



2026^{*} YELP IN REVIEW



A Letter from our CEO

Welcome to *Yelp in Review*, our annual reflection on the progress we've made toward building a better future for our employees, the consumers and businesses we serve, and our communities. As we transform Yelp with artificial intelligence (AI), we remain guided by our mission and values across every dimension of our business.

AI is changing how consumers seek out information and how businesses operate, from local search to the way restaurants and service pros handle customer calls. This combination of Yelp's authentic, human-generated content with advanced AI is the foundation of our AI transformation. It fuels our new conversational Yelp Assistant that helps consumers easily find great local businesses across categories, drives the AI tools that help businesses operate more efficiently, and powers local discovery across the AI ecosystem through our data licensing partnerships.

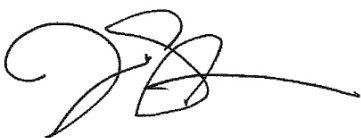
Content on Yelp reflects genuine, firsthand experiences, and as AI becomes more accessible, safeguarding Yelp's human-generated content requires continuous vigilance. In 2025, our moderation efforts, enhanced by large language models, identified and filtered out nearly half a million reviews exhibiting characteristics of AI-generated content.

That same spirit of transparency extends to how we think about our environmental impact. We've continued to make meaningful progress toward our goal of reaching net zero by 2031. The solar power facilities we helped fund are now fully operational. We also expanded the data we collect from our suppliers on their environmental efforts, commitments, and progress. As the AI technologies we use evolve, we are focused on understanding their effect on our own footprint so we can make responsible choices.

Our values also shape the culture we build for our employees. We foster a collaborative and inclusive environment where diverse viewpoints are welcomed and our colleagues are empowered to do their best work. Our 2025 employee survey saw record participation. That feedback directly shaped new programs, from enhanced leadership development to expanded benefits.

Whether it's introducing new AI-powered product updates, investing in local communities, protecting our trusted content, or continuing on our path to net zero, we believe meaningful progress comes from taking sustained action on the issues where we can make a real impact.

Thank you for being part of our journey.



Jeremy Stoppelman

Co-Founder and Chief Executive Officer, Yelp



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About Yelp

Yelp Inc. was founded in 2004 to connect people with great local businesses. Millions rely on Yelp to inform their spending decisions and get things done. By combining authentic human content with AI technologies, including Yelp Assistant, Yelp helps people move seamlessly from discovery to taking action, whether it's requesting quotes from service pros, making reservations, ordering food, scheduling appointments, or connecting with the right businesses for their needs.

Yelp has long been committed to building community and being a positive force in the world. Our commitment to transparent reporting on our company, culture, and impact is an extension of our values and remains steadfast as we evolve. We leverage our platform to advocate for consumer privacy, free and fair competition on the internet, and free speech. We also help businesses highlight their commitment to sustainability and inclusivity and make it easier for values-minded consumers to find and support them.

Visit us at [yelp.com](https://www.yelp.com).

Our Values

Our mission is the same today as when we started: To connect people with great local businesses. We also strive to be a place where every employee can grow and succeed, and where their contributions are fairly valued, celebrated, and rewarded. Our distinct set of values is the backbone of our company culture and shapes how we show up for our employees, consumers, business owners, investors, and local communities.

Our core values are the foundation of our business and culture.

Our Values

Authenticity

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

Be Unboring

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

Be Tenacious

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

Play Well With Others

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

Protect the Source

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

By the Numbers in 2025*

5,100+

Yelp employees live in

74 million

average monthly unique visitors on desktop and mobile**

8.4 million

active claimed local business locations***

6 countries

worldwide, including 49 U.S. states and the District of Columbia

\$1.46 billion

in net revenue

330 million

cumulative reviews****

* As of December 31, 2025, unless otherwise indicated.

** Comscore Media Metrix® monthly average for 2025.

*** Active means businesses that are open, associated with an active business owner account, and have claimed status.

**** Cumulative reviews include those that are recommended, not recommended, and removed from Yelp's platform.

Business Milestones

Each year we work to deliver more value for the consumers, businesses, and communities we serve. Here are some highlights.

● April 2025

Yelp announced [15 new features and updates](#), including an enhanced Yelp Assistant with photo recognition and AI-powered response quality badges.

● August 2025

Yelp announced [Local Co-branded Showcase Ads](#), enabling national brands without physical locations to reach Yelp's high-intent audience by spotlighting relevant local businesses.

● September 2025

Yelp named [DoorDash as a preferred partner](#) to expand delivery access nationwide.

● October 2025

Yelp introduced more than [35 new features and updates](#), including AI-powered call answering solution Yelp Host, an enhanced Yelp Assistant available on business pages, Menu Vision, and natural language search.

● February 2026

Yelp closed the acquisition of [Hatch](#), a leading AI-powered lead management platform — further advancing our AI transformation by delivering tools that help businesses operate.

Yelp announced our [2025 financial results](#), with record net revenue of \$1.46 billion and strong profitability.

● April 2026

Yelp released the [new AI-powered Yelp Assistant](#) available across all categories, task completion integrations, and an enhanced Menu Vision.

Priorities and Yelp's AI Transformation

In 2025, we continued to engage with key stakeholders to inform our Environmental, Social, and Governance (ESG) strategy. We conducted a comprehensive materiality assessment to better understand how our priority issues had evolved.* We started our assessment with an employee survey followed by in-depth employee focus groups to explore these topics further. We also sought input from investors, consumers, members of our Board of Directors (Board), and nonprofit partners to align our ESG priorities with evolving stakeholder expectations, as well as the risks and opportunities facing our business.

Through our materiality process, we identified eight material issues. Three of these are new — Community Engagement, Ethical Conduct, and Responsible Use of AI — while five remain unchanged from our previous assessment. The full list of material issues is below:

- Community Engagement (New)
- Content Trust and Safety
- Data, Privacy, and Security
- Diversity, Inclusion, and Belonging
- Employee Experience
- Ethical Conduct (New)
- Providing Value to Businesses and Consumers
- Responsible Use of AI (New)

While Carbon Footprint did not emerge as a material issue in 2025, we believe environmental responsibility is core to fulfilling our values. We will continue to report on our environmental efforts, including our progress toward our net zero by 2031 commitment.

When engaging in local discovery, consumers increasingly expect answers and actions. By combining our authentic, human-generated content with AI technologies, we are transforming our community-focused platform to make Yelp the best way for people to hire trusted service pros and connect with great local businesses.

As part of our transformation, we are well positioned to be an essential engine for local discovery across the AI ecosystem, extending access to our trusted content through data licensing and APIs to provide consumers with reliable local answers and help them get things done seamlessly.

*Material issues are priority issues where we believe Yelp has a unique ability to drive significant impact. It does not refer to materiality as defined under U.S. federal securities laws.

The rapid evolution of the search landscape underscores why the responsible use of AI emerged as a new priority for our stakeholders. Yet, even as these technologies reshape our industry, our commitment to transparent reporting on our company, culture, and the causes we support has not wavered.

United Nations Sustainable Development Goals

The United Nations Sustainable Development Goals are a collaborative global effort to protect our planet and address the many inequalities that exist in our world. Throughout this report, we identify the goals most closely aligned with our material issues and where we can drive meaningful progress.

Helping Businesses Succeed



8.9 - Support local culture and products

Community Engagement



1.4 - Equal economic resources access
4.3 - Access to education, 4.4 - Technical and vocation skills, 4.6 - Literacy
16.10 - Access to information

Employee Experience



3.7 - Reproductive rights
8.5 - Equal pay

Diversity, Inclusion, and Belonging



5.5 - Equal opportunities in leadership
8.10 - Financial institution access for all
10.3 - Equal opportunity and pay equity, discriminatory laws

Content Trust and Safety



16.10 - Access to information

Carbon Footprint



7.2 - Increase renewable energy
12.5 - Reduce, reuse, recycle

Governance and Reporting: Corporate Governance



16.7 - Equitable decision-making at all levels

Helping Businesses Succeed

Helping Businesses Succeed

Yelp succeeds when local businesses succeed. We launched a number of product updates to help businesses solve operational challenges and better connect with our high-intent audience.

[View section >>](#)

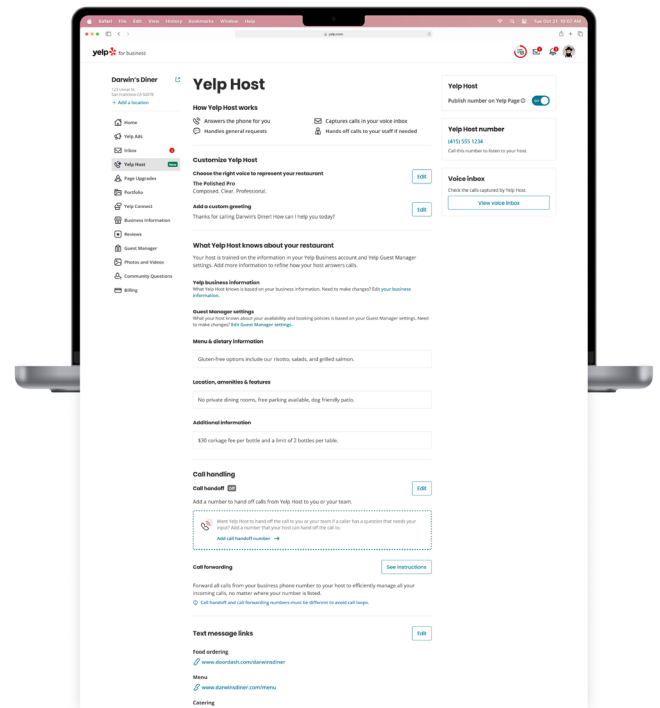


Helping Businesses Succeed

Yelp succeeds when local businesses succeed. In 2025, we introduced more than 55 new features and updates to help local businesses operate, and enhanced the discovery experience for consumers. These product innovations strengthened our relationships with customers while building a more diverse and resilient business.

How We Think about AI Design

Yelp has invested in AI for over a decade, starting early with machine learning and progressing to more advanced large language models (LLM) and voice technologies in recent years. While usage continues to evolve, our approach has remained the same: we design products that are human-centric and evidence-based, training on Yelp data so output is grounded in real-world experiences. Beyond product design, we also continue to enhance our evaluation process, implementing both automated mechanisms and human oversight to provide AI responses that are both accurate and helpful.



Product Innovation

Yelp launched a number of product updates in 2025 to help businesses solve operational challenges and better connect with our high-intent audience.

One example is Yelp Host, which is designed to solve a persistent challenge for restaurants. Reliable, around-the-clock call handling is essential for restaurants to best serve customers, particularly in high-volume locations. When they are understaffed or simply busy, missed calls can lead to significant lost revenue. To help restaurants meet this need, we launched Yelp Host, our AI-powered call answering solution, in October 2025.

Yelp Host is a fully autonomous AI agent that transforms how restaurants handle guest calls and table management, freeing up front-of-house teams to focus on in-person hospitality. It combines LLMs with Yelp's high-quality data and proprietary voice system to deliver a smarter, more personalized voice tailored to each individual business. It goes beyond answering calls and responding to inquiries by taking, modifying, or cancelling reservations managed through Yelp; providing current wait times; and capturing special requests. Yelp Host serves customers in 17 languages.

We've also invested in bringing lead management tools to services businesses. To better help multi-location services brands that manage leads and customer communication across a variety of platforms, we integrated Yelp's Leads API with Zapier. The integration connects Yelp directly to over 800 CRM and lead management tools, allowing services businesses to centralize customer inquiry data and minimize manual effort. In February 2026, we acquired [Hatch](#), a customer communication platform with voice and messaging AI technologies designed to help businesses increase conversion and retention at lower overhead costs.

As part of our mission to connect people with great local businesses, we launched [Local Co-branded Showcase Ads](#) in August 2025 to help national brands, including those without brick-and-mortar locations, reach Yelp's high-intent audience by spotlighting relevant local businesses. This ad format offers national brands a powerful way to build real connections in the communities they serve, while giving featured local businesses increased visibility on Yelp at no cost.

Yelp Summits

Yelp Summits equip businesses of all sizes with the tools and knowledge to succeed on our platform, featuring engaging content from industry thought leaders and peer networking opportunities.

Our Yelp Services and Restaurants Summits explored how service professionals and restaurant chains are driving growth while navigating shifting economic conditions. Our annual [Yelp Advertising Partner Summit](#), also known as Yelpapalooza, brought together advertising partners to strategize around the latest marketing developments while our Analytics & Attribution Summit highlighted ways for advertisers to better measure the full impact of their work on Yelp's platform.

As we continue to evolve our summit programming, Yelp remains committed to delivering tailored content and meaningful experiences that help businesses stay ahead in an ever-evolving marketplace.



Powering Local Discovery and Action

Powering Local Discovery and Action

Our approach to AI harnesses the uniquely human elements that make Yelp a trusted resource, unlocking more value from our deep collection of high-quality content by streamlining discovery and decision-making.

[View section >>](#)

Community Engagement

Our Community team cultivates our contributor community online and hosts extraordinary in-person experiences tailored to local needs.

[View section >>](#)

Yelp Foundation

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

[View section >>](#)



Powering Local Discovery and Action

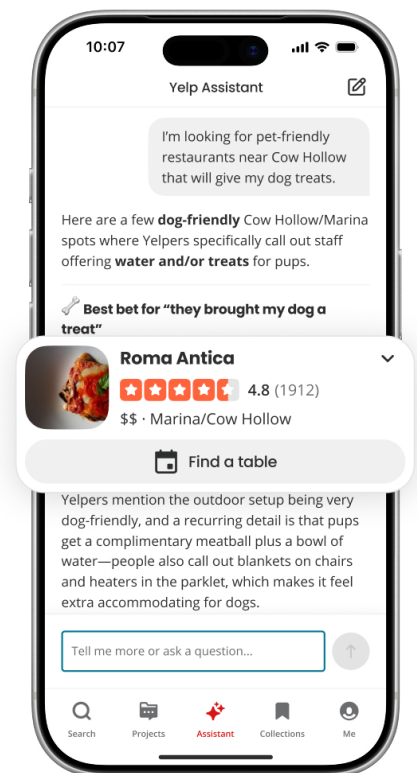
As part of our AI transformation, we are reimagining key parts of Yelp: the experience, the technology, and the value we provide to consumers and businesses. Our approach harnesses, rather than replaces, the uniquely human elements that make Yelp a trusted resource, unlocking more value from our deep collection of high-quality content by streamlining discovery and decision-making.

Enhancing the Consumer Experience with AI

We first introduced Yelp Assistant, our AI-powered chatbot, in 2024 to help consumers find the right service pro for their project. In 2025, we expanded its capabilities and made it available on business pages of restaurants, retail shops, attractions, and more. In 2026, we introduced a new Yelp Assistant that works across every category and sits at the center of the app experience, with a dedicated “Assistant” tab.

Yelp Assistant leverages LLMs to surface information from Yelp’s authentic, human-generated content that can deliver answers and recommendations, while helping consumers complete tasks — all in one conversation. It also remembers important details and preferences from previously submitted projects, like the make and model of a car, so future project requests are faster and easier. We also launched photo recognition within Yelp Assistant to automatically identify and understand project needs through an uploaded photo of aspects like an error code on a dishwasher or a dent in a car bumper.

To help consumers evaluate service professionals with greater confidence, we introduced response quality badges on eligible business pages and business listings in Yelp search results. Leveraging LLMs to analyze a variety of factors, like whether a business owner acknowledges project details and asks relevant follow-up questions, these badges spotlight service pros who consistently provide helpful, informative replies to project requests.



We also launched Menu Vision, which brings menus to life, making it easier to decide what to order using machine learning, augmented reality, and text recognition. Users can point their phone's camera at a menu to see food, drink, and dessert photos or read reviews on Yelp about popular dishes.

Additionally, our Popular Offerings feature leverages LLMs to highlight the most frequently mentioned services, items, or experiences across more than 100 business categories. In 2025, we also brought natural language and voice search into the Yelp experience, helping consumers search with more detail and specificity for more contextual and relevant results.

At the heart, each of these updates is a commitment to keeping Yelp grounded in authentic, human experiences. It's what sets us apart, and what makes our AI-powered features genuinely helpful and trustworthy.

Customer Story: Pest Brothers

Pest Brothers is a pest control business in Miami, Florida founded by brothers Jose and Michael Rodriguez. Self-described as “pest control for a new generation,” the brothers combine Jose’s more than 15 years of industry experience with Michael’s marketing expertise to stand out through exceptional customer service, fast response times, and deep community roots.

After investing in their Yelp presence, the brothers unlocked an entirely new customer base, and earning a spot on Yelp’s Top 100 Local Businesses 2025 boosted views of their Yelp Page by 576% in a single month.

As of March 30, 2026, Pest Brothers has 5 stars and 66 reviews, with customers noting “they’re always fast, helpful, knowledgeable, and extremely nice,” and that they are “one of the best value options in the local market.”

“The first [place] I check when I wake up is Yelp because I wanna make sure the time it takes for us to respond to a quote is as minimal as possible. To me, that’s indicative of service, of professionalism.”

— Michael Rodriguez,
co-owner of Pest Brothers



Community Engagement

Our “Protect the Source” value states that “Community and consumers come first.” One of the ways we bring this value to life is through our Community team, with Community Managers (CMs) in more than 100 markets across North America. CMs nurture our contributor community both online and through extraordinary offline gatherings.

As part of their role, CMs host regular events for their respective Yelp Elite Squads, which are highly engaged locals who regularly contribute review, photo, and video content on Yelp.

2025 Highlights

Meaningful In-Person Experiences

From [rooftop parties in Los Angeles](#) and [four-course Italian feasts in Dallas](#) to [Swedish candy taste testing in Atlanta](#) and [wine tasting at an art gallery in Boston](#), our CMs hosted thousands of local events in 2025. In addition to our popular Yelp Elite events, they highlighted local businesses through segments on [local television shows](#) and social media posts that showcased [must-visit spots](#).

CMs across North America celebrated key moments like Badge Day in January, the annual event when individuals learn they’ve been selected for the Yelp Elite Squad. They also participated in heritage campaigns like [Black History Month](#) and [Women’s History Month](#), making it even easier for their local community to discover and support minority-owned businesses. In 2025, the Community team also launched the Yelp Elite All-Stars program, providing top contributors with new perks like guaranteed access and plus ones to select Elite events.



Beyond events and business spotlights, the Community team also partnered closely with local nonprofits to give back to the cities they serve. In 2025, they raised funds and donated items like canned food, hygiene products, and toys to more than 50 nonprofits. When a crisis like a natural disaster occurs, CMs often work to support impacted businesses, from soliciting donations to highlighting resources on social media and spotlighting establishments that are open for business amid widespread closures. Because CMs reside in or near the communities they serve, Yelp is able to respond in an authentic way, informed by what's happening on the ground in any given situation.

Farrah's Story

[Farrah A.](#) has spent almost 18 years energizing Yelp's local communities and championing small businesses. As Houston's very first Community Manager, and now a Regional Manager guiding creative teams across Texas and Arizona, Farrah has played a pivotal role in shaping Yelp's vibrant culture and mission.

"Community is a word many companies and brands love to throw around, hoping it'll magically attract loyal followers. But no one does it quite like Yelp. This community is the real deal: organic, authentic, and powered by people who are truly passionate about supporting local businesses and helping their neighborhoods thrive."

"Nothing compares to the magic of the large Houston tasting events we've hosted. They took serious planning and hustle, but it was all worth it when I'd look around and see Yelp users and business owners dressed in theme, swapping business and promo cards, cheering, dancing, snapping selfies, and sharing the love on social media. Those moments are when I've felt Yelp's mission come alive: connecting people with great local businesses, one epic party at a time."



Yelp Foundation

Yelp Foundation: Empowering Communities Through Philanthropy

Formed in 2011, the Yelp Foundation's (the Foundation) mission is to support charitable organizations and activities addressing the needs of local communities, including access to information, education, local economic development, and freedom of expression, as well as to promote a culture of philanthropy among employees of Yelp Inc.

As a separate 501(c)(3) nonprofit, the Foundation was established with an initial donation of Yelp stock and continues to fund its grantmaking through the sale of these Yelp shares. Since its inception, the Foundation has been a force for positive change, having donated more than \$8 million to Foundation grantees and almost \$5 million through employee-directed giving initiatives like matching donations.

Trust-Based Partnerships

The Foundation takes a proactive approach to partnerships by researching organizations aligned with its focus areas, evaluating their potential for impact, and building relationships before formalizing a partnership, rather than requiring nonprofits to complete exhaustive applications or compete for funding.

Once a partnership begins, the Foundation's approach is grounded in trust-based philanthropy. All grants are unrestricted, giving partners full autonomy to direct funding where it's needed most — whether that means investing in their teams, strengthening operations, or expanding programming. The Foundation also minimizes burdensome reporting requirements, recognizing that nonprofits are best positioned to determine how to deploy resources effectively.

For long-term partners, the Foundation extends multi-year unrestricted grants, enabling organizations to plan and execute beyond a single calendar year. This sustained, flexible funding model has helped organizations deepen their impact and pursue new ideas with confidence.

In addition to grant funding, we look for other ways to show up for our nonprofit partners, such as [co-authoring op-eds](#), encouraging Yelp employees to serve on nonprofit boards, and creating volunteer opportunities through initiatives like our annual Week of Service.

Addressing the Skilled Trades Gap

In 2025, Yelp advanced its mission to connect people with great local businesses, including thousands of service professionals in the skilled trades. Complementing this, the Foundation deepened its commitment to addressing the structural challenges behind the skilled trades labor shortage.

While we've begun to see [Gen Z gravitate toward the skilled trades](#), the industry still faces a significant workforce gap; industry experts predict the construction industry alone will need to recruit [more than 400,000 workers](#) by 2027. This shortage is exacerbated by an aging workforce and significant underrepresentation of women, who make up [less than 5%](#) of the skilled trades workforce.

In 2025, the Foundation issued six grants to organizations supporting the skilled trades through certification, apprenticeship, and mentorship programs — empowering workers who face the highest barriers to entry and opening doors to well-paying, in-demand careers.

Spotlight on Girls Garage

Girls Garage is the first-ever nonprofit design and construction school for girls and gender-expansive youth. They provide free and low-cost programs in carpentry, welding, architecture, engineering, and activist art to a diverse community of students to help them build the world they want to see. Girls Garage participants have built more than 200 projects, ranging from furniture for a domestic abuse shelter to a greenhouse for a community garden.



“Staffing shortages in the skilled trades are an urgent issue, and we are grateful for the Foundation's partnership as we work to address the significant underrepresentation of women in these industries. The Yelp Foundation's funding helps us continue the work of our programs, enabling even more girls and gender-expansive youth to learn in-demand design and construction skills. Their unrestricted funding allows us to focus on what matters most: building and creating alongside our students.”

— Emily Pilloton-Lam,
founder and executive director of Girls Garage



List of organizations we supported in 2025:

[826 Valencia](#)

826 Valencia supports creative and expository writing skills for underserved youth.

[Explore the Trades](#)

Explore the Trades recruits individuals to plumbing, heating, cooling, and electrical trades. The organization is committed to developing the next generation of skilled workers by changing the perception of the trades starting in high school.

[Freedom of the Press](#)

Freedom of the Press Foundation's Press Freedom Tracker documents press freedom violations in the United States to protect, defend, and empower public-interest journalists and freedom of speech.

[Girls Garage](#)

From woodworking and carpentry to welding and screen printing, Girls Garage challenges girls and gender-expansive youth ages 9-18 to use technical skills, creativity, and their individual voices to make a positive impact on the community.

[Hot Bread Kitchen](#)

Hot Bread Kitchen creates economic opportunity through careers in food by offering culinary training and empowering low-income food entrepreneurs.

[i.c.stars](#)

i.c.stars offers technology-based workforce development and leadership training programs for low-income adults and then connects them with career opportunities.

[La Cocina](#)

La Cocina supports low-income food entrepreneurs as they formalize and grow their businesses.

[NY Helmets to Hardhats](#)

NY Helmets to Hardhats is dedicated to the assistance of military veterans as they transition from military duty back to civilian life through careers in unionized construction. The organization provides the training and connections to secure great union jobs.

[Raising a Reader](#)

Raising a Reader focuses on early literacy and family engagement for children up to eight years old. Known for sending children home with little red bags full of books, Raising a Reader has raised more than 1.9 million readers since 1999.

[SEED SPOT](#)

SEED SPOT supports impact-driven entrepreneurs in schools and communities.

[TechForce](#)

TechForce champions all students through their education and into careers as professional technicians across all sectors, with programs that include training from middle school through apprenticeships and access to careers.

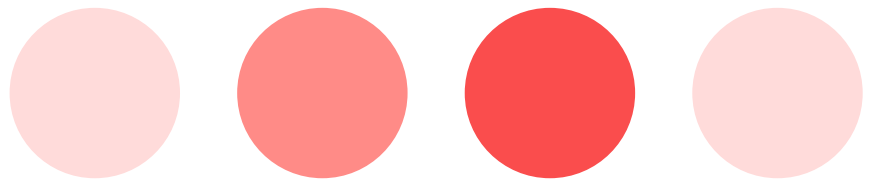
[TradesFutures](#)

TradesFutures expands access to high-demand skilled trades through workforce development and mentoring.

Week of Service



Philanthropy plays an important role in shaping a vibrant culture at Yelp. In 2025, we expanded our second annual Week of Service, offering in-person, virtual, and self-serve opportunities — including a Super Service Saturday — so employees could support the causes and communities that matter most to them in the way that works best for their schedules.



Some examples from this year's Week of Service include an [in-person volunteer event](#) with Hot Bread Kitchen, a Yelp Foundation grantee that supports underrepresented food entrepreneurs in New York City, and an Orlando [Yelp Elite event](#) with Second Harvest Food Bank of Central Florida. Employees around the world supported organizations that carried personal meaning to them, such as [Rosie's Trust](#) in Northern Ireland, which helps people facing serious illness or mobility challenges to continue to care for their pets. We look forward to growing Week of Service and the impact we can make together.



Supporting Our People

Employee Experience

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

[View section >>](#)

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 diverse workforce, we believe we create better products and experiences for them.

[View section >>](#)



Employee Experience

We remain committed to evolving our employee experience through intentional listening and action, providing employees with the resources and support they need to build the future of Yelp while advancing their own growth and development.

Our Global Employee Value Proposition, the pillars of which are set forth below, reflects our values and approach to work.

The Pillars of Our Employee Value Proposition

Shared purpose

We connect to our purpose and drive our mission forward.

Flexibility and autonomy

We shape a culture of work designed for life.

Holistic well-being

We take a person-first approach to well-being.

Personal growth

You chart the course; we'll guide you there.

Deeper connections

We seek moments that connect us, and embrace life's experiences.

Working at Yelp

At Yelp, we've intentionally built a culture that enables employees to balance productivity and career growth alongside the things that are important to them outside of work. From virtual career coaching to our monthly wellness reimbursement, our five-star benefits are designed to support employees' physical, mental, and financial well-being.

In 2025, we expanded our family health benefits through a new personal health platform that provides enhanced support for employees and their partners navigating fertility, parenthood, and midlife health. We also launched a new virtual veterinary care benefit and enhanced our wellness reimbursement.

Highlights include:

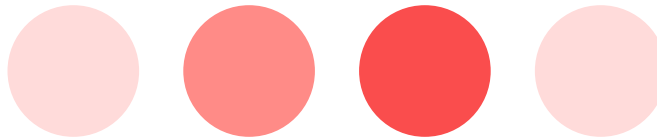
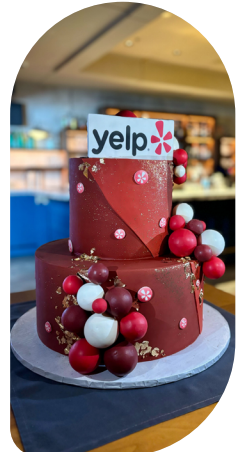
- Comprehensive health, vision, and dental benefits
- Paid time off, as well as wellness days and floating holidays
- On-demand virtual career coaching to enhance employees' professional lives
- Monthly wellness reimbursement that can be used for things like gym memberships, travel accessories, eco-friendly products, acupuncture, massage, and nutrition counseling
- Work from home reimbursements to create a comfortable, productive, and eco-friendly home office
- Virtual mental health counseling services for Yelp employees and their covered dependents
- Family planning and fertility benefits
- Adoption benefits, backup daycare, and baby bonding leave
- Virtual 24/7 veterinary care
- Gender-affirming care
- Menopause and midlife health support
- Retirement planning to help employees invest in their future
- Employee Stock Purchase Program

Listening to Our Employees

Feedback helps shape our employee programs at Yelp. Building on the work we began in 2024 to enhance leadership development, we launched a new training program in 2025 that teaches strategic leadership capabilities supported by peer-to-peer learning. Employee feedback also drove the introduction of floating holidays and bereavement leave for part-time employees, as well as a multi-year intranet redesign to make it easier for employees to access self-serve information.

In 2025, we enhanced our annual People Experience Survey by adjusting the timing to align with existing planning cycles and expanding the number of benchmarked questions for more accurate peer comparisons. We saw our highest survey participation rate on record (83%) and scored seven percentage points above industry peers on average for comparable questions, which we attribute to our culture of listening to our employees. Our engagement survey partner also attributes these above-benchmark scores in part to our remote work environment, a commitment we've maintained despite broader return-to-office mandates.

We conducted a thorough analysis of thousands of qualitative responses using LLMs to pull key themes that have helped inform continued enhancements to our employee experience. We also equipped managers with new features in our survey platform that leverage a customized LLM trained on people-science best practices, making it easier to translate team feedback into concrete action plans.



AI in our Workplace

Our AI transformation extends beyond our product to how our workforce uses this technology. The nature of work is changing, and we're focused on empowering our employees to use AI to amplify their potential and enhance their careers. In 2025, Yelp was recognized by Fast Company as one of the [best workplaces for innovators](#), reflecting both the AI-powered products we're building for consumers and businesses as well as the way we're embedding these technologies into how we work.

Every Yelp employee has access to Chatbench, an internal tool that provides secure access to a number of LLMs. Recognizing that access alone does not drive adoption, we built the Chatbench Community: a peer learning network designed to normalize experimentation and make the tool more approachable. We continue to invest in learning and development initiatives like virtual workshops, self-serve training modules, and publishing internal newsletters that highlight employees across the organization who use AI to drive impact. To track how AI adoption is evolving across the company, we partnered with our engagement survey provider to develop a five-level AI Enablement Maturity scale, enabling us to assess adoption at the department level and identify opportunities for deeper integration.

In 2025, we also launched a Coaching persona in Chatbench trained on Yelp's values as well as best practices in feedback and psychological safety. The persona provides both managers and their direct reports with access to real-time coaching, helping facilitate meaningful career conversations and strengthen the human connections at the core of our culture.

Living Our Values

One of Yelp's core values is "Be Unboring: Never settle for standard, creativity over conformity, and be your remarkable self." Our values provide the framework for how we get things done, and Abdullah E. on our Software Engineering team embraced our "Be Unboring" value in rethinking how we conduct large-scale migrations at Yelp.

In Q4 2025, Yelp's Core Android team needed to complete a large-scale code migration, which was estimated to take 23 weeks. Abdullah took a creative approach, leveraging historical data and an AI coding tool to complete the migration in just one day. Through embracing our "Be Unboring" value, Abdullah was able to free up time to better support developer productivity across our Android team. His approach exemplifies the kind of creative problem-solving our values are designed to inspire.



Diversity, Inclusion, and Belonging

At Yelp, our culture is grounded in a shared commitment to our mission and core values.

We strive to foster an environment where every employee feels a sense of belonging and is empowered to do their best work. By nurturing a culture that reflects the wide range of perspectives and experiences of our Yelp users, we're better equipped to meet the challenges we face as both a business and society.

Inside Yelp's Culture

For more than twenty years, we've worked to make Yelp a place where employees can share their unique stories, build meaningful connections, and learn and grow together. Our culture is rooted in the ways we bring our five Yelp Values to life: "Authenticity," "Be Tenacious," "Be Unboring," "Play Well With Others," and "Protect the Source."



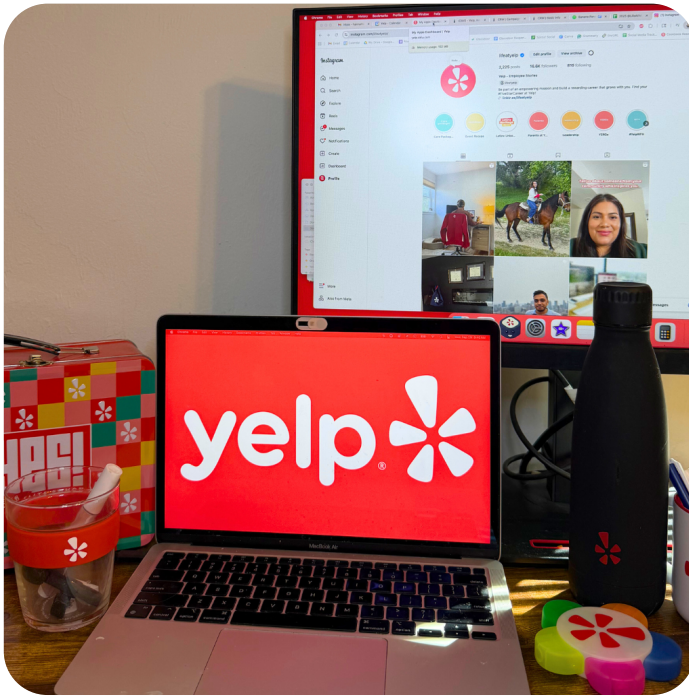
2025 Highlights

Meaningful In-Person Experiences

Our remote workplace allows connections to thrive across distance, and we intentionally create opportunities for employees to come together in person to deepen those relationships.

In 2025, our Culture team continued hosting small in-person group dinners, connecting employees across departments and tenures over a shared meal. The dinners have inspired participants to organize their own meetups, extending the sense of community well beyond the events themselves.

Yelp also brought employees together through professional women's sports, hosting outings to WNBA games in four cities. These events sparked conversations about visibility and representation, and showed us that a shared love of sports can be a powerful way to cultivate connection and belonging.



Connecting Across Distance

Our remote, global workforce is enriched by diverse backgrounds, talents, and perspectives. Yelp Employee Resource Groups (YERGs) remain central to building a strong sense of community and are open to all employees.

In 2025, nearly [half of all Yelp employees](#) participated in at least one YERG, well above national benchmarks, and nearly 40% belonged to more than one. The impact is measurable: employees who participate in YERG programming are 1.3x more likely to report a strong sense of belonging.

We also continued Story Slams: virtual sessions that feature employee storytellers sharing personal narratives centered around a specific theme. The feedback continues to be overwhelmingly positive, reflecting a culture where employees feel empowered to share their authentic experiences with colleagues.

Black History Month Story Slam: [Ahmed H.](#)

“My story was about more than reflecting on hardship. It was a chance to reclaim what Black history means to me by celebrating both the struggles and the successes in my family. Last summer, when I visited my grandmother’s small Mississippi hometown for the first time as an adult, I learned that my family had not only survived hard times but created a legacy: from owning land to building a tight-knit community. That discovery filled me with pride and helped me see how much my confidence and drive come from those who came before me. I hope my story encourages others to celebrate the full picture of Black history, not just what we’ve overcome, but what we have achieved.”

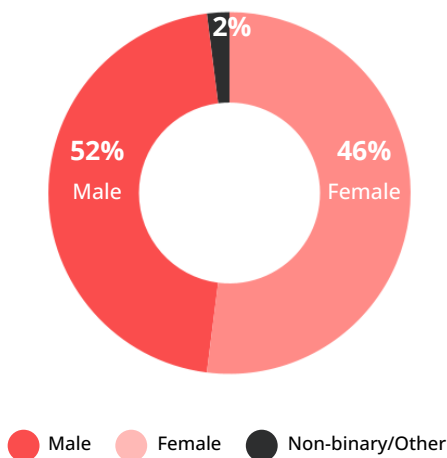
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Inclusion Highlights

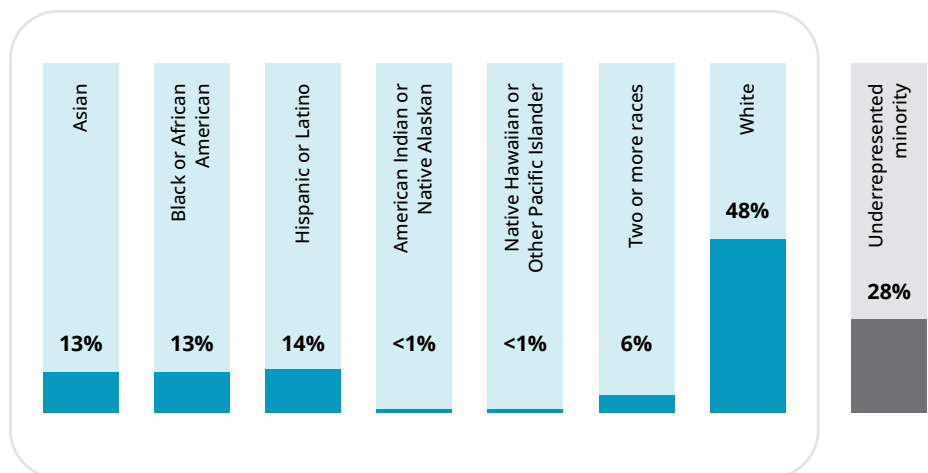
We believe our inclusion and belonging initiatives result in a stronger community of Yelp employees and build a deeper sense of organizational trust. For example, by the close of 2025, 98% of Yelp employees had voluntarily shared information about their gender, and 96% of U.S.-based employees had voluntarily shared information about their race and/or ethnicity.

Ongoing high voluntary self-disclosure rates indicate that employees trust Yelp to use this data responsibly. We plan to continue asking employees to voluntarily share demographic information in accordance with applicable laws to help us best support our workforce.

Gender Diversity*



Racial Diversity*



*Our 2025 gender data is based on self-reported information from our global employee base. Our 2025 racial and ethnic diversity data is based on self-reported information from our employees in the United States only. The figures may not add up to 100% due to rounding. Approximately 4% of U.S. employees declined to disclose the race or ethnic groups with which they identify. The underrepresented minority grouping includes Black or African American, Hispanic or Latino, American Indian or Native Alaskan, and Native Hawaiian and other Pacific Islander employees.

Creating a Culture Where Everyone Can Thrive

We believe in supporting our employees as they navigate their career journeys and lives outside of work. Yelp remains committed to remote work, which research has shown helps [women](#) and [caregivers](#) as they balance their careers and personal responsibilities.

We've seen our approach correlate with positive trends in the share of women in senior leadership: In 2025, approximately 36% of Yelp employees at or above the vice president level self-identified as women, an increase from 33% in 2024 and 29% in 2023. Additionally, Yelp was named one of [Seramount's 2025 100 Best Companies](#) for our support of caregivers and families.



Lindsay G.'s Story



My favorite part about my current role as a Group Product Manager is getting to mentor and support others as they grow. The people here are incredibly smart and supportive, and I'm constantly inspired by what I learn from them.

I appreciate the way Yelp puts its people first and consistently has our backs. As I celebrate my 10th year here, I've seen so many coworkers (myself included) go through significant life changes and challenges, and Yelp has always stepped up to support us and do what's right. It makes me grateful every day to be part of such a caring, resilient company.



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

We are committed to providing a platform that respects users' privacy choices and safeguards their data.

[View section >>](#)



Content Trust and Safety

Yelp's mission is to connect consumers with great local businesses by giving them access to reliable and useful information. Consumer trust is one of our top priorities, which is why Yelp uses advanced technology and human moderation to protect the integrity and quality of content on our platform.

This approach is driven by our [automated recommendation software](#), reporting by Yelp's community of users and business owners, and [human moderation efforts](#) focused on investigating content and platform activity. In fact, [economists](#), [industry experts](#), [the media](#), and [regulators](#) have acknowledged that, among online review platforms, Yelp is one of the most aggressive and successful at identifying and weeding out unhelpful and unreliable reviews.

Content Trust & Safety By The Numbers

All metrics calculated between January 1, 2025 and December 31, 2025.



46,200+

reviews containing inappropriate content removed by Yelp's User Operations team through proactive and reactive measures*



1.3M+

user accounts closed for violating Yelp's Terms of Service**†



50,700+

potential new business pages were rejected by Yelp's User Operations team for being associated with spammy behaviors, violating Yelp's policies****



1,955

[Consumer Alerts](#) placed on Yelp business pages to warn users of abnormal review activity or other extreme attempts to mislead them**



22 million

reviews were contributed to Yelp in 2025***, of which approximately 28% were either not recommended by our automated recommendation software or removed by our User Operations team as of December 31, 2025.

For more detailed information, visit our [2025 Trust & Safety Report](#).

* Data is sourced from the U.S. only.

** Data is sourced globally.

*** Data is sourced globally. This number has been rounded and includes reviews that are currently recommended, not recommended, or that have been removed.

**** Data is sourced from the U.S. and Canada.

† These account closures stem from both user reports and proactive investigations. When an account is closed due to suspected deceptive or abusive behaviors, the associated reviews are removed as well.

How We Maintain Content Integrity on Our Platform

Yelp's Automated Recommendation Software

To surface the most helpful and reliable content for consumers, Yelp's [automated recommendation software](#) evaluates all reviews on our platform based on hundreds of signals of quality, reliability, and user activity on Yelp. The recommendation software is entirely automated and applies the same objective rules to every business. The software is designed to recommend the reviews it determines to be the most useful or reliable. Those it doesn't recommend include reviews that may be unfairly biased — such as those written by people likely affiliated with the business or potential competitors — and reviews that may have been solicited. In 2025, we enhanced the software to better identify and not recommend reviews lacking sufficient details about the consumer experience or containing potential conflicts of interest, such as those written by individuals with undisclosed ties to the business or who received discounts or other incentives in exchange for their review.

With the rise in consumer adoption of AI tools, Yelp continues to make significant investments in methods to better detect and mitigate AI-generated reviews, including rolling out several new AI detection technologies. In 2025, Yelp's automated systems identified and filtered out nearly half a million reviews that exhibited characteristics of AI-generated content.* Our systems also prevented scams that disrupted other platforms — most notably, the review extortion incidents that impacted businesses on Google in major metros like [Las Vegas](#), [Philadelphia](#), and [New York](#) in 2025. In nearly all cases, businesses on Yelp were not affected, and in the rare instances where similar attempts surfaced, our systems thwarted suspicious activity before it could appear on business pages.

Content Moderation at Yelp

Yelp's User Operations team maintains the reliability and integrity of content on Yelp by protecting data quality, investigating potential fraud, and moderating content. They actively identify, investigate, and stop deceptive activity through a variety of measures, including removing bad actors from our platform.

The team conducts proactive investigations, as well as relies on consumers and business owners to report reviews or suspicious behaviors that violate our [Terms of Service](#) and [Content Guidelines](#). Moderators review flagged content and, if they determine that content violates our policies, will remove it from our platform.

* Data is sourced globally.

Yelp's Consumer Alerts Program

We introduced our [Consumer Alerts program](#) in 2012 to warn consumers when we find evidence of extreme attempts to manipulate a business's ratings and reviews. A Consumer Alert is a warning message displayed over the reviews of a business's Yelp page that informs users of violations of our policies and provides a link to view evidence when available. Before placing an alert, our User Operations team conducts a thorough investigation to determine whether the relevant reviews meet the criteria for an alert.

Consumer Alert: Questionable Legal Threats



This business may have tried to abuse the legal system in an effort to stifle free speech, for example through legal threats or contractual gag clauses. As a reminder, reviewers who share their experiences have a First Amendment right to express their opinions on Yelp.

More information about the action that led to this Consumer Alert is available [here](#).

Got it, thanks!

Unusual Activity Alert



This business recently received increased public attention, which often means people come to this page to post their views on the news. While we don't take a stand one way or the other when it comes to this incident, we've temporarily disabled the posting of content to this page as we work to investigate whether the content you see here reflects actual consumer experiences rather than the recent events. Please note that we apply this same policy regardless of the business and regardless of the topic at issue. Read more on [Yelp Support](#).

If you're here to leave a review based on a first-hand experience with the business, please check back at a later date.

Got it, thanks!

Types of Consumer Alerts

128 Compensated Activity Alerts were placed on business pages in 2025 to indicate that we caught someone offering payment in the form of cash, discounts, gift certificates, or other incentives in exchange for writing, changing, preventing, or removing reviews. Yelp also issued 527 warnings to businesses for suspected one-time compensated or incentivized review behavior, to educate them about Yelp's policies against such conduct and prevent it from happening again.*

363 Suspicious Review Activity Alerts were placed on business pages in 2025 to warn consumers when we've detected a large number of positive reviews coming from a single IP address, or reviews from users who may be connected to a group that coordinates the buying or selling of online reviews — otherwise known as a review exchange ring.* Yelp closed 1,991 user accounts for being associated with review exchange rings or other suspicious review activity in 2025.**

6 Questionable Legal Threat Alerts were issued on business pages in 2025 when we received evidence that a business may be abusing the legal system to intimidate or silence a reviewer.*** We typically place these alerts when we learn a business is making dubious legal threats or using contractual gag clauses.

1,450+ Unusual Activity Alerts and/or Public Attention Alerts were placed on business pages in 2025 after the business gained public attention that resulted in it receiving an influx of Yelp reviews that did not reflect firsthand consumer experiences. Once the activity on the business page dramatically decreases or stops, we clean up the page so that it reflects firsthand consumer experiences. In 2025, we removed 80,000+ reviews associated with these alerts. In 2025, media coverage and social platforms continued to play an extraordinary role in driving abnormal review activity on Yelp, resulting in a 58% increase in Media Attention Alerts placed on business pages compared to 2024. We also saw a 96% increase from 2024 in Unusual Activity Alerts tied to incidents related to politics or political figures.***

For more detailed information on these alerts, visit our [Yelp Consumer Alerts page](#).

* Data is sourced globally.

** Data is sourced from the U.S. and Canada.

*** Data is sourced from the U.S. only.

Our Continued Commitment to Free Speech

For over a decade, Yelp has advocated for [strong laws](#) to protect consumers from [Strategic Lawsuits Against Public Participation](#) (or anti-SLAPP laws) at the [state](#) and [federal](#) levels. When reviewers share their experiences with a business, they provide others with valuable and helpful information. Yelp [remains committed](#) to advocating for strong, broad anti-SLAPP protections and fighting to protect consumers' First Amendment rights, even in cases that do not directly involve Yelp or our users.

In 2024, we submitted an [amicus brief](#) in *Lind-Barnett v. Tender Care*, an anti-SLAPP case where a veterinary clinic sued clients over critical online reviews. We argued that businesses shouldn't be able to suppress critical feedback by simply alleging improper motives. In December 2025, [the Colorado Supreme Court agreed](#), ruling that a speaker's alleged motive doesn't impact whether or not their speech is about an issue of public interest and therefore potentially protected by Colorado's anti-SLAPP law. This decision helps safeguard public debate from meritless lawsuits that seek to stifle consumers' free speech.

Yelp also continues to [speak out in support of Section 230](#), a foundational internet law that empowers Americans to freely access and contribute information online through a simple rule: the person that creates online content is responsible for that content. On top of [successfully fending off lawsuits](#) that have targeted Yelp's ability to display and moderate the reviews of our users, we've joined many similar fights across the country. One example is the amicus brief we submitted in *Mendoza v. Reyes* in Nevada, where an individual who administered a public Facebook news page was sued over comments other people posted. In 2024, the Supreme Court of Nevada reversed the lower court's decision and dismissed the case, in another win for Section 230.

There have been calls to repeal this crucial law in a misguided attempt to hold Big Tech accountable. The answer to truly holding these massive companies accountable is not to repeal Section 230, which will only strengthen their dominance, but to enforce existing antitrust law and to pass legislation to further address their anti-competitive practices without undermining the vital protections that consumers and smaller tech companies rely on.

How Yelp Fights for Consumer Choice

For over a decade, Yelp [has advocated](#) to better protect consumers, businesses, and competition from Google's abuse of its monopoly position to engage in harmful self-preferencing and other anticompetitive conduct.

Yelp filed [an antitrust lawsuit](#) against Google in August 2024 in federal court in San Francisco, which highlights how Google, the largest gateway to the internet, is abusing its monopoly in general search to unfairly dominate the local search and local search advertising markets. On October 22, 2025, a federal court in California allowed [Yelp's antitrust claims](#) to move forward against Google, marking an important step forward in Yelp's case.

Yelp is seeking a remedy that both addresses Google's past misconduct and protects against future anticompetitive behavior.

Data, Privacy, and Security

User Privacy

User privacy is fundamental to our business and embodied in our “Protect the Source” value. We are committed to transparency and providing users with easily understandable information about how their data is collected, used, and retained. Our 2025 update to our [Privacy Policy](#) was designed to be accessible and comprehensive, detailing our data practices and our adherence to evolving data protection laws. As AI plays an increasingly important role in the products we build and features we deliver, we remain committed to evolving our privacy practices to reflect these changes, with user privacy remaining at the core of our operations.

Our Legal team rigorously evaluates any legal demands seeking personal information, checking for compliance with applicable laws while protecting user privacy. In 2025, Yelp protected 96% of user accounts that were the subject of legal demands from law enforcement and government agencies, and 99% from private parties.* When we are required by law to disclose user account information, we notify users of the legal demand beforehand, unless Yelp is prohibited by law from doing so or in other exceptional situations.

Safeguarding our Platform

The digital landscape continues to evolve, with bot activity, social engineering, and account takeover attacks increasing in frequency and emerging AI-powered threats like deepfakes becoming more common. We continue to take significant measures to identify, assess, and manage cybersecurity risks to protect our networks, systems, and stakeholder data as cyber threats grow in sophistication.

We employ a sophisticated cybersecurity framework designed to thwart the efforts of bad actors that is informed and built upon NIST CSF, SOC2, and ISO27001 standards. We continue to maintain AI-driven threat detection systems that provide real-time monitoring and rapid response capabilities. By embracing data minimization principles, collecting only what is needed to deliver our services and support our business processes, we work to further reduce risk across our platform. As part of these principles, we anonymize the data we use for fine-tuning our AI models as a proactive ethical standard.

*Data is sourced from the U.S. only.

In 2025, we began rolling out passkey support for consumers on the Yelp website as part of our ongoing efforts to strengthen account security. We also continue to work with a global community of skilled security researchers through our [Bug Bounty program](#) to better identify and fix vulnerabilities in our products.

Employee Education and Empowerment

Our employees are the first line of defense against cyber threats, including our executive leadership team. In 2025, we conducted a comprehensive executive security incident tabletop exercise, bringing senior leaders together to simulate and assess Yelp's incident response processes. This exercise reinforced our commitment to security at the highest levels of our organization and helped identify opportunities to strengthen our preparedness.

We continue to enhance our cybersecurity education program to further empower employees to recognize and respond to cybersecurity risks. We built on our [gamified approach](#) to security awareness training and expanded our training content in 2025 to address emerging threats such as deepfakes and AI-driven social engineering tactics. Our IT and Engineering Security teams also continue to spearhead initiatives like Hacktober, an annual event aligned with National Cybersecurity Awareness Month in October, to foster a culture of security consciousness. Regular hackathons further encourage our Product and Engineering teams to collaborate on creative security solutions, fostering an environment of continuous learning and innovation.



The way we work is evolving due to continued advances in AI, and we're supporting our teams as they actively pursue the opportunities these new technologies provide. To facilitate responsible adoption, we maintain our Generative AI Acceptable Usage Policy as well as tailored policies and procedures governing the use of AI by individual teams across Yelp. As new technologies emerge, we work to evaluate and update our set of approved tools for employees and block access to external platforms that do not meet our security standards.

Protecting Yelp's Data in the AI Ecosystem

As local discovery expands into new devices, apps, and AI-powered interfaces, Yelp is becoming a key ingredient wherever local decisions are made. According to research from [Morning Consult and Yelp](#), 66% of consumers want more proof of trusted sources, such as links to review platforms or news sites, when presented information on an AI search platform.

Yelp's platform exists to connect people with great local businesses, not to be harvested for unauthorized and questionable purposes. Unfortunately, bad actors increasingly use scraping tools, data brokers, and other unauthorized means to collect content from Yelp in bulk — often to train AI models or build competing products — with no regard for consumer protection, accuracy, or privacy. To fight against this misuse, Yelp uses a variety of other technological measures to control access to Yelp's platform and services, works with a bot and agent control vendor, and publishes web-crawling instructions located at robots.txt. While we support the use of Yelp as a forum for the public, public doesn't mean free for any use, without limits. To further protect our community, Yelp enters into formal agreements that govern how contributions to Yelp can be accessed and used. You can read more about our efforts in our [content use policy](#).

Our Carbon Footprint

Our Carbon Footprint

We are dedicated to our ongoing sustainability efforts to protect our planet for future generations. As part of this work, Yelp is committed to achieving net zero by 2031 through a science-aligned operational reduction plan.

[View section >>](#)



Our Carbon Footprint

We continue to make progress toward our goal of achieving net zero by 2031. We remain committed to transparency throughout our journey and continue to seek out opportunities to make our operations more sustainable.

Progress Toward Net Zero

Yelp's net corporate emissions were 27,494 tCO₂e in 2025, a decrease of 16.2% from the prior year. In 2025, we enhanced the precision of our carbon footprint calculation by transitioning from spend-based estimates to supplier-specific data where available.

Emissions By Year



Yelp's strategy to reduce our carbon footprint is based on four core pillars:

- **Decarbonization - Vendors:** In 2025, all incoming technology partners were required to complete a risk assessment form with details about their sustainability initiatives.
- **Decarbonization - Employees:** We completed the final episodes of our Sustainable Living Lab series, which launched in 2024, to educate employees on how to decrease their carbon footprint.

- **Voluntary Carbon Markets:** Yelp continues to purchase carbon removal credits to [offset a portion of our emissions](#).
- **Decarbonization - Electricity:** Yelp has reduced its carbon footprint through previous office closures and the purchase of clean power for existing offices. In 2024, we shared that our five-year investment in a fixed-price virtual power purchase agreement supporting construction of renewable power projects in Michigan went online. Our investment offset 100% of our North American electricity emissions in 2025.

Investing in Carbon Removal

Carbon offsetting through investment in carbon removal projects is one of the components of Yelp's net zero strategy. We have been intentional in our approach to carbon offsetting and acknowledge the need and opportunity for strategic investments in effective carbon removal projects.

In 2025, Yelp invested approximately \$462,300 into four carbon removal projects that have potential to provide immediate and tangible impact. You can find more information on Yelp's 2025 carbon removal investments [at this link](#), which provides disclosures governed by the California Voluntary Carbon Market Disclosures Act.

Project Focus Areas

Carbon Capture and Water Infiltration

Yelp is investing in a project across 12 biological stations in Mexico that removes excess carbon from the air and combats water scarcity through nature-based solutions. Embedded within local ecosystems and communities, the project has a long-term vision to restore ecosystems and strengthen local livelihoods. To date, approximately 255K hectares of land are under management, and more than 50 local communities have seen positive impact. The goal is to eliminate and replenish annually the equivalent of 1% of Latin America's ecological footprint by 2035 through scalable and high-integrity ecosystem restoration.

Afforestation and Reforestation

Yelp is also investing in a project to restore and establish long-term conservation of Colombia's cloud forests in the Western Andes — essential for maintaining regional biodiversity, protecting watershed functions, and supporting local communities. So far, the project has restored over 224 hectares of degraded land, safeguarding the headwaters of a major river, protecting endemic and endangered species, and ensuring a reliable fresh water supply to the region.

Soil Enrichment and Regenerative Agriculture

Yelp continued its 2024 investment in a U.S.-based project focused on sustainable agriculture and scalable carbon removal. The project incentivizes farmers to adopt practices like cover cropping, diversified crop rotation, reduced tillage, and improved nitrogen timing to enhance soil health and increase soil carbon storage over five years. In return, farmers receive 75% of the value of the carbon credits they generate along with economic and ecological benefits like improved crop yields, better water retention, and reduced synthetic inputs.

Isometric Biochar Production and Storage

Yelp's final 2025 investment is a California-based project that puts carbon back in the ground to improve soil fertility. Biochar is produced from biomass through pyrolysis, a process that thermally decomposes organic material in the absence of oxygen. This creates a stable form of carbon that can endure for thousands of years, making it an ideal technology for scalable carbon removal. It also enhances soil health, reduces waste, and generates energy as a byproduct. The project leverages existing infrastructure and trained staff from biomass power plants for cost-effective scaling, producing certified organic biochar, and making knowledge, enablement, and products available to farmers.

Empowering Employees to Make an Impact

As a fully remote company, our environmental footprint is distributed across thousands of individual home offices. This means our employees are essential partners in our journey toward net zero, and we're committed to giving them the resources and knowledge they need to understand and minimize their own impact. As part of our employee education efforts, Yelp continued the Sustainable Living Lab series in 2025 with episodes that provided actionable tips for making environmentally-friendly choices when shopping, traveling, and eating as well as at home. Yelp also fosters a culture of sustainability awareness through its Earthburst YERG, Culture newsletters, and virtual events on topics like preventing food waste.

“

I was shocked at how large my carbon footprint was despite my efforts to lead a sustainable lifestyle. I'm going to start with the small things that make a big difference.

— Yelp Sustainable Living Lab participant

”

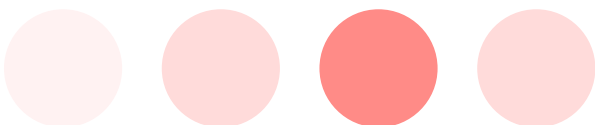
Partner and Supplier Sustainability

As a digital platform, the majority of Yelp's emissions — more than 99% in 2025 — are categorized as Scope 3. As a result, we work closely with our partners and suppliers to better understand their business practices and any associated risk as we work toward our net zero commitment. Most technology partners we've surveyed as part of our supplier engagement work are actively implementing or committed to responsible environmental practices, with a clear trend toward documented policies addressing energy, emissions, water, and waste, as well as growing alignment with recognized sustainability frameworks.

As AI continues to play a central role in how we operate, we recognize we have a responsibility to understand and address the environmental impacts of our usage. We are committed to working closely with our partners to better understand AI's contribution to our overall environmental footprint, particularly as they work to develop enhanced measurement methodologies.

We are also focused on making responsible choices within the areas we can directly influence. These efforts include employing smaller, faster, and less compute-intensive models where possible; leveraging strategic caching to minimize redundant processing; and partnering with providers to prioritize high-efficiency data-sharing methods like APIs over automated web scraping.

We remain committed to reducing our environmental footprint through initiatives like supplier engagement, employee education, and carbon removal investments as we work toward our net zero commitment.



Upholding Ethical Conduct

Ethics

We are focused on supporting a climate of honesty, fairness, and integrity in our strategy and operations.

[View section >>](#)

Corporate Governance

Pursuing our company mission goes hand in hand with our commitment to corporate governance practices that promote long-term shareholder value.

[View section >>](#)

Management Approach

Yelp's values are at the center of the day-to-day management of our business, from our approach to content trust and safety to the employee experience.

[View section >>](#)



Ethics

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

Code of Conduct

Our Code of Business Conduct and Ethics (the “Code of Conduct”) applies to all of our employees, officers, and directors. All Yelp personnel are expected to conduct Yelp business in an honest and ethical manner, as well as in compliance with applicable laws and regulations. In addition, our Foreign Corrupt Practices Act Policy specifically prohibits bribing foreign officials and requires Yelp personnel to follow applicable standards, principles, laws, and Yelp policies and procedures for accounting and financial reporting.

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 Compliance Officer is also responsible for investigating possible violations of the Code of Conduct.

The Nominating and Corporate Governance Committee of the Board (Nominating Committee) is responsible for periodically reviewing company policies to determine their adherence to the Code of Conduct and making recommendations to the full 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 focused on sales-specific policies 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 concerns regarding potential misconduct very seriously. We maintain a whistleblower policy and a hotline for the anonymous submission of concerns by our employees or third parties such as consultants, vendors, collaborators, partners, stockholders, and competitors. Yelp has a non-retaliation policy in relation to any reports of unlawful conduct that it receives. We work to provide timely and thorough responses to whistleblower submissions.

Employees and third parties can anonymously report complaints or concerns by:

- (i) leaving an anonymous message via toll free telephone at 1-855-893-7024
- (ii) sending an anonymous message through www.clearviewconnects.com, or
- (iii) delivering the complaint anonymously via regular mail to the Compliance Officer at Yelp Inc., 350 Mission Street, 10th Floor, San Francisco, CA 94105.

Corporate Governance

Pursuing our company mission goes hand in hand with our commitment to corporate governance practices that promote long-term shareholder value.

Key Highlights

To promote the objective evaluation and oversight of management, we maintain an independent Chairperson of our Board, separate from our Chief Executive Officer. In addition to our Chief Executive Officer, our Board is currently made up of eight independent directors. The Board represents a broad range of expertise, experience, viewpoints, and backgrounds, as well as a mix of tenure of service on our Board. Of these eight independent directors, four are gender or ethnically diverse. We appointed a new independent director in each of the last two years, and another two of our current independent directors were appointed to our Board in 2020, reflecting the meaningful Board refreshment that we have undertaken in recent years. Please see our latest [Proxy Statement](#) for additional information.

Governance Structure and Responsibilities

The Board is responsible for reviewing, approving, and monitoring fundamental financial and business strategies and major corporate actions, assessing major risks facing the Company and considering ways to address those risks, selecting and overseeing management, and reviewing and providing guidance to management on risks and issues related to AI as well as ESG matters. The functions and responsibilities of the Board and its committees include:

Full Board of Directors: Among other things, oversees our long-term strategy and annual strategic planning, our aggregate risk profile and risk management process, executive succession planning, as well as our corporate culture, public policy advocacy, and approach to trust and safety.

Nominating Committee: Oversees our corporate governance matters, including Board composition, size and structure, director independence, and our corporate governance policies as well as evaluating the performance of management, overseeing the succession planning process on behalf of the Board, and ESG oversight.

Audit Committee: Oversees our corporate accounting and financial reporting processes, systems of internal control over financial reporting, audits of our financial statements, the quality and integrity of our financial statements, cybersecurity, and high-level oversight of risks and opportunities related to our use of AI.

Compensation Committee: Oversees our compensation policies, plans, and programs, and reviews and determines the compensation to be paid to our executive officers and directors.

Maintaining good corporate practices promotes alignment and integrity across our organization. Our Board and all standing committees conduct annual self-evaluations to assess their functionality and address areas of opportunity.

AI Responsibilities

While we recognize the transformative potential of AI, we also recognize that AI — both as we use it in our products and operations, and as it is used by third parties — poses risks to our business.

To address these risks, we are continuing to develop a multilayered governance framework to oversee the responsible development and deployment of AI technologies across our business as well as the protection of our business and assets from external AI threats.

The Audit Committee provides high-level oversight of risks and opportunities related to our use of AI. As part of its broader risk oversight responsibilities, the Audit Committee receives periodic updates from management on our AI strategy, governance practices, and key developments, including legal, ethical, and operational considerations related to AI. These updates are designed to inform the Audit Committee's oversight of our risk management framework and internal controls as they relate to AI. Day-to-day oversight of AI initiatives is led by management through a cross-functional approach that includes consultation with subject matter experts from Engineering, Product, Legal, User Operations, and other relevant functions. Team leaders are responsible for monitoring compliance with internal policies and industry best practices, and escalating significant issues to executive leadership and the Audit Committee as appropriate.

ESG Responsibilities

Several teams across Yelp are responsible for specific ESG topics, with broader oversight provided by Yelp's ESG Council. The ESG Council is led by the Chief Financial Officer and Chief Culture Officer, and consists of representatives from Yelp's Legal, Finance, Investor Relations, Communications, Workplace, People, and IT teams. The ESG Council meets quarterly and is responsible for setting the overall strategy of Yelp's ESG programs, as well as communicating such strategy to the Board on a regular cadence to invite input at the highest levels of the organization. Our Chief Culture 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.

The Board and its committees have responsibility for risk and operational oversight of the following ESG-related issues:

Board/Committee	Areas of ESG-related Oversight
Full Board of Directors	• Corporate culture, talent planning, and other human capital management matters • Advocacy on matters of public policy such as regulation of the technology industry and antitrust policy • Approach to trust and safety
Audit Committee	• Ethics and compliance programs • Capital allocation • AI oversight
Compensation Committee	• Employee compensation and benefit programs, well-being, and engagement
Nominating Committee	• Board composition, including diversity of experience and viewpoints • Monitoring of significant ESG trends • ESG reporting • Investor feedback on ESG matters

Shareholder Engagement Metrics

Beyond our annual shareholder meeting, we are committed to having regular, constructive conversations with shareholders throughout the year to help us identify and prioritize issues that matter. As part of our 2025 engagement efforts, we reached out to or responded to meeting requests from stockholders collectively representing approximately 56% of our outstanding shares held by non-affiliates.* We ultimately engaged in discussions with stockholders representing approximately 28% of our outstanding shares held by non-affiliates.

Management Succession Planning

While the Board retains ultimate oversight of and decision-making authority for executive succession plans, and is actively engaged in the planning process, succession planning is a shared responsibility among the Board, Nominating Committee, and senior management.

The Board, with the support of the Nominating Committee, reviews the Company's executive succession plans at least annually. The Board also reviews emergency succession plans to ensure leadership continuity in the event of the unexpected departure or incapacity of a key executive.

The Nominating Committee is primarily responsible for overseeing the succession planning process on behalf of the Board. The Nominating Committee's in-depth review of management's succession plans also provides a basis on which to make recommendations to the full Board regarding the identification, development, and readiness of potential successors. In addition, the Nominating Committee monitors the Company's leadership development and talent management programs to help support a strong pipeline of future leaders.

Our Chief Executive Officer and Chief Operating Officer, with the support of our Chief People Officer, are responsible for identifying and developing internal candidates for key leadership roles and for providing the Board with regular updates on the readiness of potential successors.

* Excluding shares held by Yelp's officers and directors.

Management Approach

Employee Experience Management Approach

Governance

The Compensation Committee of the Board oversees our compensation policies, plans, and programs, including administering our equity incentive plans and establishing policies with respect to equity compensation arrangements. The Board, with the support of the Nominating Committee, reviews the Company's executive succession plans and readiness of potential successors for key executive-level positions at least annually. In addition, the Nominating Committee monitors the Company's leadership development and talent management programs to help support a strong pipeline of future leaders.

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

Additionally, a team within User Operations audits compliance with our sales policies, particularly in relation to how Sales team members represent our products to existing and potential customers, by periodically listening to recorded sales calls and vetting the language used by Sales team members on those calls. Yelp also actively works to prevent conflicts of interest. Our Moonlighting team vets side work employees may wish to engage in, and directors and officers confirm their and their family members' affiliations, including affiliated companies, entities, and people, on an annual basis.

Policies

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

Sentiment

We conduct an annual People Experience Survey covering a wide range of topics including manager effectiveness; feedback and recognition; company confidence; inclusion and belonging; learning and development; and remote work issues such as managing remotely, manager and team support, employee well-being in a remote environment, and remote connection opportunities.

Recruiting

We are committed to building a pipeline of the most qualified candidates from a diverse pool of talent and promoting opportunities equitably. We've partnered with organizations like RippleMatch, Re:work, HBCU Connect, Women in Sales, Circa Diversity Job Boards, Out in Tech, National Sales Network, PowerToFly, Hispanic-Serving Institutions, and Historically Black Colleges and Universities to expand our talent pipeline and better connect with high-caliber talent from diverse and underrepresented backgrounds.

Training

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

Learning and Development

We take a strengths-based approach to development at Yelp. Biannual career conversations support partnership between employees and managers as they engage in proactive discussions about performance, development, and career advancement. Our Talent Development team regularly creates curricula designed to foster professional growth and on-the-job learning, aligned with employee feedback and our remote work approach.

In 2025, our Talent Development team enhanced its generative AI trainings with the launch of AI Showcase Labs and open forums to encourage further adoption of Yelp's internal AI tool, Chatbench. The team also continued its "Connected by Conversations" series with new peer-to-peer learning sessions about topics like career advancement.

This past year, employees completed a total of 81,950 hours of training, including both managers and non-managers.*

*Reflects training hours recorded through our employee development platform, Exceed.

Performance

At Yelp, we make a point of tracking and sharing progress on an ongoing basis. Regular, ongoing departmental monitoring promptly identifies and addresses areas of opportunity.

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.

Diversity, Inclusion, and Belonging

Governance

Our Chief Financial Officer and Chief Culture Officer are the risk owners of ESG-related matters, including those related to diversity, inclusion, and belonging (DIB), 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, and embrace 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 Yelp's 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's Code of Conduct also prohibits retaliation for reporting actual or suspected violations of the Code of Conduct. If any employee believes they have been subjected to any harassment, threat, demotion, discharge, discrimination, or retaliation by the Company or its agents for reporting complaints in accordance with this policy, they may file a complaint with our Compliance Officer.

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 toward eliminating gender identity-based discrimination.

Management Systems

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

Practices

Yelp's DIB policies 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 building a pipeline of the most qualified candidates from a diverse pool of talent from the outset. We offer a 5-star benefits program and a culture that encourages all employees to continue to work with us.

Training

Yelp hosts organization-wide DIB training modules to enable employees to create an inclusive workplace where everyone can feel they belong. We also conduct DIB workshops that educate on bias, social identity, and cultural differences, among other topics.

Pay Equity

Yelp is committed to pay equity for all employees, focusing on the principle that compensation should be determined by the role, responsibilities, and qualifications of the employee, rather than personal characteristics. Yelp is dedicated to ongoing scrutiny and adjustment of pay equity, conducting regular reviews, and implementing adjustments where necessary to promote fair compensation across all employees.

Culture Team

Our Culture team uses a DIB lens to enhance the employee experience through thoughtfully designed programs.

Reporting

We invite employees and candidates in certain locations to voluntarily provide demographic data, consistent with local laws. We use this data for purposes of fulfilling mandatory government reporting requirements in the United States and internationally, as well as to better understand representation across dimensions such as race, ethnicity, gender, leadership, hiring, and attrition. Each year, we also survey employees to gather feedback on their experiences and perceptions related to DIB at Yelp. This includes how supported they feel and how inclusive they find our culture. We share these insights internally to help inform and improve our ongoing efforts.

Content Trust and Safety Management Approach

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 rights of others
- Users shouldn't rely on chatbots or other AI tools to create reviews

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

Public Policy Advocacy

The Board is responsible for overseeing our advocacy on matters of public policy such as regulation of the technology industry and antitrust policy.

We view advocacy and public policy engagement as an important part of our mission to connect consumers with great local businesses. 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.

Cybersecurity Management Approach

Governance

The Board administers its oversight function with respect to cybersecurity risks through the Audit Committee, which is responsible for overseeing our cybersecurity risk management processes, including the steps our management has taken to monitor and control cybersecurity risks. To this end, Yelp's dedicated Engineering Security team regularly reviews cybersecurity threats and risks to the Company with the Audit Committee, as well as the processes the Company has implemented to address them. The full Board also receives appropriate updates relating to cybersecurity matters.

Data Protection Policy

We have implemented and maintain various information security measures, processes, standards, and policies, as applicable, designed to identify, assess, and manage material risks from cybersecurity threats. These threats relate to our critical computer networks, products, applications, internal- and third-party hosted services, communications systems, hardware and software, and our critical data. This includes intellectual property, confidential information that is proprietary, strategic, or competitive in nature, as well as the data of our users, customers, partners, and employees.

Additional information about Yelp's cybersecurity governance, practices and policies can be found in its most recent Annual Report on Form 10-K in the section titled "[Item 1C. Cybersecurity](#)."

Employee Training on Data Security

We train employees to recognize and respond to cybersecurity risks. All employees are required to complete Security Awareness Training as part of Yelp's annual compliance training, and our IT and Engineering Security teams work to keep employees informed about cybersecurity best practices throughout the year. Additionally, our IT and Engineering Security teams host Hacktober each October to promote security awareness.

Carbon Footprint Management Approach

Governance

The Nominating Committee provides oversight for various governance and disclosure issues, including those related to the environment, carbon footprint, and climate. The full Board also receives updates relating to Yelp's ESG efforts.

VPPA Disclosure

Yelp has invested in a virtual power purchase agreement (VPPA), which offset 100% of our North American electricity emissions in 2025.

About This Report

The information contained in this document reflects the activities and initiatives undertaken by Yelp in 2025 unless otherwise stated. The quantitative data tables include data from 2023, 2024, and 2025.

The report covers the same entities included in Yelp's Annual Report on Form 10-K for the year ended December 31, 2025. The data included in this report has not been externally assured. We intend to continue issuing these reports annually.

This report was prepared in accordance with the GRI universal standards, published in October 2021. We also provide disclosures under the Sustainability Accounting Standards Board's (SASB) guidelines for Internet Media and Services and E-Commerce, in furtherance of our commitment to transparency.

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

Forward-Looking Statements

This document contains forward-looking statements that involve risks, uncertainties, and assumptions that, if they never materialize or prove incorrect, could cause our results to differ materially from those expressed or implied by such forward-looking statements. The statements contained in this document that are not purely historical are forward-looking statements and include, but are not limited to, statements regarding: our plans and strategies, including plans related to ESG initiatives, and the expected results thereof; adoption and maintenance of ESG-related practices and programs; trend analyses; and expectations regarding the impact of our carbon reduction efforts and the achievement of ESG goals, including our goal of achieving net zero by 2031; and carbon mitigation plans. Forward-looking statements are often identified by the use of words such as, but not limited to, "will," "expect," "anticipate," "aim," "project," "intend," "plan," "believe," "estimate," "seek," "assume," "may," "should," "could," "would," "foresees," "forecasts," "predicts," "continue," "target," "priority," "commitment," "goal" and variations of such words or similar expressions intended to identify forward-looking statements. These statements are based on the beliefs and assumptions of management, which are in turn based on information currently available to management. Such forward-looking statements are subject to risks, uncertainties, and other important factors that could cause actual results and the timing of certain events to differ materially from future results expressed or implied by such forward-looking statements. Factors that could cause or contribute to such differences include, but are not limited to, those discussed in the section titled "Risk Factors" included in our most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q. Furthermore, such forward-looking statements speak only as of the date of this document. Except as required by law, we undertake no obligation to update any forward-looking statements to reflect events or circumstances after the date of such statements.

We undertake no obligation to revise or update the information included in the links to websites referenced throughout this report.

Appendix

**Performance Data
Tables**

[View section >>](#)

GRI Index

[View section >>](#)

SASB Index

[View section >>](#)



Performance Data Tables

Metric

Environment	2023	2024	2025
Energy and emissions (CEDA)			
Energy use			
Electricity consumption	15,359 MWh	16,210 MWh	9,797 MWh
Employee home energy consumption	9970	10168	10412
Renewable	4,589 MWh	8,636 MWh	3,860 MWh
Grid electricity	10,769 MWh	7,574 MWh	5,937 MWh
Renewable (%)	29.88%	53.28%	39.4%
Grid electricity (%)	70.12%	46.72%	60.60%
Heating consumption	19,588	19,511	16,412
Cooling consumption	0.00	0.00	0.00
Steam consumption	0.00	18.00	14.00
Electricity intensity ratio for the organization	0.00305	0.03987	0.03100
Natural gas intensity ratio for the organization	0.00389	0.00394	0.00440
Total Energy Consumed	25,188	29,847	18,315
Emissions			
Total GHG emissions (metric tons CO ₂ e)	34,995 tCO ₂ e	32,807 tCO ₂ e	27,494 tCO ₂ e
Scope 1 (metric tons CO ₂ e)	324 tCO ₂ e	332 tCO ₂ e	85 tCO ₂ e
Scope 2 (metric tons CO ₂ e) (market based)	1,216 tCO ₂ e	167 tCO ₂ e	22 tCO ₂ e
Scope 2 (metric tons CO ₂ e) (location based)	1,239 tCO ₂ e	1,252 tCO ₂ e	816 tCO ₂ e
Scope 3 (metric tons CO ₂ e)	33,455 tCO ₂ e	32,308 tCO ₂ e	27,387 tCO ₂ e
Net emissions	34,995 tCO ₂ e	32,807 tCO ₂ e	27,494 tCO ₂ e
Emissions intensity (metric tons CO ₂ e per million in revenue)	26 tCO ₂ e/\$1M	23 tCO ₂ e/\$1M	19 tCO ₂ e/\$1M
Emissions intensity (metric tons CO ₂ e per full-time employee)	7 tCO ₂ e	6 tCO ₂ e	5 tCO ₂ e

Performance Data Tables

Metric

Social	2023	2024	2025
Workforce			
Total employees*	4,872	5,116	5,172
Permanent	4,843	5,067	5,119
Temporary	29	49	53
Full-time	4,800	5,023	5,080
Part-time	72	93	92
Contractors**	532	516	468
Workforce by gender***			
Women	46.18%	45.86%	46.06%
Men	51.13%	52.21%	52.15%
Non-binary	0.29%	0.27%	0.25%
Not disclosed	2.40%	1.66%	1.55%
Workforce by race and ethnicity (U.S. only)****			
White	51.60%	49.43%	48.48%
Black	10.99%	12.87%	13.22%
Asian	14.28%	13.80%	13.40%
Hispanic	13.50%	13.62%	14.14%
Native American	0.20%	0.30%	0.37%
Native Hawaiian/Other Pacific Islander	0.42%	0.39%	0.46%
Two or More Races	5.20%	5.94%	5.73%
Not specified	3.81%	3.64%	4.20%
People from underrepresented groups in workforce (%) ¹	25.12%	27.19%	28.18%

*Includes employees on leave as of December 31st of each year and, as a result, may differ from employee headcount figures disclosed elsewhere.

**Contractors are defined as contingent workers who do not receive benefits through Yelp.

***Our 2025 gender data is based on self-reported information from our global employee base. The figures may not add up to 100% due to rounding.

****Our 2025 diversity data is based on self-reported information from our employees in the U.S. only. The figures may not add up to 100% due to rounding.

¹ The underrepresented minority ("URM") grouping includes Black or African American, Hispanic or Latino, American Indian or Native Alaskan, and Native Hawaiian and other Pacific Islander employees in the U.S. only.

Performance Data Tables

Metric

Social	2023	2024	2025
Workforce by age [‡]			
<30 ^{*****}	28.28%	23.94%	18.89%
30-50	65.27%	69.31%	73.36%
50+	6.44%	6.74%	7.75%
Management			
Women directors and above (%)	46.53%	46.08%	47.58%
Women VP-level and above (%)	28.57%	32.69%	36.36%
Women managers and above (%)	48.47%	47.16%	47.94%
Members of underrepresented groups U.S. only - VP-level and above) (%)	2.08%	3.92%	5.56%
Workforce by region ²			
United States (%)	82.53%	84.27%	84.67%
United Kingdom (%)	6.30%	5.49%	5.36%
Europe (%) ³	2.11%	1.88%	1.82%
Canada (%)	9.05%	8.37%	8.16%
Percentage of employees that are foreign nationals (%)	8.30%	6.86%	6.23%
Turnover			
Turnover, Global (%) [†]	48%	51%	60%
Turnover, Tech (%) [§]	9%	10%	11%
Turnover, Sales (%)	68%	72%	84%
Turnover, G&A (%)	15%	10%	10%

[‡] The figures may not add up to 100% due to rounding.

^{*****} Yelp does not employ individuals <18 years old.

² The figures may not add up to 100% due to rounding.

³ Excluding UK

[†] This percentage does not include contractors.

[§] Categories selected to align with expense lines of Yelp's financial statements.

Performance Data Tables

Metric

Social	2023	2024	2025
Turnover by gender			
Turnover, women (%)	47%	50%	57%
Turnover, men (%)	47%	51%	62%
Turnover, non-binary (%)	93%	96%	100%
Turnover, not disclosed (%)	24%	39%	74%
Turnover by region			
Turnover, U.S. (%)	55%	59%	69%
Turnover, Canada (%)	13%	10%	8%
Turnover, Europe (%) ⁴	14%	8%	11%
Turnover, UK (%)	13%	12%	16%
Turnover by age group			
Turnover, <30 (%) ⁵	63%	72%	88%
Turnover, 30-50 (%) ⁹	37%	40%	49%
Turnover, 50+ (%) ¹⁰	50%	47%	61%
Employee development			
Total learning hours ⁶	48,889	68,574	81,950
Full-time employees with access to benefits (%)	100%	100%	100%
Employee engagement as a percentage (%) ⁷	87%	—%	83%
Other employee and workforce metrics			
Percentage of technical employees who are H-1B visa holders (%) ⁸	7.10%	6.51%	6.17%

⁴ Excluding UK.

⁵ Yelp does not employ individuals <18 years old.

⁶ Only includes data tracked in employee learning platform Exceed.

⁷ We did not run an employee engagement survey in 2024.

⁸ U.S. only.

Performance Data Tables

Metric

Governance	2023	2024	2025
Board of Directors			
Size of the Board of Directors	9	9	9
Independent directors	8	8	8
Independent directors (%)	89%	89%	89%
Executive members	1	1	1
Executive members (%)	11%	11%	11%
Non-Executive members	8	8	8
Non-Executive members (%)	89%	89%	89%
Women on Board	3	3	3
Women on Board (%)	33%	33%	33%
People from underrepresented groups on Board	2	1	1
People from underrepresented groups on Board (%)	22%	11%	11%
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)	104:1	94:1	103:1
Data privacy and security			
Total amount of monetary losses as a result of legal proceedings associated with user privacy	0.00	0.00	0.00
(1) Number of law enforcement requests for user information*	49	29	27
(2) Number of users whose information was requested	1,599	218	635
(3) Percentage of requests resulting in disclosure**	39%	21%	26%
Percentage of requested user accounts shared	3.63%	7.80%	4.09%
Number of government requests to remove content	0	0	0
Percentage compliance with requests	N/A	N/A	N/A
Number of users whose information is used for secondary purposes§	0	0	0
Percentage of employees who receive training on cyber and data security and privacy	100%	100%	100%
Local communities			
Content governance and freedom of expression			
Content items removed ***	292,562	368,272	288,749
Percentage of removed content discovered proactively ****	82.34%	77.58%	78.53%
Percentage of review moderation decisions that are appealed *****	2.39%	2.60%	2.41%
Percentage of appealed content restored †	3.6%	4.33%	4.26%

* Resolved legal demands from law enforcement and government agencies in the U.S. only.

** Percent of resolved legal demands that resulted in disclosure of non-public personal data.

§ We do not calculate or report based on such metrics. As outlined in our Privacy Policy, Yelp undertakes an extensive review before any user data is disclosed to third parties, not only to ensure that such a disclosure would not be considered a sale of data under California law, but also to honor our commitment to transparency with our users. Yelp does not sell user data as defined by California law.

*** This refers to content that has been brought to Yelp Moderators' attention by the Yelp Community through the report and flagging feature.

**** This refers to all types of content that have been flagged by internal systems.

***** This statistic is derived exclusively from reviews that have been appealed by the Yelp Community.

† This refers to content on Yelp that was removed for not complying with Content Guidelines or Terms of Service and restored due to either an error in moderation or the emergence of new information related to the case.

GRI Index

Statement of Use

Yelp has reported in accordance with GRI Standards for the period of January 1, 2025 to December 31, 2025

GRI Standard/ Other Source	Disclosure	Location/Comment
GRI 2: General Disclosures 2021		
The organization and its reporting practices	2-1	Organizational details About Yelp, 2025 10-K , p.1
	2-2	Entities included in the organization's sustainability reporting About This Report
	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, 2025 10-K , pp. 1-19
	2-7	Employees Performance Data Tables
	2-8	Workers who are not employees Performance Data Tables
Governance	2-9	Governance structure and composition Corporate Governance, Board Composition, 2025 Notice and Proxy Statement , pp. 24-31
	2-10	Nomination and selection of the highest governance body Nominating and Corporate Governance Committee Charter
	2-11	Chair of the highest governance body 2025 Notice and Proxy Statement , p. 9
	2-12	Role of the highest governance body in overseeing the management of impacts Nominating and Corporate Governance Committee Charter
	2-13	Delegation of responsibility for managing impacts Corporate Governance
	2-14	Role of the highest governance body in sustainability reporting Corporate Governance 2025 Notice and Proxy Statement , p. 31
	2-15	Conflicts of interest Corporate Governance, Charter of the Compensation Committee, 2025 Notice and Proxy Statement , p. 69
	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, 2025 Notice and Proxy Statement , p. 33
	2-19	Remuneration policies Charter of the Compensation Committee of the Board, 2025 Notice and Proxy Statement , pp. 30-32, 48-83
	2-20	Process to determine remuneration 2025 Notice and Proxy Statement , pp. 30-32, 48-83
	2-21	Annual total compensation ratio 2025 Notice and Proxy Statement , p. 89

GRI Standard/ Other Source		Disclosure	Location/Comment
GRI 2: General Disclosures 2021			
Strategies, policies and practices	2-22	Statement on sustainable development strategy	A Letter From Our CEO
	2-23	Policy commitment	Management Approach: Diversity, Inclusion and Belonging Management Approach: Employee Experience Management Approach: Data Privacy and Security Management Approach: Carbon Footprint Management Approach: Content Trust and Safety Providing Value to Businesses and Consumers
	2-24	Embedding policy commitments	Management Approach: Diversity, Inclusion and Belonging Management Approach: Employee Experience Management Approach: Data Privacy and Security Management Approach: Carbon Footprint Management Approach: Content Trust and Safety Providing Value to Businesses and Consumers
The organization and its reporting practices	2-25	Processes to remediate negative impacts	A letter from our CEO 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 association	Yelp Foundation
	2-29	Approach to stakeholder engagement	ESG Priorities and Impact
	2-30	Collective bargaining agreements	2025 10-K
GRI 3: Material Topics 2021			
Governance	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

GRI Standard/ Other Source		Disclosure	Location/Comment
Data Privacy and Security			
GRI 418: Customer Privacy 2016	3-3	Management of material topics	Data Privacy and Security
	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			
GRI 305: Emissions 2016	3-3	Management of material topics	Our Carbon Footprint
	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 Businesses and Consumers			
	3-3	Management of material topics	Providing Value to Businesses and Consumers

SASB Index

SASB Code	Accounting or Activity Metric	Cross-Reference or Omission
Internet Media and Service 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 Tables
TC-IM-130a.3/ CG-EC-130a.3	Discussion of integration of environmental considerations into strategic planning for data center needs	Our 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	Data Privacy and Security
TC-IM-220a.2/ CG-EC-220a.1	Number of users whose information is used for secondary purposes	Performance Data Tables
TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Performance Data Tables 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 Tables
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 Tables
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, 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-220a.6	Number of government requests to remove content, percentage compliance with requests	Performance Data Tables
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 Tables 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

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Employee recruitment, inclusion and performance		
TC-IM-330a.1	Percentage of employees that are foreign nationals	Performance Data Tables
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 Tables
CG-EC-330a.2	(1) Voluntary and (2) involuntary turnover rate for all employees	Performance Data Tables
CG-EC-330a.4	Percentage of technical employees who are H-1B visa holders	Performance Data Tables
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	2025 10-K , pp. 100-101
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: 28M Desktop Unique Visitors: 37M Mobile Web Unique Visitors: 60M
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 processing capacity.