Investor Presentation

February 2022

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 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 fluctuations in the number of COVID-19 cases and the spread of COVID-19 variants, the COVID-19 vaccination rate in the United States, the timeframe for the lifting of COVID-19-related public health restrictions and the pace of economic recovery in local economies and the United States generally; the impact of fear or actual outbreaks of diseases, including the COVID-19 pandemic and any variants thereof, and any resulting changes in consumer behavior, economic conditions or governmental actions; our ability to maintain and expand our base of advertisers, particularly as many businesses continue to face operating restrictions in connection with the COVID-19 pandemic and other constraints; 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-Q or Form 10-K 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 competitive moat and lower traffic acquisition cost

Broad-based Local Ad Platform

Large, high-intent consumer audience supports broad-based advertising model with large TAM and significant monetization opportunity

Sustainable Growth

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

Transformed Business Model

Consistent execution of strategic initiatives has driven structural efficiency through product innovation and sales channel mix

Prudent Capital Allocation

Nearly $1 billion returned to shareholders through repurchases[1]

Strong Governance

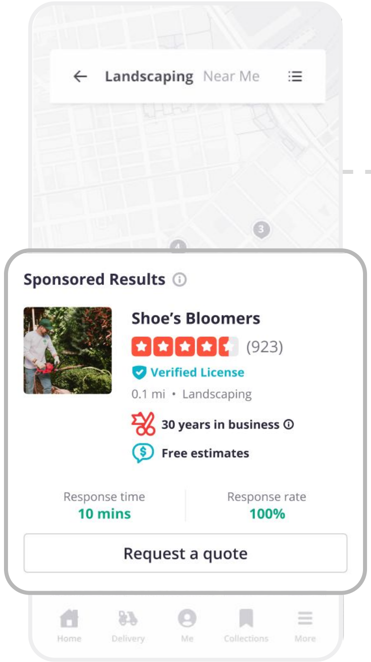
Talented Board with diverse skill set and focus on performance, including ESG and Yelp's mission in our local communities

[1] As of December 31, 2021

About Yelp

Yelp is all things local

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

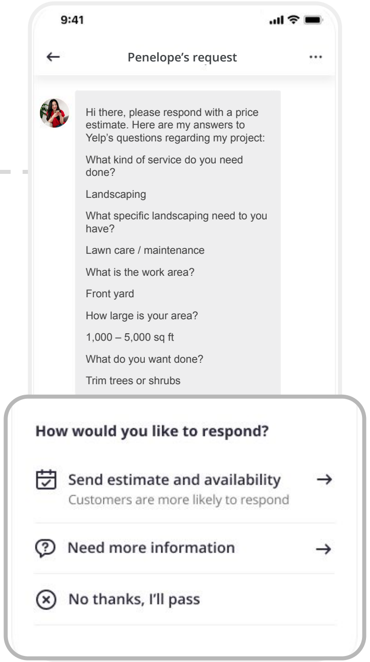


Consumers

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

83 million
Unique visitors on desktop and mobile[1]

Affluent: >50% come from households with >$100k in annual income[3]

High-intent: 90% make a purchase within a week of searching on Yelp[4]

244 million
Cumulative reviews[2]

Local Businesses

5.8 million
Active claimed local business locations[2]

Up-to-date info: More than 1.4 million business listing updates per month[5]

Broad-based: 23 business categories with more than 1000 subcategories

528,000
Paying advertising locations[6]

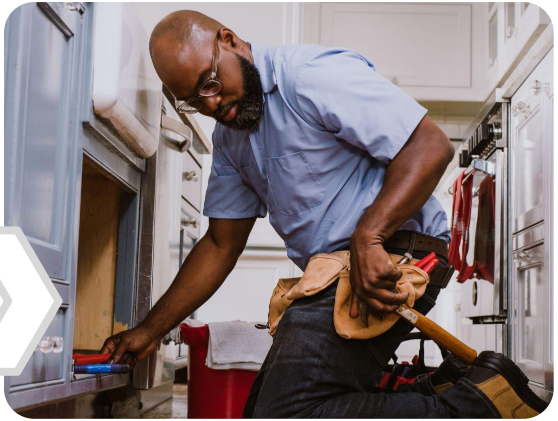
[1] ComScore, monthly average for Q4 2021 [2] As of December 31, 2021 [3] Comscore, January 28, 2022 [4] June 2019 Survey by SurveyMonkey Audience of people who reported having used Yelp in the prior 3 months [5] Monthly average for 2021 [6] Monthly average for Q4 2021

Our breadth is an advantage

High-frequency categories drive consumer traffic to the categories with the **highest value**

Restaurants, Retail & Other

~90% of Page Views & Searches
~ 40% of Ad Revenue



Services

~ 10% of Page Views & Searches
~ 60% of Ad Revenue

Note: Page Views & Searches and Advertising Revenue by Category for FY21

Trusted Content

Trusted Content

Consumers value quality review content

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

97%

Of consumer respondents find reviews with text more trustworthy[1]

70%

Of consumer respondents rarely visit a new business without first checking the reviews[1]

75%

Of consumer respondents are reading more online reviews than ever before[1]

[1] Survey commissioned by Yelp and conducted by Kelton Global, October 2021

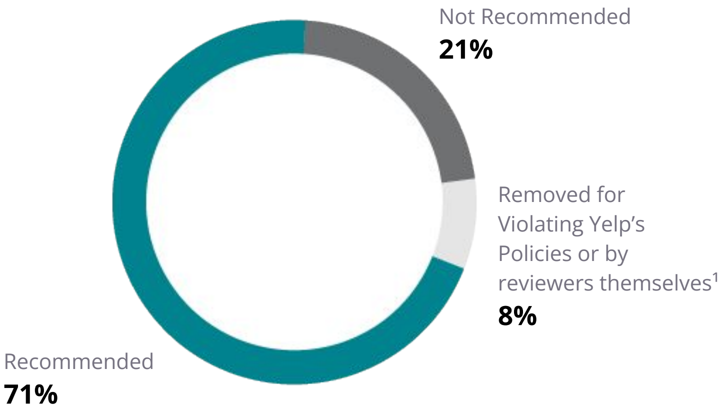
Trusted Content

We invest in trust leadership

We take industry-leading measures to maintain content integrity and quality

Cumulative Review Distribution

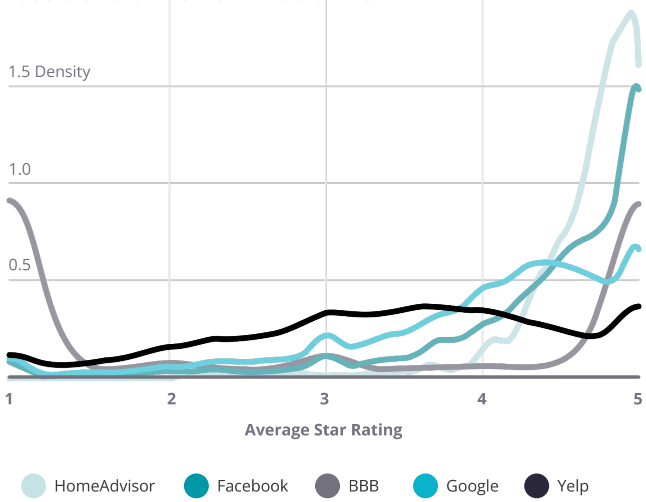
As of December 31, 2021



Strong Content Moderation: 29% of our content is not recommended or removed for violating our policies or by reviewers themselves

Distribution of Average Business Ratings

Across Several Review Platforms[2]



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

[1] Yelp users can remove their own reviews on the platform, either individually or by closing their accounts [2] Source: Devesh Raval, Federal Trade Commission. September 2020 Chart: The DataFace

Trust fuels our consumer engine

Our large consumer audience returns to Yelp for high-quality, trusted content

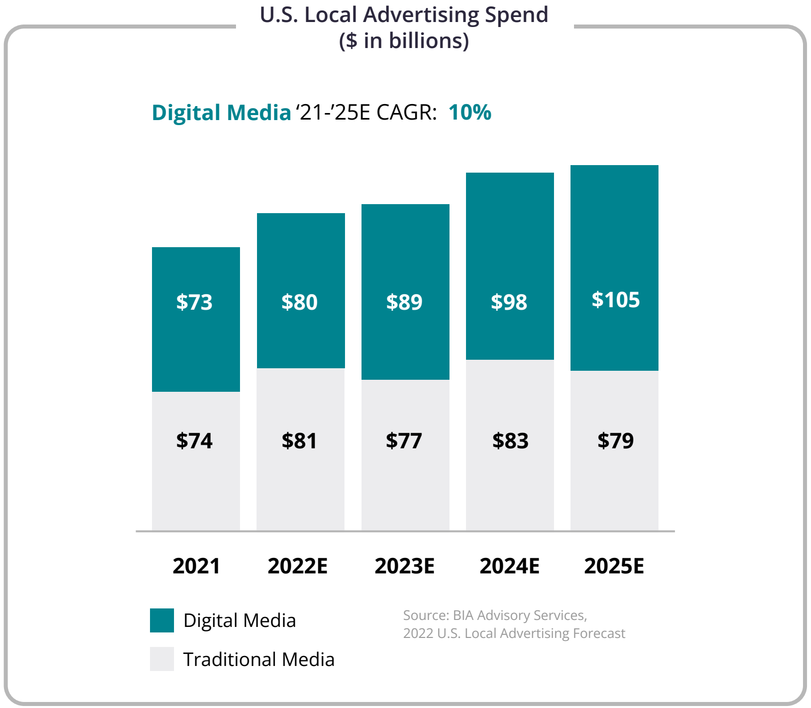
More Users
Consumers come to Yelp for trusted local content

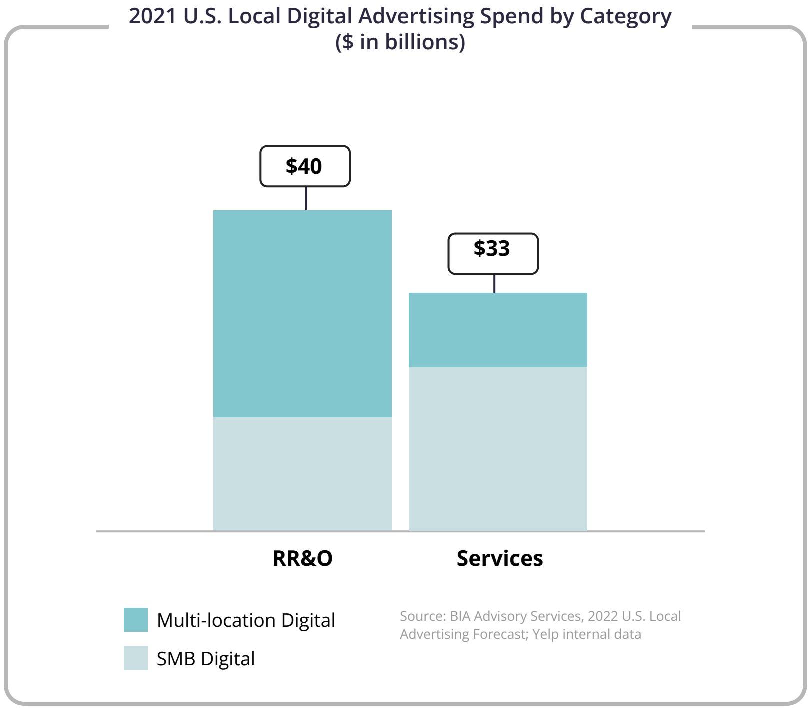
More Reviews
Frequent users leave more reviews on local businesses

More Businesses
More local businesses engage with their Yelp pages

Broad-based
Local Ad Platform

Large and growing market





Significant monetization opportunity

Our strategy is designed to monetize more leads in high-value Services categories

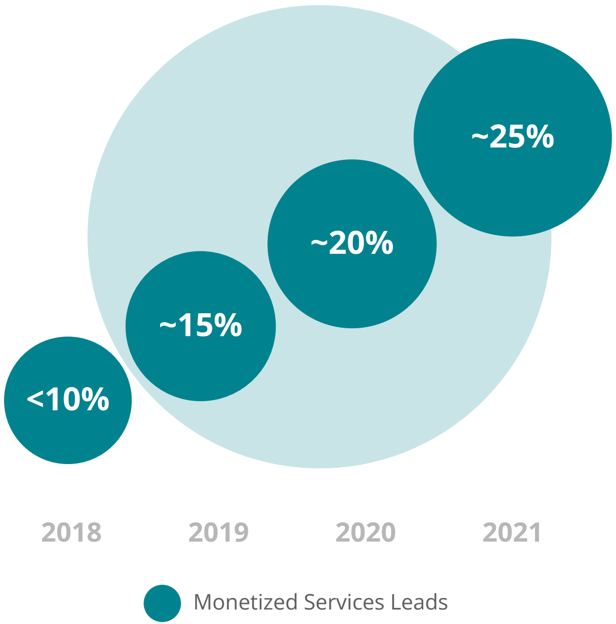
Yelp's large audience generates millions of leads every day

In 2021, we monetized approximately **25% of those leads in Services**[1]

To drive greater monetization, we are focused on:

- Growing our large volume of consumer leads
- Matching consumers with the right service pros
- Retaining customers by delivering more high-quality leads

Consumer Services Leads[1]



[1]Services leads on Yelp include requests, calls, and URL clicks.

Broad-based Local Ad Platform

Owned & operated local ad platform

Ad products leverage first-party data across categories and all stages of the consumer funnel

Consumer Funnel	Yelp Ad Products: On Platform	Yelp Ad Products: Off Platform via Yelp Audiences	Attribution: On Platform	Attribution: Off Platform via Yelp Audiences
Awareness	Sponsored Collections (M) Spotlight Ads (M)	Connected TV (M) Display (M)	Opens, Clicks & Visits (M)	Brand Lift (M)
Consideration	Themed Ads Profile Upgrades Showcase Ads (M)		Store Visits (M)	Store Visits (M)
Conversion	Search Ads Request-A-Quote Nearby Jobs	Direct Response (M)	Call Tracking Online Conversion (M) Leads	Call Tracking Online Conversion (M)
Retention	Yelp Connect		Opens, Clicks & Visits	

M Multi-location only

Cutting-edge search and advertising technology

Experimentation driven

Hundreds of product experiments running simultaneously, with thousands of experiences tested per year

High velocity

Median developer lead time per feature improved by 80%[3]

Sophisticated ML & deep learning power advanced functionality

- Yelp's unsurpassed consumer review data yields personalized search and recommendations
- Deep understanding of our data allows prediction of user queries and optimization of our SEO strategy
- Our state-of-the-art search platform outperforms the industry-standard solution by 30-50% while costing as much as 40% less to run,[1] allowing better ad targeting and search matching
- To conduct an average of 20M auctions per day, we predict demand for 16M ad categories and time intervals to set bid pricing and pacing, then optimize bids 48x per day per advertiser with the goal of delivering more value
- Novel "small-block" deep learning infrastructure yields 100x training speed increase[2] for better click-through rate prediction
- Proprietary service orchestration framework allows dynamic and scalable AWS utilization with class-leading cost efficiency

[1] Compared to Yelp's previous Elasticsearch-based ranking platform. Cost savings consist of reduced infrastructure costs. [2] Compared to the training speed of traditional deep learning frameworks on this problem. [3] Improvement measured in 2020 and sustained into 2021. Includes U.S. employees only

Sustainable Growth

Portfolio of initiatives designed to drive sustainable growth

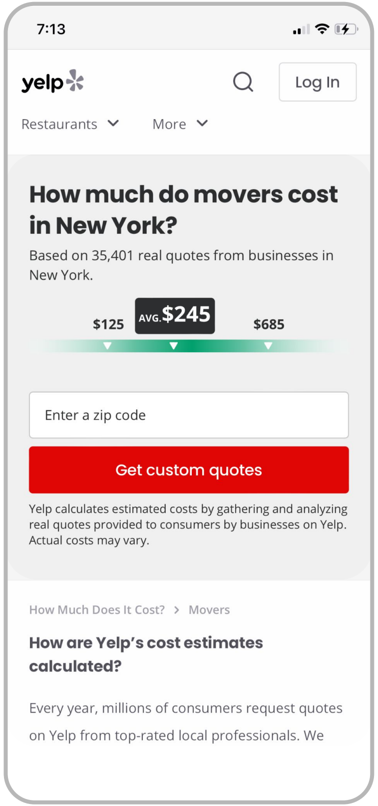
- Grow quality leads and monetization in Services
- Drive sales through the most efficient channels
- Deliver more value to advertisers
- Enhance the consumer experience

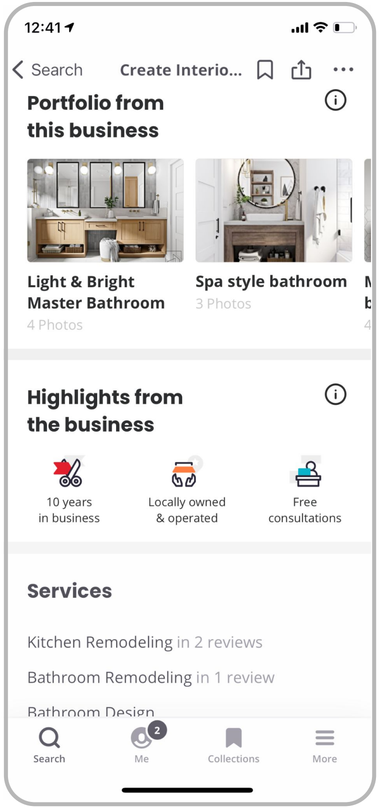
Sustainable Growth

Grow quality leads and monetization in Services

Match more consumers with the right Services pros

- Further differentiate the Services product experience
- Improve lead quality and distribution
- Increase monetization



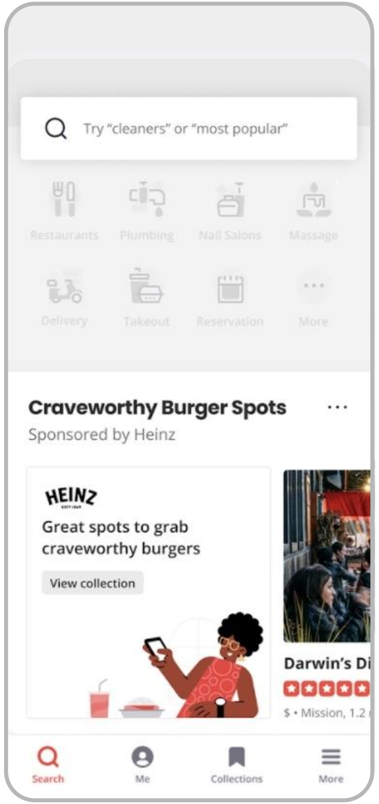


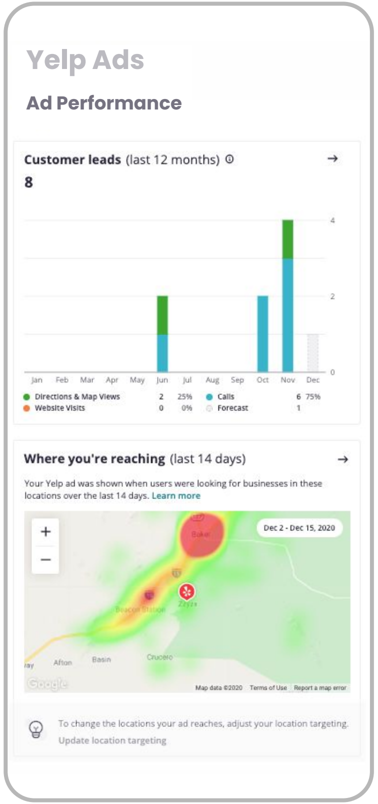
Sustainable Growth

Drive sales through the most efficient channels

Acquire and retain high-potential SMB and multi-location customers

- Marketing and streamlined flow for Self-serve acquisition
- New tools to drive business owner engagement
- Expanded Multi-location product portfolio

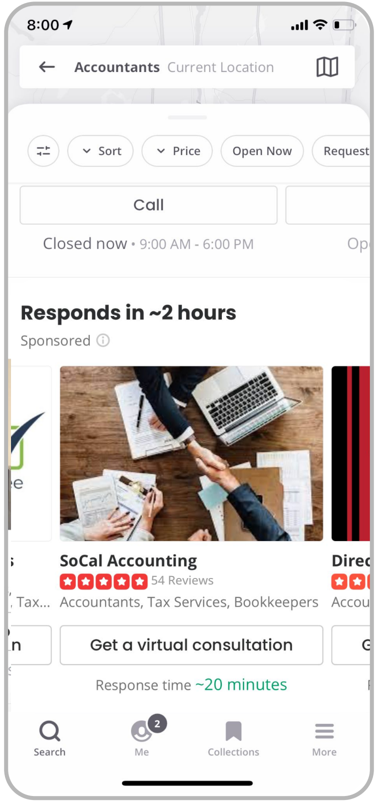


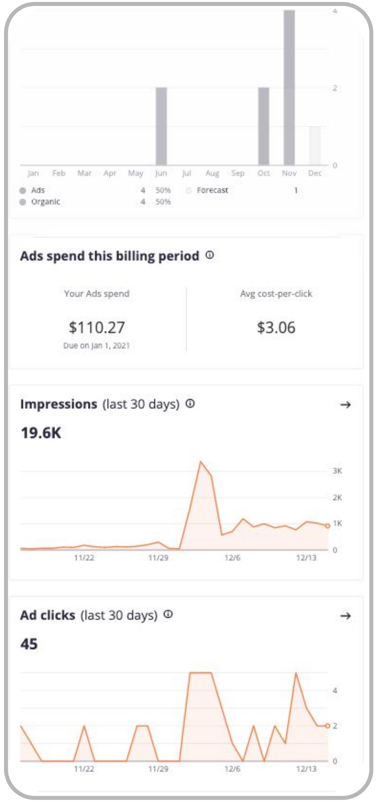


Deliver more value to advertisers

Increase client satisfaction and retention through more ad clicks and new offerings

- Ad system optimizations
- New ad formats and offerings
- Improve ad relevance and matching

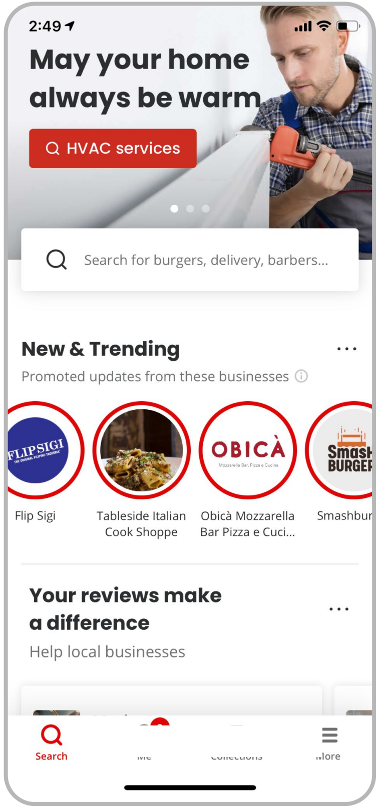


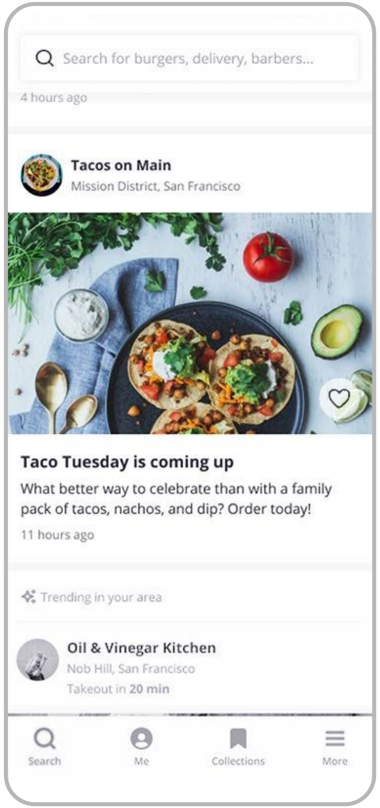


Enhance the consumer experience

Expand trusted content and engagement of our large audience

- Reduce review friction to boost contributors
- Differentiate the core experience to drive engagement
- Bring Android experience to parity with iOS





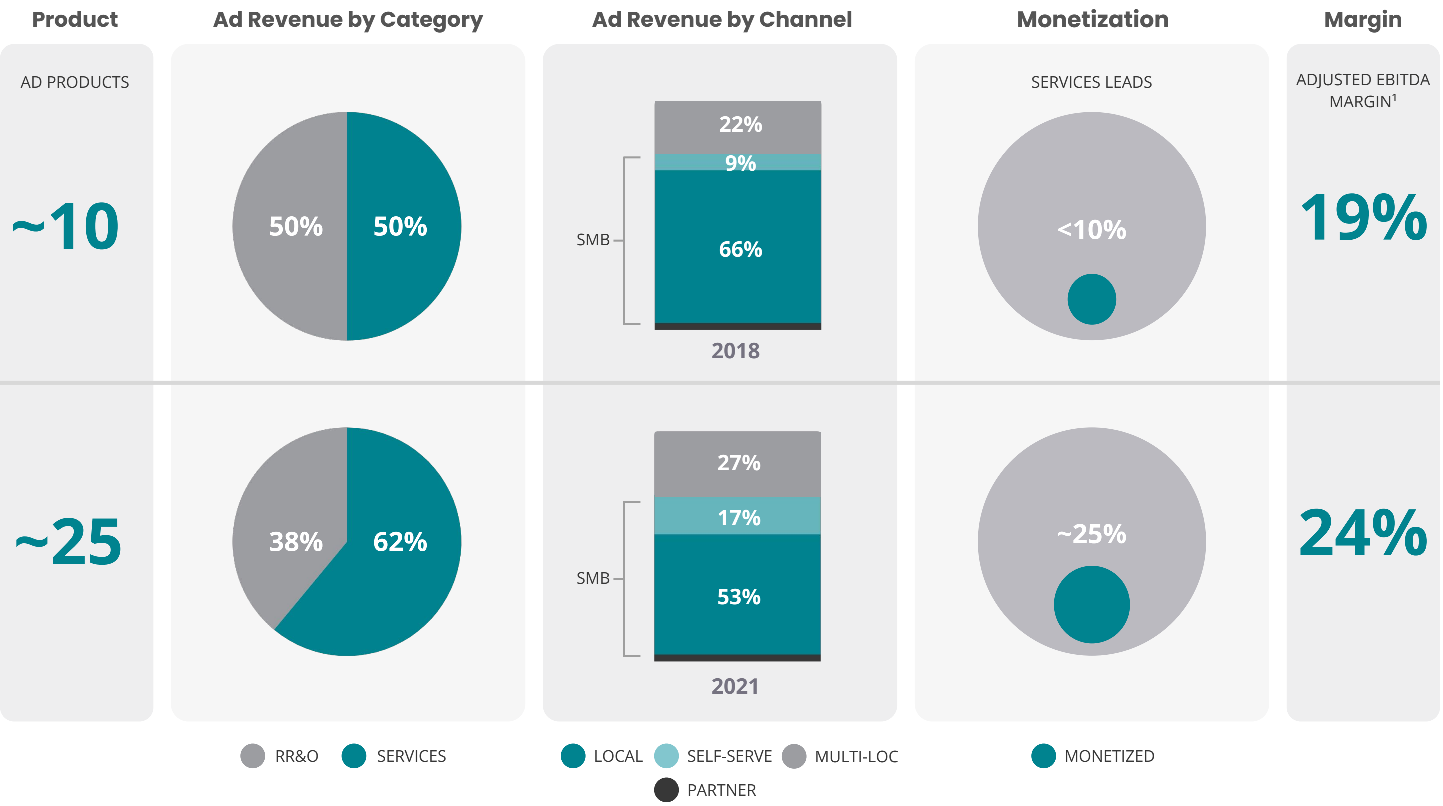
Transformed Business Model

Successful business transformation

The strategic initiatives we began in 2019 have transformed Yelp's business model

2018
Growth driven by Local sales headcount

2021
Growth driven by product innovation

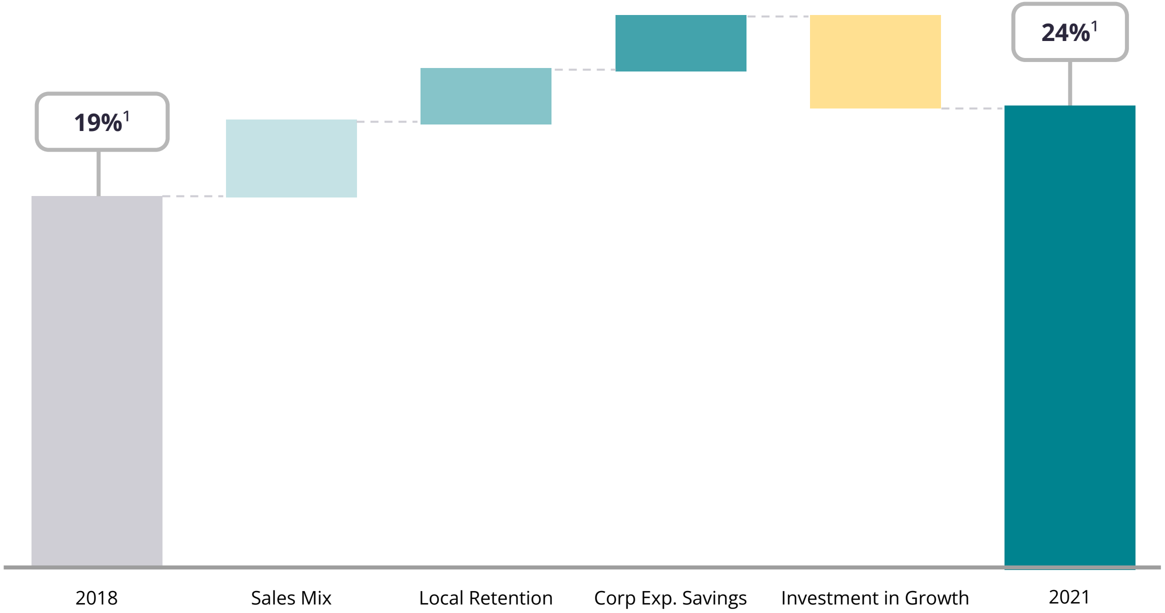


[1] See Appendix for how we define Adjusted EBITDA margin and a reconciliation of Net income (loss) margin to Adjusted EBITDA margin for the periods presented and for information about the limitations of adjusted EBITDA as an analytical tool. FY 2018 Net income margin was 6%. FY 2021 Net income margin was 4%.

Strategic initiatives drove a record annual Adjusted EBITDA margin

Key drivers of Adjusted EBITDA margin expansion:

- Growth in accretive channels: Multi-location & Self-serve
- Improved retention by delivering more value to advertisers
- Cost structure optimizations
- Investments in Product Development and B2B marketing



[1] See Appendix for how we define Adjusted EBITDA margin and a reconciliation of 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. Net income margin for FY 2018 was 6%. Net income margin for FY 2021 was 4%.

Rationalized cost structure

Leverage in Sales & marketing enables investment in Product development to drive growth

Expenses as % of revenue[1]	**2013-2018**	**2019-2020**	**2021**
Cost of revenue	6-9%	6-7%	**8%**
Sales & marketing	51-57%	49-50%	**44%**
Product development	16-23%	23-27%	**27%**
G&A	13-18%	13-15%	**13%**
D&A	5%	5-6%	**5%**
Adjusted EBITDA Margin[2]	**13-19%**	**16-21%**	**24%**

[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. Net income (loss) margin ranged from (6%)-18% in 2013-2018, from (2%)-4% in 2019-2020 and was 4% in 2021.

Prudent Capital Allocation

Robust multi-year capital return program

Nearly $1 billion worth of shares repurchased

Strong Governance

Mission aligned with ESG impact areas

Committed to bringing trusted information into the marketplace and creating a positive impact

Consumer Advocacy

Serving as a trusted source for consumers by prioritizing useful and reliable information

Local Economy

Better connecting consumers and local businesses to support a vibrant local economy

Diversity & Inclusion

Fostering a healthy and inclusive workplace for our employees

Community

Making a positive impact on the local communities we serve

Public Policy

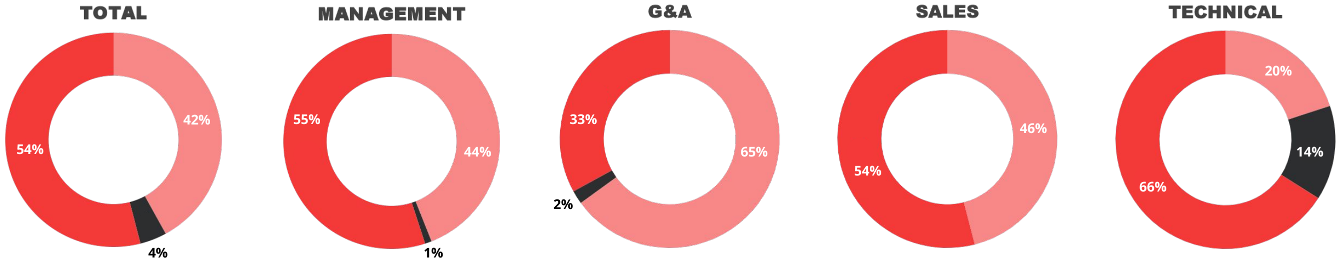
Shaping our industry for good

Focus on human capital management

We prioritize diversity, equity and inclusion

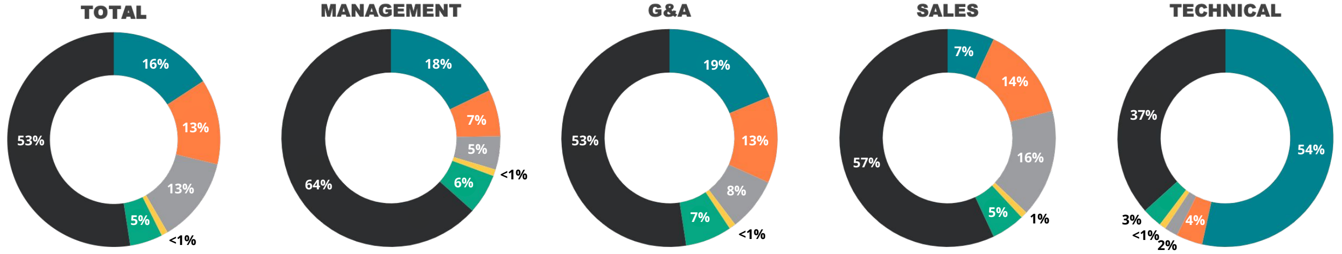
Gender Diversity

- Male
- Female
- No Disclosure



Ethnic Diversity

- White
- Asian
- Latinx
- Black or African American
- Native American
- 2 or More Races Not Hispanic/Latino

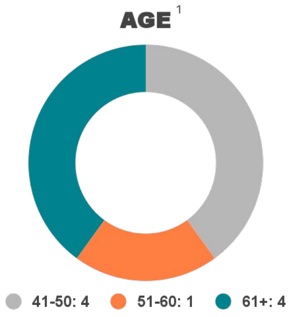


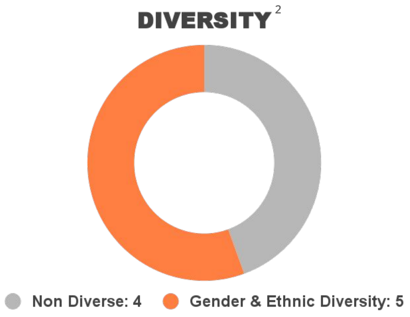
Diversity data is based on self-reported information from our employees from September 8, 2020 through August 31, 2021. Management is defined as all people managers. Please see our 2021 Diversity Report for more information.

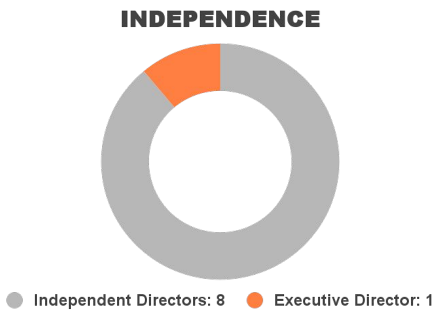
Strong Governance

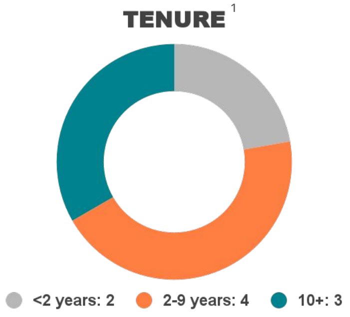
World-class board

Diverse, independent and highly qualified board









9 experienced directors with diverse skill sets:

5 new directors appointed in the last three years

8 are independent, including our Chair

9 have been senior executives of major public companies

6 have specific expertise in Yelp key categories[3]

5 have technology experience

[1] As of February 10, 2022 [2] 3 Women directors; 1 Asian director; 1 Black director [3] Includes Restaurants, Hospitality and Home Services

Track record of enhancing governance

Focused on driving shareholder value

2016
Collapsed dual-class share structure

2017
Initiated stock buyback program

Adopted director resignation policy

2018
Transitioned to net share withholding to reduce dilution

Adopted stock ownership guidelines

2019
Added three new independent directors

Introduced performance-based stock grants for executive compensation

2020
Added two new independent directors, expanding the Board to a total of nine directors

Adopted majority vote standard with director resignation policy

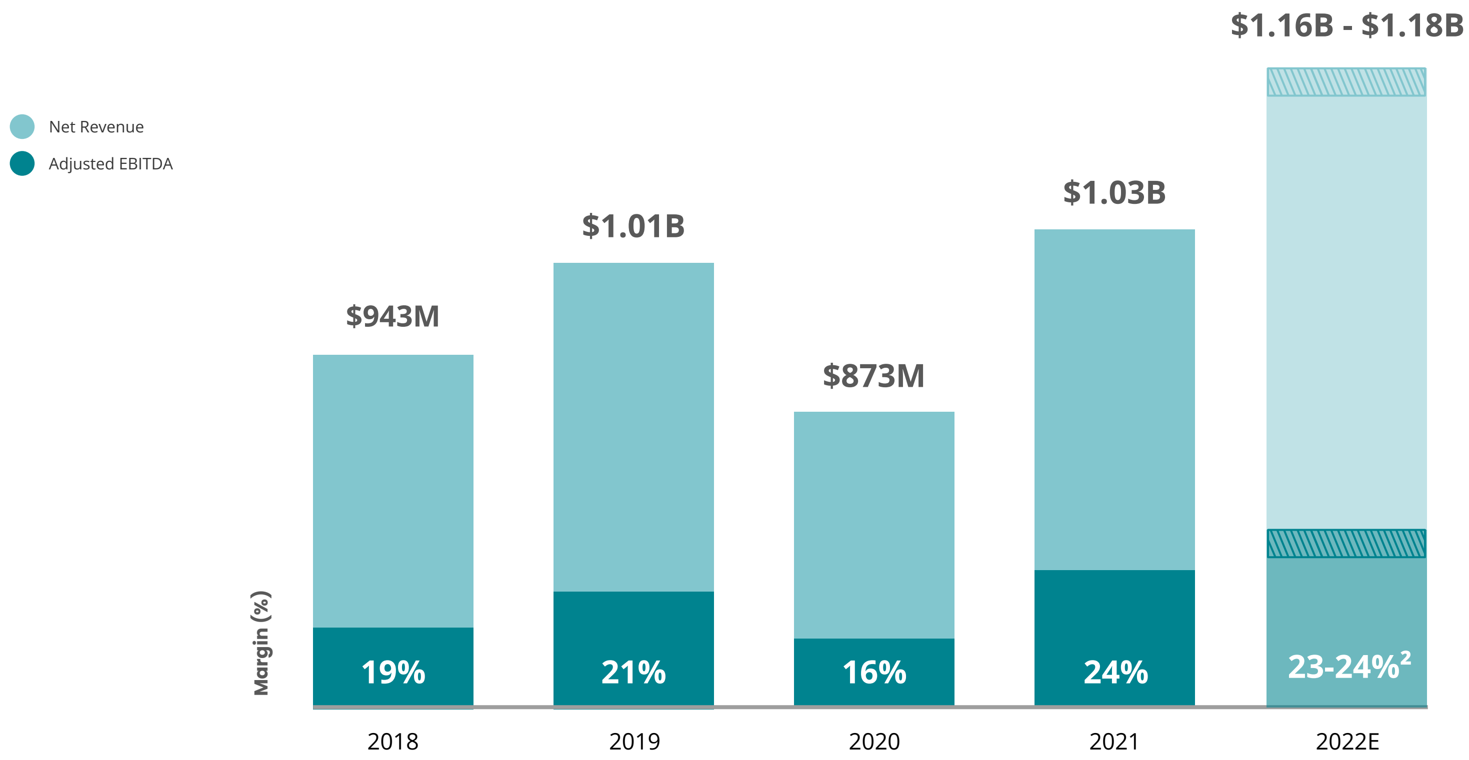
2021
Began phased Board declassification

2022
Implemented proxy access

Key Financial & Operational Metrics

Structurally improved business model

Back at pre-pandemic revenue levels with a record annual Adjusted EBITDA margin[1]

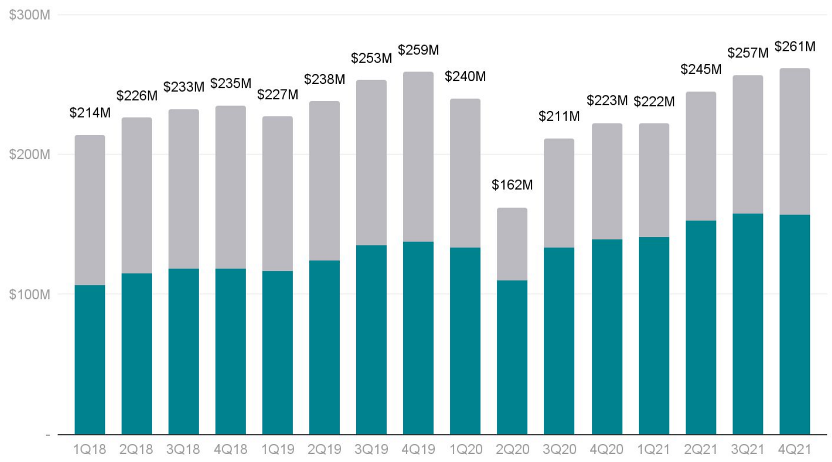


[1]See Appendix for how we define Adjusted EBITDA margin and a reconciliation of Net income (loss) margin to Adjusted EBITDA margin. FY 2018 Net income margin was 6%. FY 2019 Net income margin was 4%. FY 2020 Net loss margin was (2%). FY 2021 Net income margin was 4%.
[2]We have not reconciled our Adjusted 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 would 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.

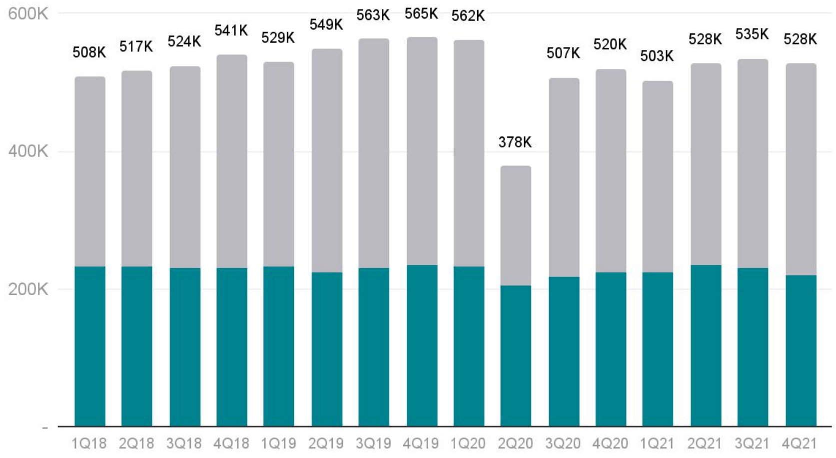
Category breadth drove record Ad revenue

Despite the pandemic, our monetization efforts contributed to record Services revenue in 2021, while RR&O categories continued to recover

Advertising Revenue



Paying Advertising Locations

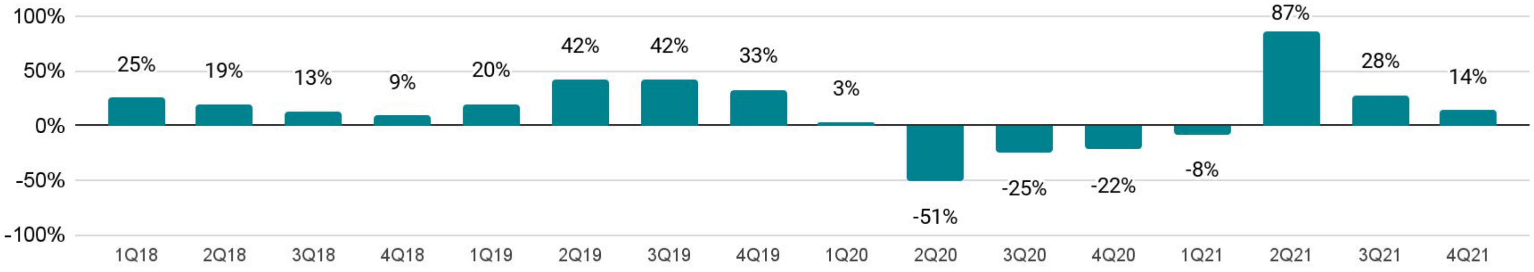


RR&O Services

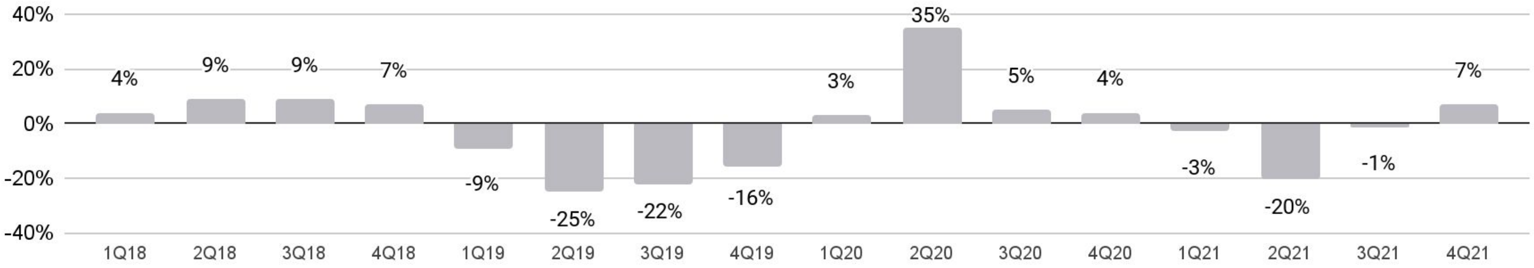
Delivering more value to advertisers

Focus on driving more Ad clicks at compelling prices

Ad Clicks, Y/Y



Average CPC, Y/Y



Appendix

Appendix

Adjusted EBITDA reconciliation

($ in millions)	2013	2014	2015	2016	2017	2018	2019	2020	2021
Net Income / (Loss)	($10.1)[1]	$36.5[1]	($32.9)[1]	($1.7)	$153.0	$55.4	$40.9	($19.4)	$39.7
+ Tax & Other Income, Net	1.2	(25.5)	11.6	(0.4)	26.6	(29.5)	(5.4)	(19.4)	(8.2)
+ Depreciation & Amortization	11.5	17.6	29.6	35.3	41.2	42.8	49.4	50.6	55.7
+ Stock Based Compensation	26.1	42.3	60.8	86.3	100.4	114.4	121.5	124.6	151.7
- Gain on Disposal of a Business Unit	0.0	0.0	0.0	0.0	(163.7)	0.0	0.0	0.0	0.0
+ Restructuring & Integration	0.7	0.0	0.0	3.5	0.3	0.0	0.0	3.9	0.0
+ Fees Related to Shareholder Activism	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0
+ Asset Impairment	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.2
+ Gain on Lease Termination, Net	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(3.7)
Adjusted EBITDA	**$29.4**	**$70.9**	**$69.1**	**$123.0**	**$157.8**	**$183.1**	**$213.5**	**$140.3**	**$246.3**
/Net Revenue	$233.0	$377.5	$549.7	$716.1	$850.8	$942.8	$1,014.2	$872.9	$1,031.8
Net Income / (Loss) Margin	(4.3%)	9.7%	(6.0%)	(0.2%)	18.0%	5.9%	4.0%	(2.2%)	3.8%
Adjusted EBITDA Margin	**12.6%**	**18.8%**	**12.6%**	**17.2%**	**18.5%**	**19.4%**	**21.1%**	**16.1%**	**23.9%**

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 of 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.

[1] Amounts have not been recast in accordance with Accounting Standards Update 2014-09, "Revenue from Contracts with Customers (ASC 606)."