Index

Statement of use	Yelp has reported in accordance with the GRI Standards for the period of January 1, 2021 to December 31, 2021
GRI 1 used	GRI 1: Foundation 2021
Applicable GRI Sector Standard(s)	No applicable GRI Sector Standards

GRI Standard/Other Source		Disclosure	Location/Comment
GRI 2: General Disclosures 2021			
The organization and its reporting practices	2-1	Organizational details	2022 10-K, p.1
	2-2	Entities included in the organization’s sustainability reporting	About This Report About Yelp
	2-3	Reporting period, frequency and contact point	About This Report
	2-4	Restatements of information	None
	2-5	External assurance	None
Activities and workers	2-6	Activities, value chain and other business relationships	About Yelp 2022 10-K, pp. 1-19
	2-7	Employees	Performance Data Table
	2-8	Workers who are not employees	Performance Data Table
Governance	2-9	Governance structure and composition	Corporate Governance Board Composition 2022 Notice and Proxy Statement, pp.4-16
	2-10	Nomination and selection of the highest governance body	Nominating and Corporate Governance Committee Charter
	2-11	Chair of the highest governance body	2022 Notice and Proxy Statement, p.11
	2-12	Role of the highest governance body in overseeing the management of impacts	Corporate Governance 2022 Notice and Proxy Statement, pp.16-18
	2-13	Delegation of responsibility for managing impacts	Corporate Governance
	2-14	Role of the highest governance body in sustainability reporting	Corporate Governance 2022 Notice and Proxy Statement, p.17
	2-15	Conflicts of interest	Corporate Governance 2022 Notice and Proxy Statement, p.52 Charter of the Compensation Committee , p. 5
	2-16	Communication of critical concerns	Corporate Governance
	2-17	Collective knowledge of the highest governance body	Corporate Governance
	2-18	Evaluation of the performance of the highest governance body	Corporate Governance Guidelines , p.7 2022 Notice and Proxy Statement, p. 11
	2-19	Remuneration policies	Charter of the Compensation Committee , 2022 Notice and Proxy Statement, pp. 31-33, 42-79
	2-20	Process to determine remuneration	2022 Notice and Proxy Statement, pp. 31-33, 42-79
Strategy, policies and practices	2-21	Annual total compensation ratio	2022 Notice and Proxy Statement, p. 80
	2-22	Statement on sustainable development strategy	A Message from Jeremy Stoppelman
	2-23	Statement on sustainable development strategy	Management Approach: Diversity, Inclusion and Belonging Management Approach: Employee Experience Management Approach: Data Privacy and Security Management Approach: Carbon Footprint Content Trust and Safety Providing value to Businesses and Consumers Ethics
	2-24	Embedding policy commitments	Diversity, Inclusion and Belonging and Management Approach Employee Experience and Management Approach Data Privacy and Security and Management Approach Carbon Footprint and Management Approach Content Trust and Safety Supporting Businesses and Consumers Ethics

GRI Standard/Other Source		Disclosure	Location/Comment
GRI 2: General Disclosures 2021			
The organization and its reporting practices	2-25	Processes to remediate negative impacts	A Message from Jeremy Stoppelman Ethics
	2-26	Mechanisms for seeking advice and raising concerns	Ethics
	2-27	Compliance with laws and regulations	Material non-compliance would be found in the 10-K .
	2-28	Membership associations	Yelp Foundation

Statement of use	Yelp has reported in accordance with the GRI Standards for the period of January 1, 2021 to December 31, 2021
GRI 1 used	GRI 1: Foundation 2021
Applicable GRI Sector Standard(s)	No applicable GRI Sector Standards

GRI Standard/Other Source		Disclosure	Location/Comment
GRI 2: General Disclosures 2021			
Stakeholder engagement	2-29	Approach to stakeholder engagement	ESG Priorities and Impact
	2-30	Collective bargaining agreements	2022 10-K
GRI 3: Material Topics 2021			
Disclosures on material topics	3-1	Process to determine material topics	ESG Priorities and Impact
	3-2	List of material topics	ESG Priorities and Impact
Employee Engagement			
GRI 404: Training and Education 2016	3-3	Management of material topics	ESG Priorities and Impact
	404-2	Programs for upgrading employee skills and transition assistance programs	Management Approach: Employee Experience Performance Data Tables
	404-3	Percentage of employees receiving regular performance and career development reviews	Management Approach: Diversity, Inclusion and Belonging
GRI 405: Diversity and Equal Opportunity 2016	405-1	Diversity of governance bodies and employees	Performance Data Tables
	405-2	Ratio of basic salary and remuneration of women to men	Management Approach: Diversity, Inclusion and Belonging Performance Data Tables
GRI 406: Non-discrimination 2016	406-1	Incidents of discrimination and corrective actions taken	Management Approach: Diversity, Inclusion and Belonging
Data Privacy and Security			
	3-3	Management of material topics	Data Privacy and Security
GRI 418: Customer Privacy 2016	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Material data breaches would be found in the 10-K .
Carbon Footprint			
Stakeholder engagement	3-3	Management of material topics	Carbon Footprint
GRI 305: Emissions 2016	305-1	Direct (Scope 1) GHG emissions	Performance Data Tables
	305-2	Energy indirect (Scope 2) GHG emissions	Performance Data Tables
	305-4	GHG emissions intensity	Performance Data Tables
	305-5	Reduction of GHG emissions	Performance Data Tables
GRI 302: Energy 2016	302-1	Energy consumption within the organization	Performance Data Tables
	302-3	Energy intensity	Performance Data Tables
Content Trust and Safety			
	3-3	Management of material topics	Content Trust and Safety
Providing Value to Business and Consumers			
	3-3	Management of material topics	Providing Value to Business and Consumers

SASB Index

SASB Sustainability Accounting Standards

SASB Code	Accounting or Activity Metric	Cross-Reference or Omission
Internet Media and Services and E-Commerce		
Environmental footprint of hardware infrastructure		
TC-IM-130a.1/ CG-EC-130a.1	(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	Performance Data Table
TC-IM-130a.1/ CG-EC-130a.1	(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	Carbon Footprint
TC-IM-130a.3/ CG-EC-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	Carbon Footprint
Data privacy and advertising standards		
TC-IM-220a.1/ CG-EC-220a.2	Description of policies and practices relating to behavioral advertising and user privacy	Performance Data Table
TC-IM-220a.2/ CG-EC-220a.1	Number of users whose information is used for secondary purposes	Performance Data Table
TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Performance Data Table Material monetary losses would be found in the 10-K
TC-IM-220a.4	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Performance Data Table Yelp SASB Report 2021
Content governance and freedom of expression		
TC-IM-260a.1	Content moderation table: (1) content items removed, (2) percentage of removed content discovered proactively, (3) percentage of removed content appealed, (4) percentage of appealed content restored, (5) average user impressions of removed content.	Performance Data Table
TC-IM-260a.2	Total amount spent on content governance.	Information not currently available, but we plan to disclose in future reports.
TC-IM-260a.3	Description of approach to identification and management of significant content- and conduct-related risks.	Content Trust and Safety
TC-IM-220a.4	Description of approach to content display and recommendations, and how these systems account for content- and conduct-related risks	Content Trust and Safety
TC-IM-260a.5	Description of approach to content moderation.	Content Trust and Safety
TC-IM-260a.6	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	None
TC-IM-260a.7	Number of government requests to remove content, percentage compliance with requests	Not Applicable

SASB Code	Accounting or Activity Metric	Cross-Reference or Omission and Explanations
Data security		
TC-IM-230a.1/ CG-EC-230a.2	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	Performance Data Table Material monetary losses would be found in the 10-K
TC-IM-230a.2/ CG-EC-230a.1	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Data Privacy and Security
Employee recruitment, inclusion and performance		
TC-IM-330a.1	Percentage of employees that are foreign nationals	Performance Data Table
TC-IM-330a.2/ CG-EC-330a.1	Employee engagement as a percentage	Performance Data Table
TC-IM-330a.3/ CG-EC-330a.3	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff and (3) all other employees	Performance Data Table
CG-EC-330a.2	(1) Voluntary and (2) involuntary turnover rate for all employees	Performance Data Table
CG-EC-330a.4	Percentage of technical employees who are H-1B visa holders	Performance Data Table
Intellectual property protection and competitive behavior		
TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	2022 10-K , pp. 93-94
Product packaging and distribution		
CG-EC-410a.1	Total greenhouse gas (GHG) footprint of product shipments	N/A
CG-EC-410a.2	Discussion of strategies to reduce the environmental impact of product delivery	N/A
Activity Metrics		
TC-IM-000.A	Entity-defined measure of user activity	App Unique Devices: 33,085 Desktop Unique Visitors: 45,990 Mobile Web Unique Visitors: 56,668
TC-IM-000.B	(1) Data processing capacity, (2) percentage outsourced	Due to the nature of our business and because our data processing is completely outsourced, we are unable to provide an estimate of our processing capacity.
TC-IM-000.C	(1) Amount of data storage, (2) percentage outsourced	Due to the nature of our business and because our data processing is completely outsourced, we are unable to provide an estimate of our data storage capacity.

Metric	2019	2020	2021
Supplement: Social*			
Workforce by gender			
Women	44%	43%	44%
Men	56%	57%	56%
Non-binary	<1%	<1%	<1%
Not disclosed	<1%	<1%	3%
Workforce by race and ethnicity (U.S. only)			
White	53%	52%	53%
Black	14%	13%	14%
Asian	15%	16%	15%
Hispanic	12%	13%	12%
Native American	<1%	<1%	<1%
Native Hawaiian/Other Pacific Islander	<1%	<1%	<1%
Two or More Races	5%	5%	5%
Not specified	6%	8%	15%
People from underrepresented groups in workforce (%)	27%	26%	27%

*Percentages calculated based on the number of employees who self-reported their gender or race and ethnicity, as applicable. We are providing this information to supplement the information originally included in our report, which reflected gender percentages calculated based on all Yelp employees and race and ethnicity percentages calculated based on all U.S. Yelp employees. In both tables, the data is based on self-reported information from our employees during the respective calendar years, reflect judgments about our organizational structure and do not include employees who declined to provide the relevant information. The underrepresented minority (“URM”) grouping includes Black, Latinx, Native American, and Native Hawaiian and other Pacific Islander employees.

Forward-Looking Statements

Forward-Looking Statements

This document contains words such as “will,” “expects,” “anticipates,” “aims,” “projects,” “intends,” “plans,” “believes,” “estimates,” “seeks,” “assumes,” “may,” “should,” “could,” “would,” “foresees,” “forecasts,” “predicts,” “targets,” “commitments,” “goals” variations of such words and similar expressions. These words are intended to identify such forward-looking statements, which may consist of, among other things, trend analyses and statements regarding future events, future financial and climate performance and achievement of stated ESG goals. These forward-looking statements are based on current expectations, estimates and forecasts, as well as the beliefs and assumptions of our management, and are subject to risks and uncertainties that are difficult to predict. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. We continually review emissions quantification methodologies and are committed to implementing best practice quantification methodologies. These and other risks and uncertainties may cause our actual results to differ materially and adversely from those expressed in any forward-looking statements. Readers are directed to risks and uncertainties identified in the “Risk Factors” section and elsewhere in our Annual Report on Form 10-K, filed with the Securities and Exchange Commission (SEC) on February 28, 2022, for additional detail regarding factors that may cause actual results to be different than those expressed in our forward-looking statements. Except as required by law, we undertake no obligation to revise or update publicly any forward-looking statements for any reason. The contents of the various websites referenced throughout this report are not incorporated by reference and do not constitute a part of any filing we have made or will make with the SEC. Further, we undertake no obligation to revise or update the information included in the links to websites referenced throughout this report.



2022 ESG REPORT