

February 2025

INVESTOR PRESENTATION



Safe Harbor: Forward-Looking Statements

These slides and the accompanying oral presentation contain forward-looking statements. All statements other than statements of historical facts contained in these slides and the accompanying oral presentation, including statements regarding Yelp Inc.'s ("Yelp" or the "Company") future operations, future performance, expected financial results and future financial position, future revenue and revenue growth rates, future share repurchase activity, strategic initiatives and investment priorities as well as their anticipated results, projected growth, expenses and savings, trends, opportunities, prospects, estimates, and plans and objectives of management are forward-looking statements. In some cases, you can identify forward-looking statements by terms such as "believe," "may," "will," "estimate," "forecast," "guidance," "continue," "anticipate," "intend," "could," "would," "project," "plan," "potential," "target," "opportunity," "initiative," "model," "expect" or the negative or plural of these words or similar expressions. The Company has based these forward-looking statements largely on its estimates of its financial results and its current expectations and projections about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy, short-term and long-term business operations and objectives and financial needs.

These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including macroeconomic uncertainty — including related to inflation, interest rates, labor and supply chain issues, as well as severe weather events and the prevalence of respiratory illnesses — and its effect on consumer behavior, user activity and advertiser spending; our ability to maintain and expand our base of advertisers, particularly if advertiser turnover substantially worsens and/or consumer demand significantly degrades; our ability to drive continued growth through our strategic initiatives; our ability to continue to effectively operate with a primarily remote work force and attract and retain key talent; our limited operating history in an evolving and competitive industry; our ability to generate and maintain sufficient high-quality content from our users; our reliance on traffic from search engines like Google and Bing and the quality and reliability of such traffic; our ability to manage acquisitions of new businesses, solutions or technologies and to integrate and monetize those businesses, solutions or technologies; our ability to timely upgrade and develop our systems, infrastructure and customer service capabilities; our ability to maintain a strong brand and manage negative publicity that may arise; and changes in political, business and economic conditions. These risks and uncertainties may also include those described in the Company's most recent Form 10-K and Form 10-Q filed with the Securities and Exchange Commission.

New risks emerge from time to time. It is not possible for Company management to predict all risks, nor can the Company assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements the Company may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in these slides and the accompanying oral presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. You should not rely upon forward-looking statements as predictions of future events. Although the Company believes that the expectations reflected in the forward-looking statements are reasonable, the Company cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither the Company nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. Any forward-looking statement speaks only as of its date. Except as required by law, the Company undertakes no obligation to update publicly any forward-looking statements for any reason after the date of this presentation, to conform these statements to actual results or to changes in the Company's expectations.

Key investment highlights



Trusted Content

Well-known brand and trusted content provide strategic advantage and lower traffic acquisition cost



Product Velocity

Elevated pace of product innovation fueled by emerging technologies



Profitable Growth

Portfolio of product initiatives designed to drive sustainable, profitable growth over the long term



Prudent Capital Allocation

More than \$1.6 billion returned to shareholders through share repurchases¹



Strong Governance

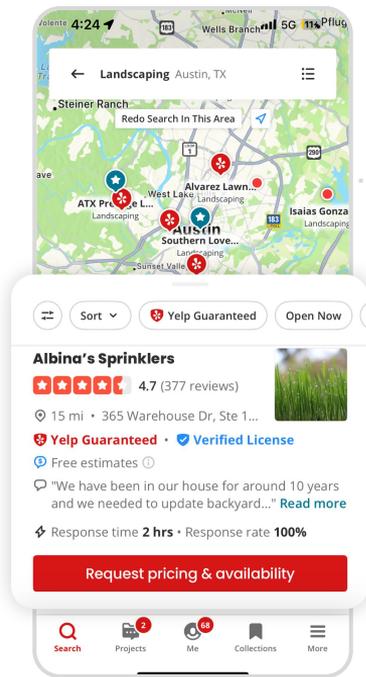
Talented Board with diverse skill set and focus on performance

ABOUT YELP



Yelp is all things local

We serve a wide variety of consumers' and businesses' local needs



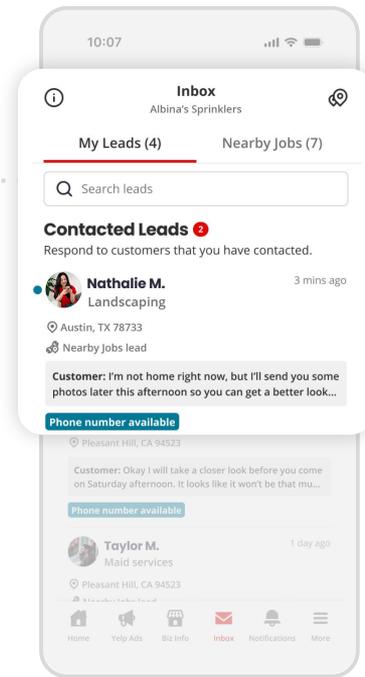
Consumers

Search
Discovery
Request-A-Quote
Table booking
Food ordering



Local Biz

Large consumer audience
Visibility
High-intent leads
Table management
Food orders



Our guiding mission:

Connecting people with great local businesses

Consumers



76 million

Unique visitors on desktop and mobile¹

Affluent: >50% come from households with >\$100k in annual income³

High-intent: 83% of users hire or buy from a business they found on Yelp⁴



308 million

Cumulative reviews²

Local Businesses



7.7 million

Active claimed local business locations²

Up-to-date info: More than 2 million business listing updates per month⁵

Broad-based: 23 business categories with more than 1,500 subcategories



521,000

Paying advertising locations⁶



¹ ComScore, monthly average for 2024 ² As of December 31, 2024 ³ ComScore, December 2024 ⁴ August 2022 survey conducted by Yelp using ComScore demographics and people who reported having used Yelp in the prior 3 months ⁵ Monthly average for 2024, includes updates that are processed automatically ⁶ Monthly average for Q4 2024

Our breadth is an advantage

High-frequency categories complement categories with the **highest value**

Services



~ 65% of Ad Revenue

~ 15% of Page Views & Searches

Restaurants, Retail & Other



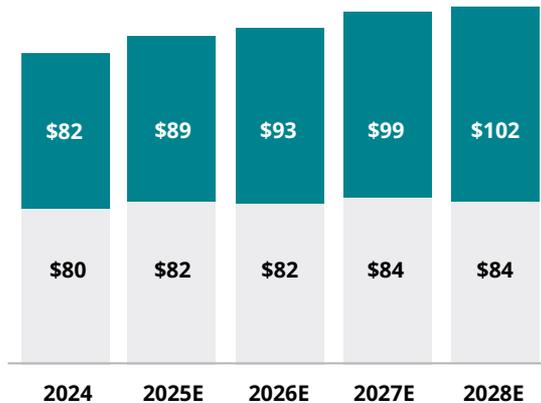
~ 35% of Ad Revenue

~ 85% of Page Views & Searches

Large and growing market

U.S. Local Advertising Spend
(\$ in billions)

Digital Media '25-'28E CAGR: 5%



Digital Media
Traditional Media

Source: BIA Advisory Services,
2025 U.S. Local Advertising Forecast

Note: Excludes political spending

TRUSTED CONTENT

Consumers value quality review content

Transparency is key for consumers, from both businesses and review platforms

76%

Of consumer respondents say they read online reviews about businesses to inform their purchase decisions (“review readers”)¹

88%

Of review readers are more likely to trust written reviews with a star rating¹

72%

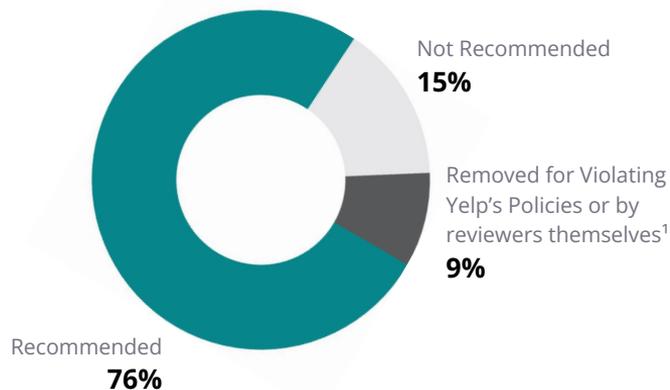
Of review readers are reading more online reviews than ever before¹

We invest in trust leadership

We take [industry-leading measures](#) to maintain content integrity and quality

Cumulative Review Distribution

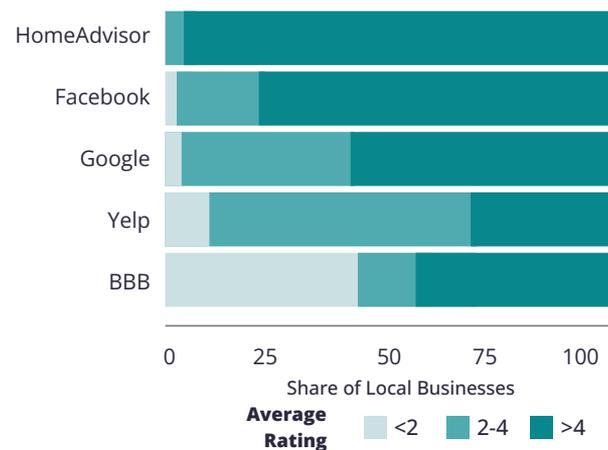
As of December 31, 2024



Strong Content Moderation: 76% of reviews were recommended by our automated software and 15% were not recommended but still accessible on secondary pages. Reviews that are not recommended or that have been removed do not factor into a business's overall star rating.

Distribution of Average Business Ratings

Across Platforms²



Note All observations weighted using sampling weights.

Differentiated Reviews: Yelp's star ratings are more uniformly distributed between 1 and 5 stars than those of most competitors, which we believe results in a more useful and trustworthy consumer experience.



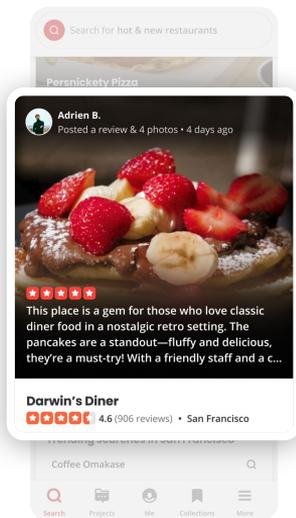
¹Yelp users can remove their own reviews on the platform, either individually or by closing their accounts ²Source: Raval, Devesh, Federal Trade Commission, "Do Bad Businesses Get Good Reviews? Evidence Across Several Online Review Platforms," May 2024, available at <https://deveshraval.github.io/reviews.pdf>.

Trust drives connections

High-quality, trusted content gives consumers confidence to connect with local businesses

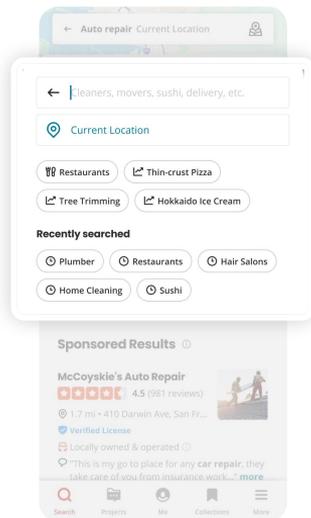
Discover

Inspiring consumers with rich, personalized local content



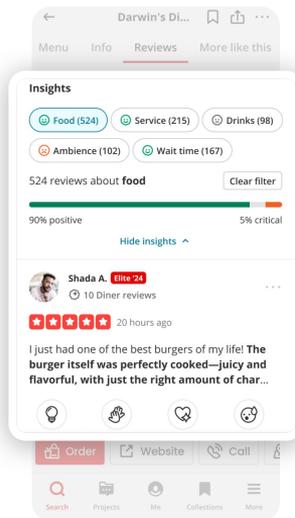
Search

Matching consumers with the right businesses for their needs



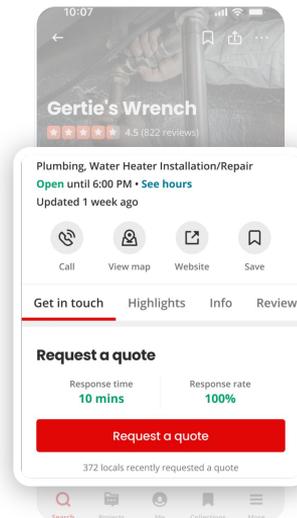
Evaluate

Providing consumers with trusted content to make informed decisions



Connect

Enabling consumers to easily connect with local businesses



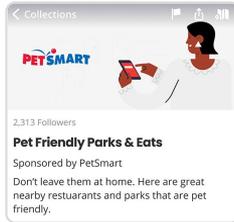
PRODUCT VELOCITY

Local ad platform connects consumers with great businesses

Broad portfolio of ad products provides businesses with the opportunity to engage throughout the consumer funnel

Awareness

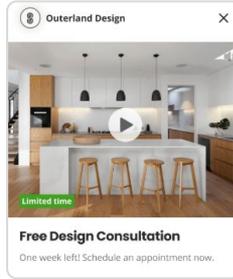
Sponsored Collections



Yelp Audiences

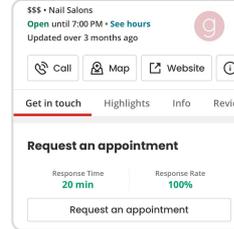


Spotlight Ads

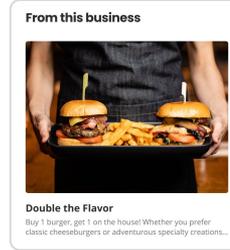


Consideration

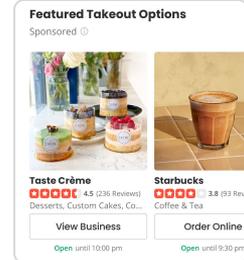
Profile Upgrade



Showcase Ads

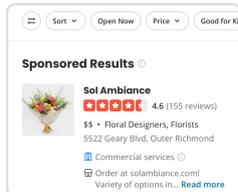


Themed Ads

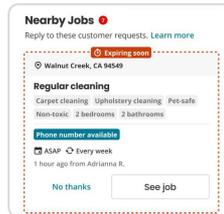


Conversion

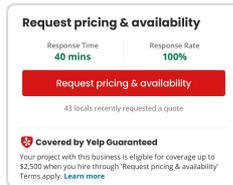
Search Ads



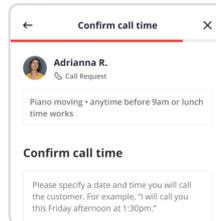
Nearby Jobs



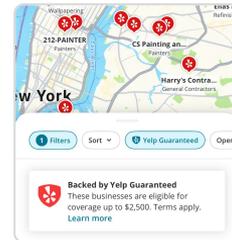
Request-a-Quote



Request-a-Call

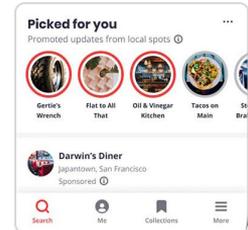


Yelp Guaranteed



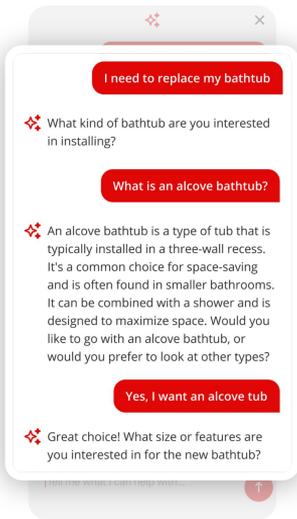
Retention

Yelp Connect

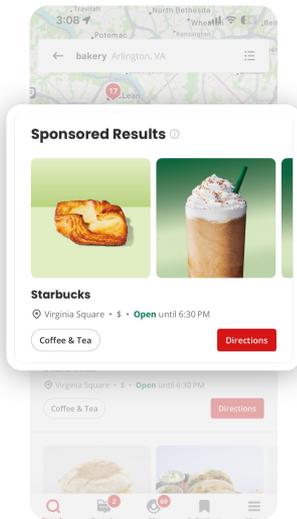


Yelp uses AI to deliver all things local

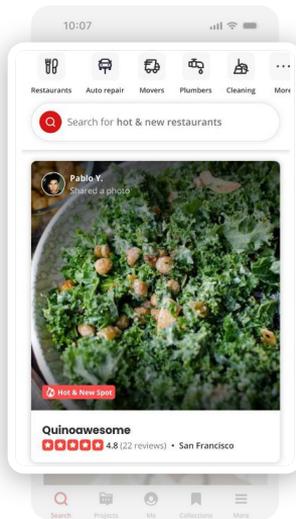
We use AI to enhance the consumer experience and deliver greater value to advertisers



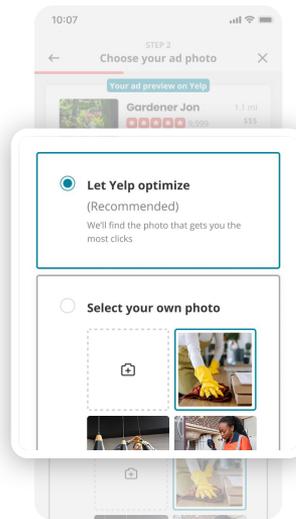
Yelp Assistant



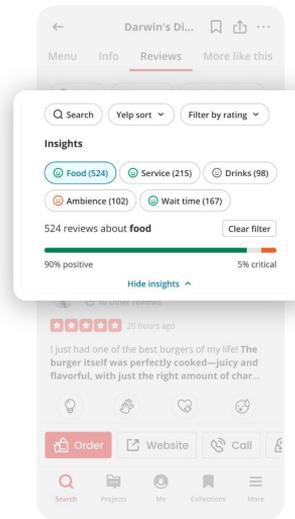
Sophisticated Ad Tech



Neural Net Home Feed



Smart Photo Selection for Ads

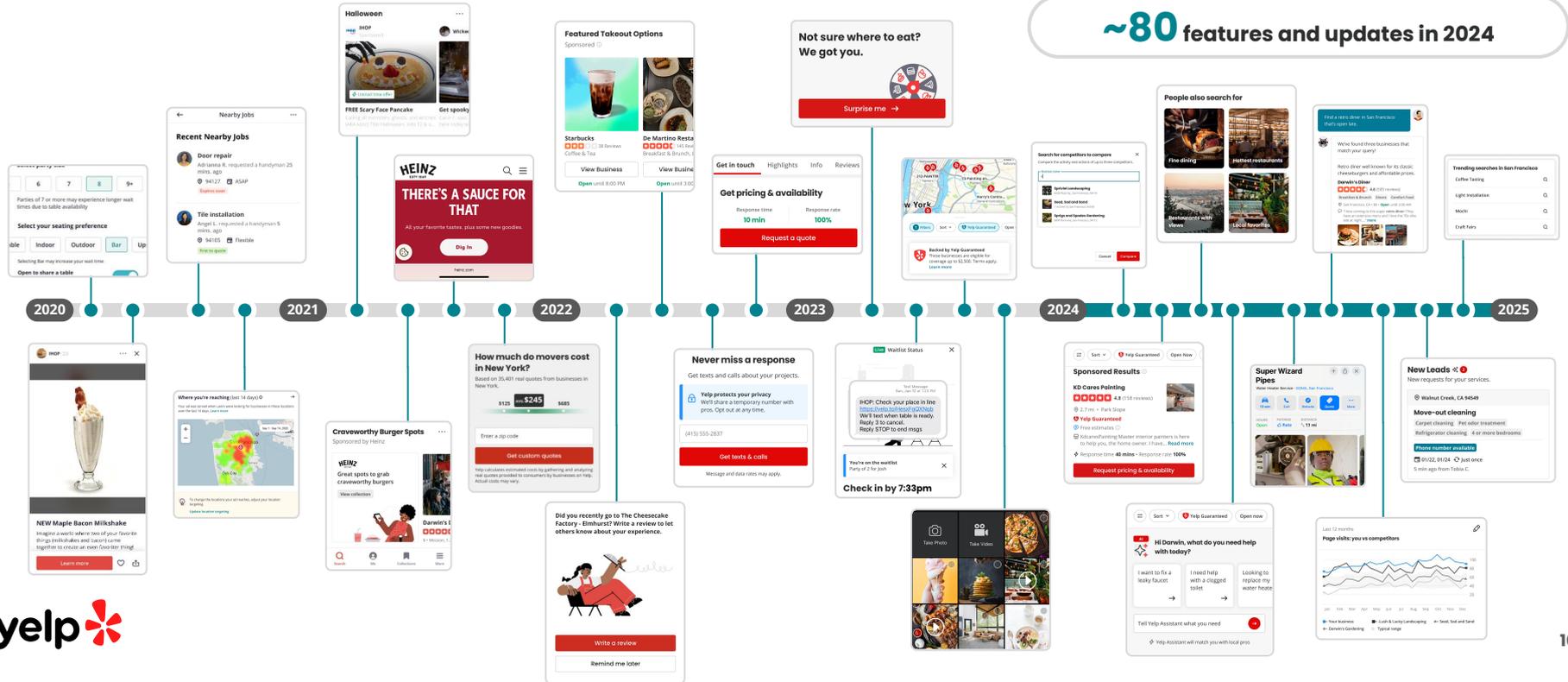


Review Insights using LLMs

Elevated pace of product innovation

More than **200** new features and updates over the past 5 years

~**80** features and updates in 2024



PROFITABLE GROWTH

Portfolio of initiatives designed to drive profitable growth



Lead in Services



Drive Advertiser Value



Transform the Consumer Experience



Lead in Services

Provide a best-in-class experience for consumers and service pros

- Leverage AI to reduce friction across the hiring journey
- Capture significantly more demand from multi-location Services advertisers with our leads API
- Improve lead quality and promote high-value conversations and engagements for service pros
- Accelerate Auto Services growth with RepairPal
- Broaden our roadmap to replicate our success in Home Services across other Services categories

Profitable Growth

Trevor's Projects

Make your home your happy place



Upgrade your kitchen

Find kitchen pros



Spruce up y

Find landscapers

Hire a local pro today



Movers



Home cleaning



Plumbers



Appliance repair



Electricians



Auto detailing



Contractors



More

Create a lead

Find the right pro with AI

Auto repair Current Location

AI Hi Trevor, what do you need help with today?

I need to fix a dent in my car



My car's AC is not working



I need a nail removed from my tire

Tell Yelp Assistant what you need



Yelp Assistant will match you with local pros

Sponsored Results

McCoy's Auto Repair

4.5 (981 reviews)

1.7 mi • 410 Darwin Ave, San Francisco

Verified License

Locally owned & operated

"This is my go to place for any car repair, they take care of you from insurance work..."

more



Search



Projects



Me



Collections



More

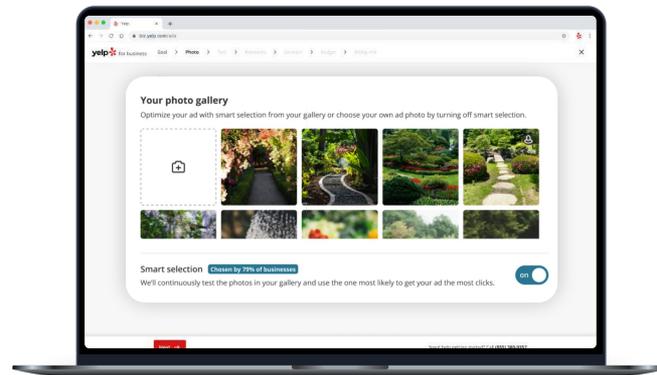
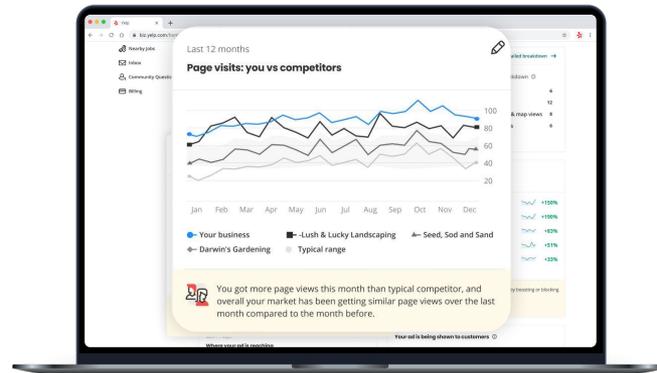


Drive Advertiser Value

Increase customer acquisition and retention by delivering more value to our advertisers

- Further develop advertising technology to even more efficiently match consumers and advertisers, on and off Yelp
- Deliver new ad formats and products, differentiated by category and customer type
- Improve the business owner experience through AI-powered controls and recommendations
- Build stronger attribution solutions to effectively communicate value delivered

Profitable Growth



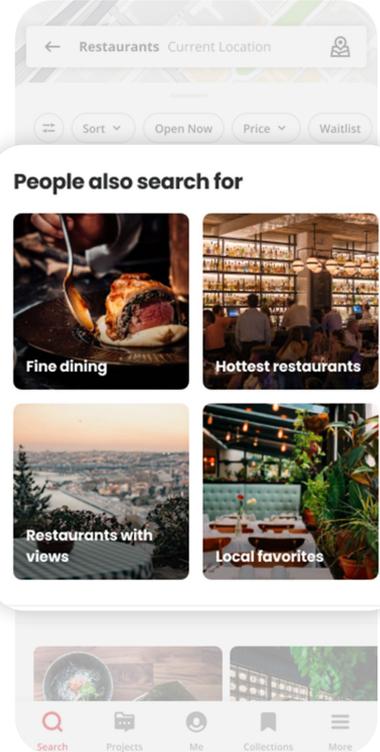


Transform the Consumer Experience

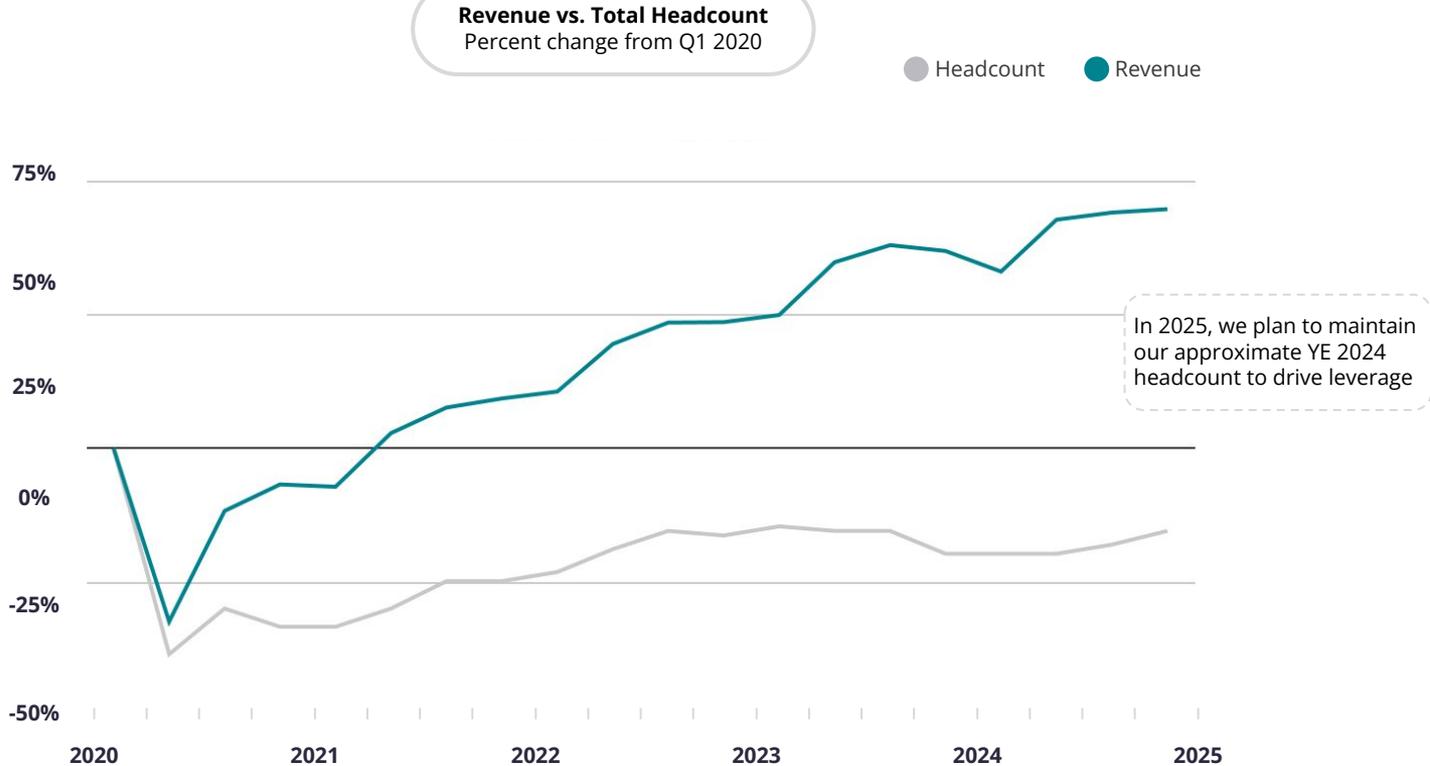
Drive increased engagement by providing an even more visual and helpful experience

- Make the home feed more personalized and dynamic with AI
- Create an even more visual & engaging user experience
- Leverage AI to provide a more seamless and actionable search experience
- Extend Yelp Assistant to other categories, making it accessible through additional entry points

Profitable Growth



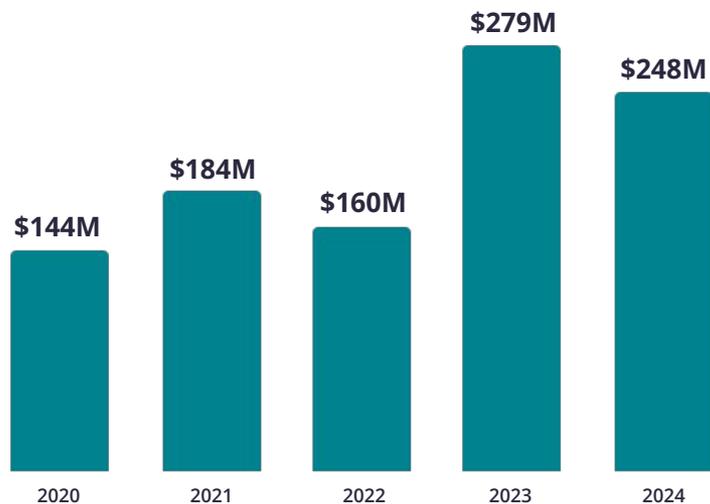
Growth driven through product innovation



PRUDENT CAPITAL ALLOCATION

Strong balance sheet and cash flow

Free Cash Flow¹



Free Cash Flow Margin

17%

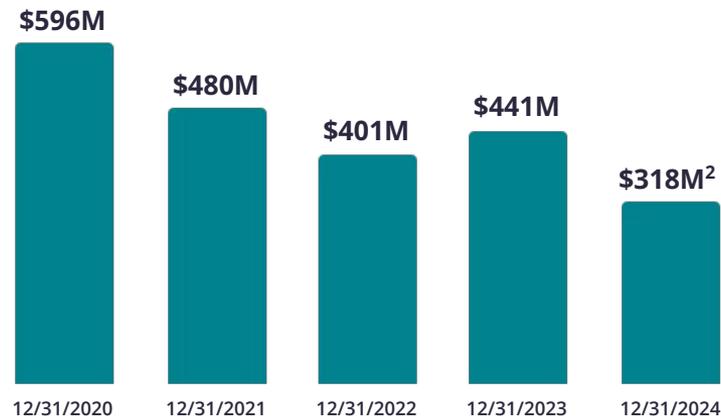
18%

13%

21%

18%

Cash, Cash Equivalents & Marketable Securities

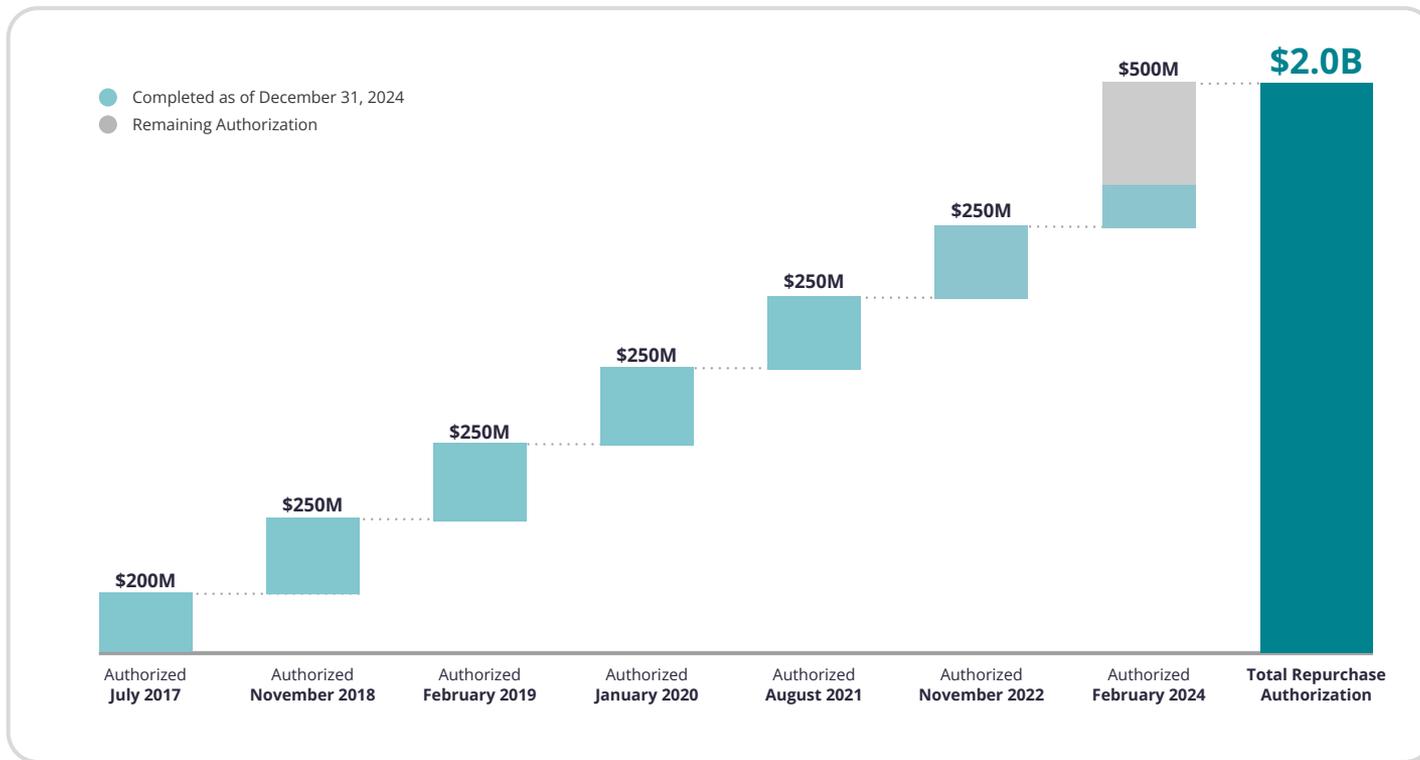


¹ See Appendix for our definition of Free cash flow, a reconciliation of Net cash provided by operating activities to Free cash flow as well as a reconciliation of Net cash provided by operating activities margin to Free cash flow margin for each of the periods presented and information about the limitations of Free cash flow as an analytical tool. Net cash provided by operating activities was \$176.7m in 2020, \$212.7m in 2021, \$192.3m in 2022, \$306.3m in 2023, and \$285.8m in 2024. Net cash provided by operating activities margin includes 2020 margin of 20%, 2021 margin of 21%, 2022 margin of 16%, 2023 margin of 23%, and 2024 margin of 20%.

² Includes the acquisition of RepairPal for approximately \$80m in cash, of which we paid a net amount of approximately \$66 million at closing in November 2024.

Robust multi-year capital return program

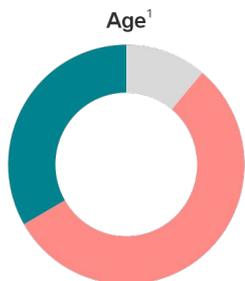
More than \$1.6 billion worth of shares repurchased



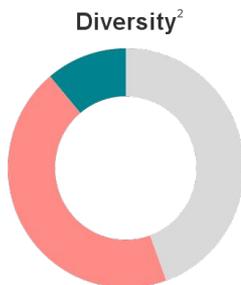
STRONG GOVERNANCE

World-class board

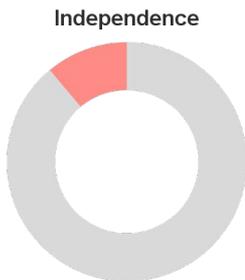
Diverse, independent and highly qualified board



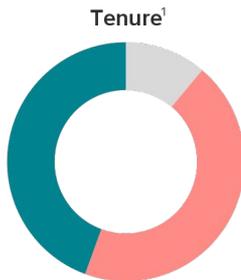
● 41-50: 1 ● 51-60: 5 ● 61+: 3



● Non Diverse: 4 ● Gender & Ethnic Diversity: 4
● Declined to Disclose: 1



● Independent Directors: 8 ● Executive Director: 1

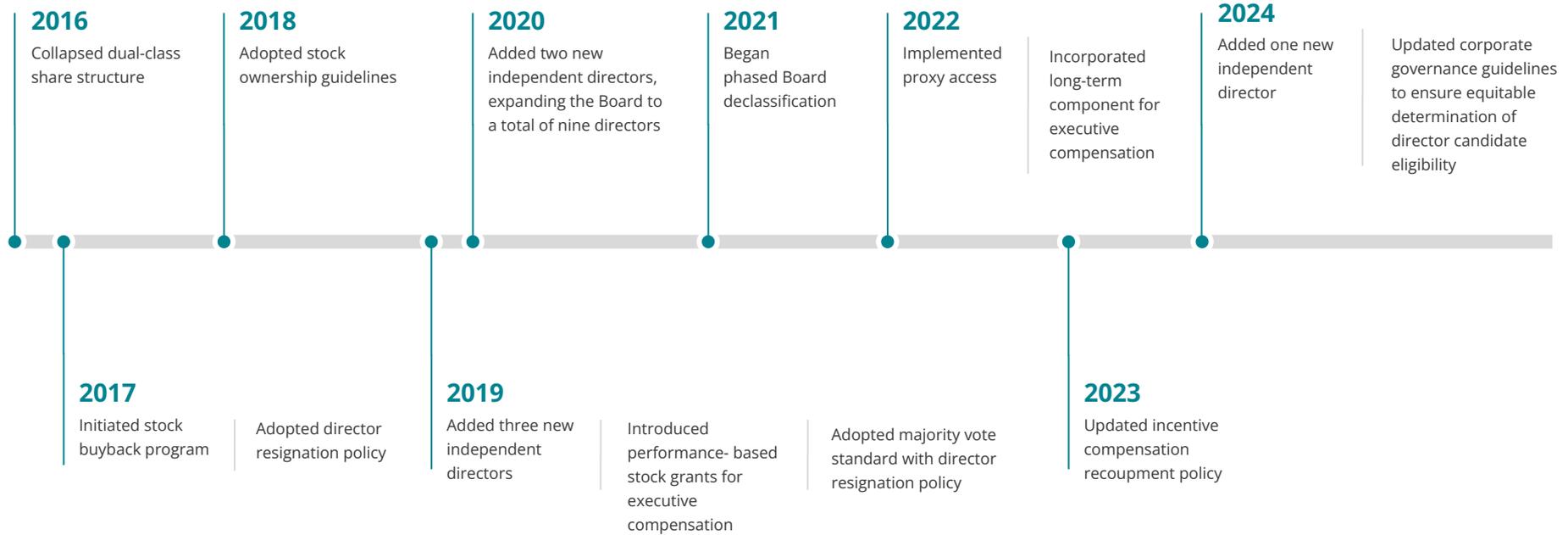


● <2 years: 1 ● 2-9 years: 4 ● 10+: 4

- 9 experienced directors with diverse skill sets:**
- 4 new directors appointed in the last five years
- 8 are independent, including our Chair
- 9 have been senior executives of major public companies
- 6 have specific expertise in Yelp key categories³
- 5 have technology experience

Track record of enhancing governance

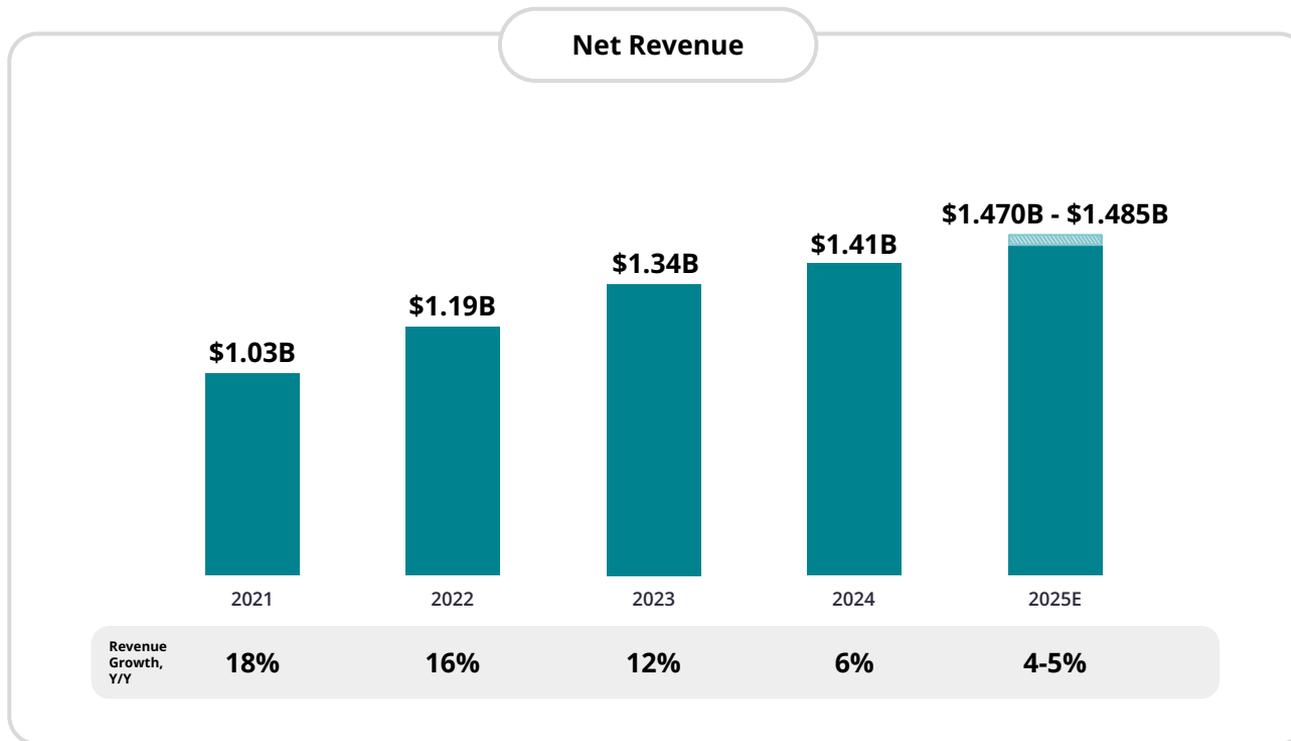
Focused on driving shareholder value



KEY FINANCIAL & OPERATIONAL METRICS

Strong top-line performance

Consistent growth following pandemic and business transformation



Rationalized cost structure

Flat headcount in recent years has enabled leverage across most expense lines

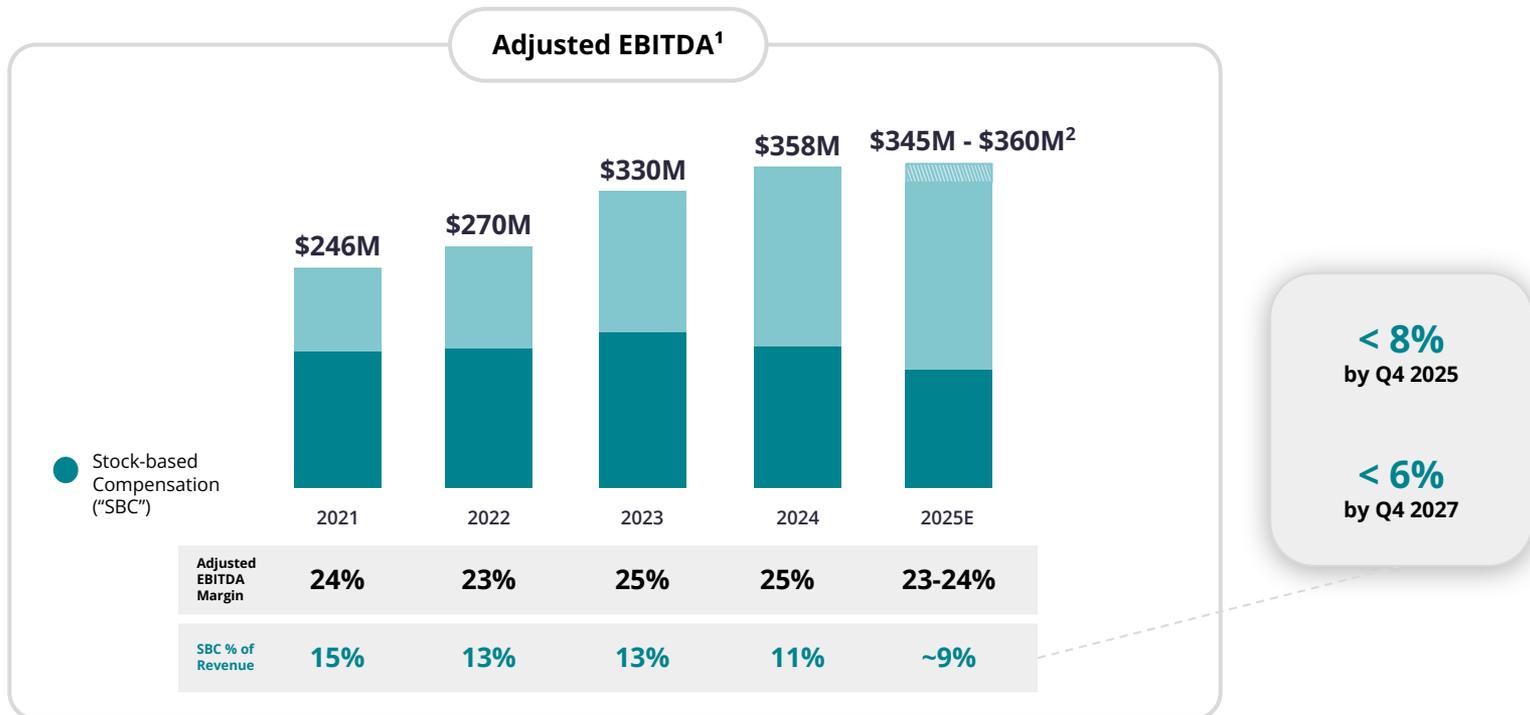
	2020	2021	2022	2023	2024
Expenses as % of revenue¹					
Cost of revenue	7%	8%	9%	9%	9%
Sales & marketing	50%	44%	43%	42%	41%
Product development	27%	27%	26%	25%	23%
G&A	15%	13%	14%	16% ³	13%
D&A	6%	5%	4%	3%	3%
<i>Net Income (Loss) Margin</i>	(2%)	4%	3%	7%	9%
<i>Adjusted EBITDA Margin²</i>	16%	24%	23%	25%	25%



¹ Calculated in accordance with GAAP, including stock-based compensation expense. ² See Appendix for reconciliation of GAAP Net income (loss) margin to Adjusted EBITDA margin for the periods presented and for information about the limitations of adjusted EBITDA as an analytical tool. ³ Includes impairment charge of \$23.6m, one-time litigation settlement expense of \$11.0m and fees related to shareholder activism of \$1.3m; excluding the impairment charge, litigation settlement expense, & fees related to shareholder activism, G&A expense was 13% of \$1.34 billion of FY 2023 GAAP net revenue.

Increased adjusted EBITDA quality

Focus on growing adjusted EBITDA while reducing SBC as a percentage of revenue



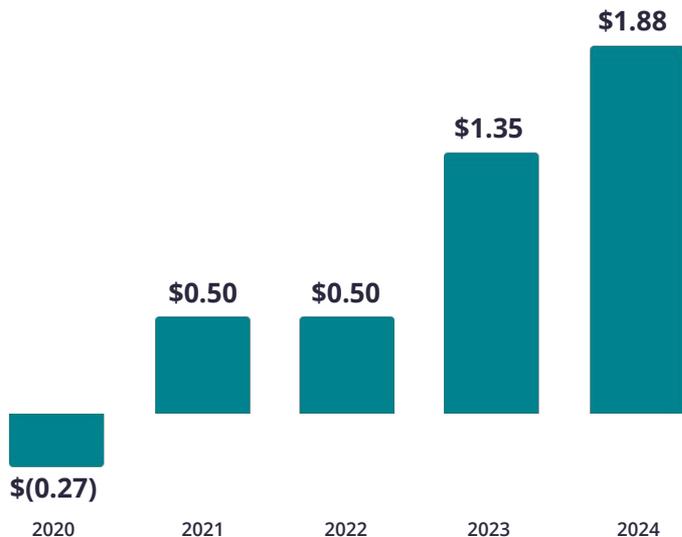
¹See Appendix for how we define Adjusted EBITDA and Adjusted EBITDA margin as well as a reconciliation of Net income to Adjusted EBITDA and Net income (loss) margin to Adjusted EBITDA margin. FY 2021 Net income was \$40m, Net income margin was 4%. FY 2022 Net income was \$36m, Net income margin was 3%, FY 2023 Net income was \$99m, Net income margin was 7%. FY 2024 Net income was \$1.41B and Net income margin was 12%.

²We have not reconciled our Adjusted EBITDA outlook to GAAP Net income (loss) because we do not provide an outlook for Net income (loss) due to the uncertainty and potential variability of Other income, net and Provision for (benefit from) income taxes, which are reconciling items between Adjusted EBITDA and Net income (loss). Because we cannot reasonably predict such items, a reconciliation of the non-GAAP financial measure outlook to the corresponding GAAP measure is not available without unreasonable effort. We caution, however, that such items could have a significant impact on the calculation of Net income (loss). For more information on Adjusted EBITDA and Adjusted EBITDA margin, see Appendix.

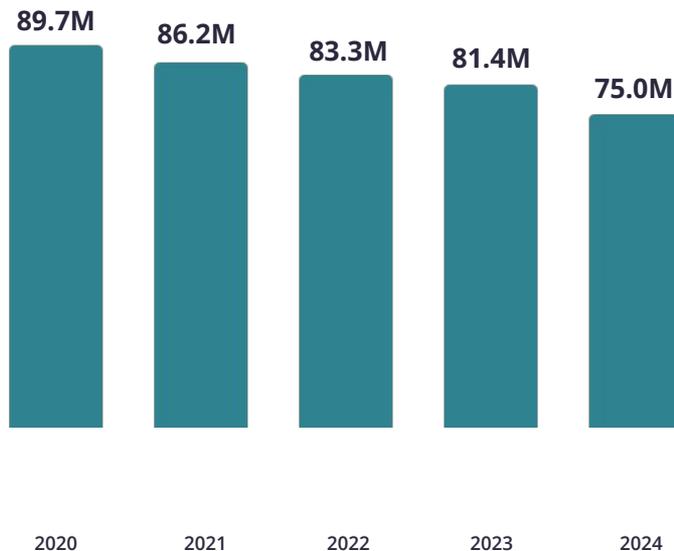
Focused on driving GAAP profitability per share

Decreased share count has contributed to strong earnings per share growth

Earnings Per Share



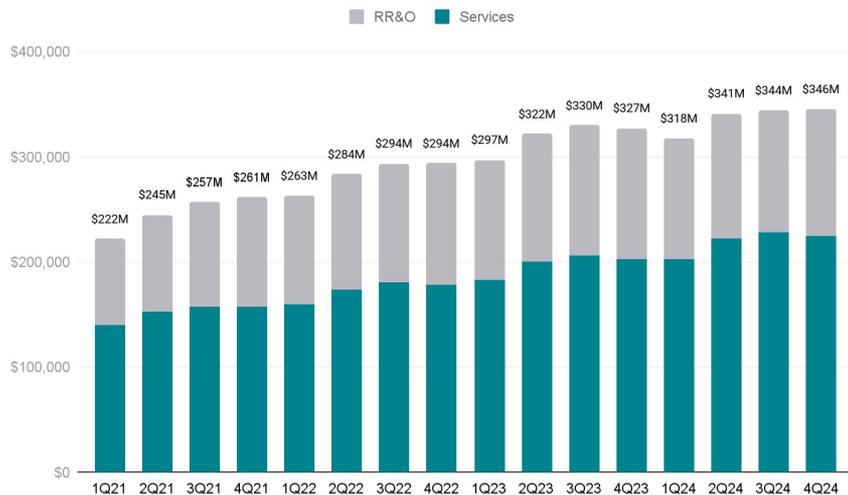
Total Shares Outstanding¹



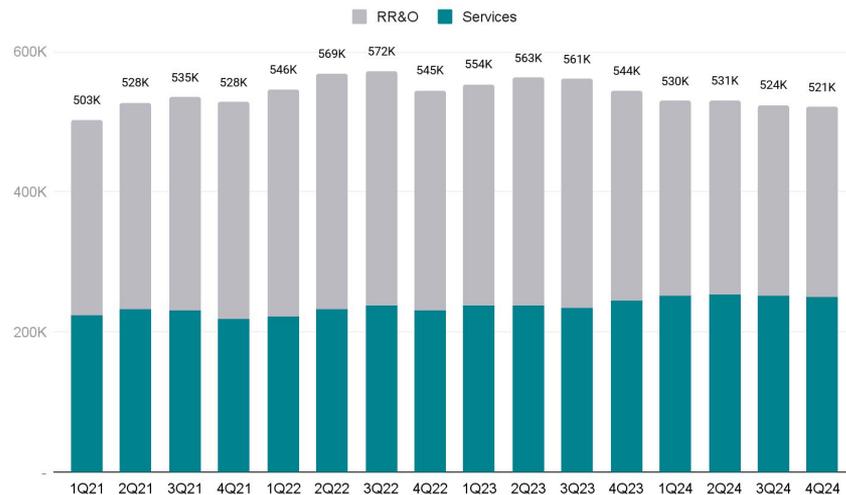
Category breadth drove record ad revenue

Diversified advertising base provides an element of stability against macro fluctuations

Advertising Revenue



Paying Advertising Locations

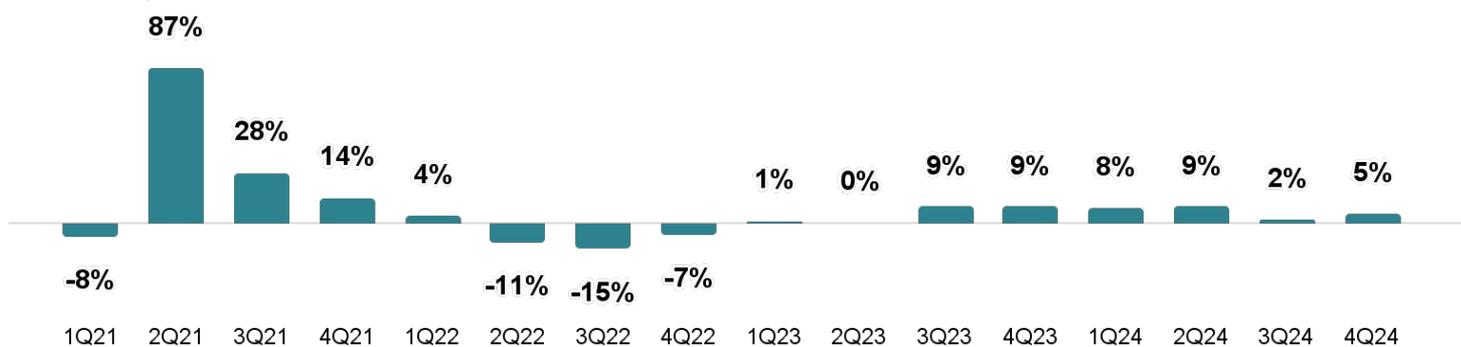


RR&O Services

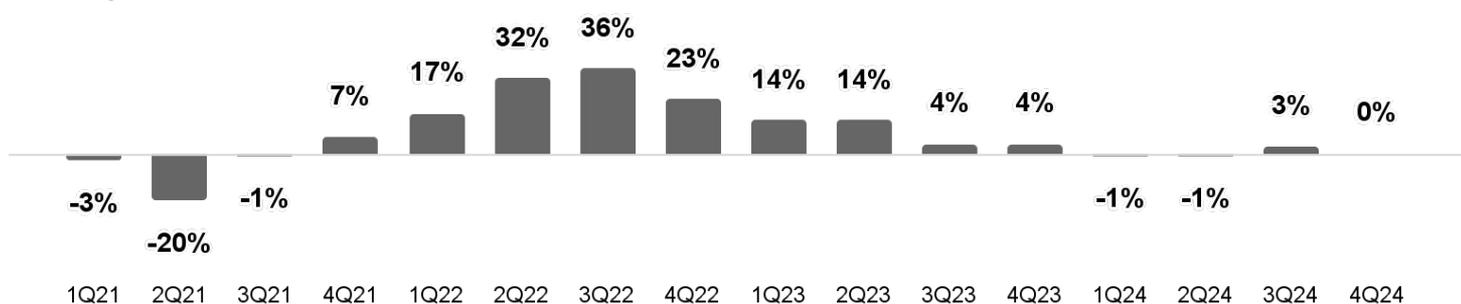
Delivering more value to advertisers

Focus on driving high-quality ad clicks at compelling prices

Ad Clicks, Y/Y



Average CPC, Y/Y



APPENDIX

Adjusted EBITDA reconciliation

(\$ in millions)	2020	2021	2022	2023	2024
Net Income (Loss)	(\$19.4)	\$39.7	\$36.3	\$99.2	\$132.9
+ Tax & Other Income, Net	(19.4)	(8.2)	22.0	(20.1)	18.2
+ Depreciation & Amortization	50.6	55.7	44.9	42.2	40.4
+ Stock Based Compensation	124.6	151.7	156.1	173.5	158.2
- Gain on Disposal of a Business Unit	0.0	0.0	0.0	0.0	0.0
+ Restructuring & Integration	3.9	0.0	0.0	0.0	0.0
+ Acquisition & Integration	0.0	0.0	0.0	0.0	1.3
+ Fees Related to Shareholder Activism	0.0	0.0	0.0	1.3	1.2
+ Litigation Settlement	0.0	0.0	0.0	11.0	0.0
+ Asset Impairment	0.0	11.2	10.5	23.6	5.9
+ Gain on Lease Termination, Net	<u>0.0</u>	<u>(3.7)</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>
Adjusted EBITDA	\$140.3	\$246.3	\$269.8	\$330.5	\$358.0
Net Revenue	\$872.9	\$1,031.8	\$1,193.5	\$1,337.1	\$1,412.1
Net Income (Loss) Margin	(2.2%)	3.8%	3.0%	7.4%	9.5%
Adjusted EBITDA Margin	16.1%	23.9%	22.6%	24.7%	25.4%

We define Adjusted EBITDA as Net income (loss), adjusted to exclude: provision for (benefit from) income taxes; other income, net; depreciation and amortization; stock-based compensation expense; and, in certain periods, certain other income and expense items. We define Adjusted EBITDA margin as Adjusted EBITDA divided by Net revenue. This presentation includes Adjusted EBITDA and Adjusted EBITDA margin, each of which is a "non-GAAP financial measure." Adjusted EBITDA is not prepared under any comprehensive set of accounting rules or principles, has limitations as an analytical tool, and you should not consider it in isolation or as a substitute for analysis of Yelp's results as reported under GAAP. In particular, Adjusted EBITDA should not be viewed as a substitute for, or superior to, GAAP Net income (loss) as a measure of profitability or liquidity. You can read more about the limitations of Adjusted EBITDA, as well as the basis of presentation of the numbers in the table above, in Yelp's most recent Annual Report on Form 10-K or Quarterly Report on Form 10-Q at www.yelp-ir.com or the SEC's website at www.sec.gov. Because of these limitations, you should consider Adjusted EBITDA and Adjusted EBITDA margin alongside other financial performance measures, including various cash flow metrics, Net income (loss) and Yelp's other GAAP results.

Free cash flow reconciliation

(\$ in millions)	2020	2021	2022	2023	2024
Net cash provided by operating activities	\$176.7	\$212.7	\$192.3	\$306.3	\$285.8
+ Purchases of property, equipment and software	<u>(32.0)</u>	<u>(28.3)</u>	<u>(32.0)</u>	<u>(26.8)</u>	<u>(37.3)</u>
Free cash flow	\$144.7	\$184.4	\$160.3	\$279.4	\$248.5
Net cash (used in) provided by investing activities	248.4	(27.7)	(126.1)	(54.7)	(77.3)
Net cash used in financing activities	(21.1)	(300.5)	(237.5)	(246.8)	(303.8)
Net revenue	\$872.9	\$1,031.8	\$1,193.5	\$1,337.1	\$1,412.1
Net cash provided by operating activities margin	20%	21%	16%	23%	20%
Free cash flow margin	17%	18%	13%	21%	18%

We define Free cash flow as Net cash provided by operating activities, less cash used for purchases of property, equipment and software. We define Free cash flow margin as Free cash flow divided by Net revenue. This presentation includes Free cash flow and Free cash flow margin, each of which is a "non-GAAP financial measure." Free cash flow is not prepared under any comprehensive set of accounting rules or principles, has limitations as an analytical tool, and you should not consider it in isolation or as a substitute for analysis of Yelp's results as reported under GAAP. In particular, Free cash flow should not be viewed as a substitute for, or superior to, GAAP Net cash provided by operating activities as a measure of profitability or liquidity. You can read more about the limitations of Free cash flow, as well as the basis of presentation of the numbers in the table above, in Yelp's most recent Annual Report on Form 10-K or Quarterly Report on Form 10-Q at www.yelp-ir.com or the SEC's website at www.sec.gov. Because of these limitations, you should consider Free cash flow and Free cash flow margin alongside other financial performance measures, including various cash flow metrics, Net income (loss) and Yelp's other GAAP results.