yelp

ESG Report 2024

A Letter From Our CEO

Welcome to Yelp's 2024 ESG Report — a reflection of our journey toward creating a more sustainable, equitable, and inclusive future. We approach our goals with openness and a readiness to learn and adapt. This year, we're excited to share our progress toward our ambitious goal of achieving net zero by 2031, our efforts to foster a diverse, inclusive workplace, and our initiatives to provide unparalleled value to businesses and consumers.
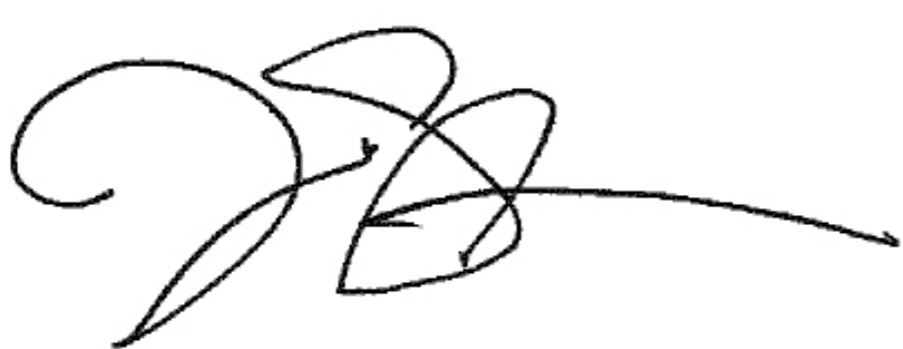
Our vibrant community of consumers — people who rely on us to provide trustworthy, reliable information to make everyday spending decisions — is at the core of everything we do. Since our last report, we've launched a number of new features to enhance the experience for consumers and business owners, including improved search powered by large language models and applying artificial intelligence to increase advertising value. In addition to facilitating easier connections across our marketplace, we are also leveraging advancements in LLM technology to better detect inappropriate content at scale, helping maintain an environment where everyone feels welcome and respected.

This commitment to fostering connection extends to our workplace culture. Operating as a fully remote company has not only helped to reduce our environmental impact but also enhanced employee engagement. In 2023, 90% of respondents to our annual survey of employees reported effective collaboration remotely, and 96% felt supported by an inclusive environment promoted by both their managers and Yelp as a company.

Although remote work has proven beneficial for both our employee experience and company performance, it also presents added complexity for direct reductions in carbon emissions, since our environmental impact is distributed across thousands of households and diverse geographies. To address these challenges, we're pursuing employee education and diving deeper into understanding our suppliers' carbon emissions.

We're also working to advance our 2031 goal to achieve net zero by engaging in a five-year investment to help develop five new small-scale solar facilities in Michigan through a virtual power purchase agreement. By supporting the construction of these renewable power projects, we expect to offset approximately 1,000 pounds of CO_2/ MWh once the facilities come online — for comparison, this equates to more carbon dioxide in a year than our total electricity emissions for North America in 2023. Based on our current expectations, we believe this output will offset substantially all of the electricity emissions of both our offices and our remote work employees in North America for the five-year duration of our investment. These steps mark just the beginning of our efforts to create a meaningful reduction in our carbon footprint as we navigate how to substantively reduce our impact.

Thank you for your continued support and interest in Yelp's ESG journey.

Jeremy Stoppelman
Co-Founder and Chief Executive Officer, Yelp

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About Yelp

Yelp Inc. was founded 20 years ago as a community-driven platform that connects people with great local businesses. As a one-stop local platform, Yelp's high-quality, trusted content gives consumers the confidence to make informed choices about everyday services and experiences.

Reflecting our values, Yelp has long been committed to being a positive force in the world, and our commitment to transparency around Environmental, Social, and Governance (ESG) reporting is an extension of these values. As we've grown, our platform has allowed us to advocate for consumer privacy, free and fair competition on the internet, and free speech. We help businesses on our platform demonstrate their commitment to sustainability, inclusivity, and diversity, and help values-minded consumers find impact-driven local businesses.

Learn more at www.yelp.com.

Our Values

Our mission today is the same as the day we started: To connect people with great local businesses. We also strive to be a place where our employees love to work. Our distinct set of values is the backbone of our corporate culture. These values aren't just words, they're guideposts for goal-setting and measuring sticks for success. They help us show up in the best way for our stakeholders, including our employees, consumers, business owners, investors, and communities.

Our core values are key to our success as a business and as an employer.

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

4,700+
Yelp employees live in

6 countries
worldwide, including

49 U.S. states*

74 million
unique visitors on
desktop and mobile**

$1.34 billion
in revenue in 2023, a 12%
year-over-year increase

7.1 million
active claimed
local business locations***

287 million
cumulative reviews****

Key Moments

Since our last ESG Report, Yelp has found new ways to support our employees and broader user community.

April 2023

Yelp introduced more than a dozen new product updates, including an enhanced search experience that leverages artificial intelligence (AI), including large language models (LLMs), as well as Yelp Guaranteed, a satisfaction guarantee program that offers Request a Quote users peace of mind when hiring eligible home service professionals.

Yelp released its second ESG Report, sharing its goal to reach net zero by 2031.

June 2023

Continuing its commitment to remote work, Yelp closed offices in Phoenix, Arizona and Hamburg, Germany.

September 2023

Yelp released its 2022 Diversity Report, highlighting the company's work in cultivating an environment where employees can be their whole professional selves.

Yelp published an index of Compensated and Suspicious Activity Consumer Alerts to further alert consumers of businesses that have engaged in deceptive behavior.

January 2024

Yelp released more than 20 new updates, including AI-powered business summaries, review recognitions, a new visual home feed, services experience updates, and a revamped business owner experience.

February 2024

Yelp delivered one of its strongest financial performances ever in 2023, reporting $1.34 billion in net revenue.

Yelp released its 2023 Trust & Safety Report, which highlighted how Yelp maintains the integrity and quality of content on its platform.

* As of December 31, 2023.
** Comscore Media Metrix®, December 2023.
*** As of December 31, 2023. Active means businesses that are open, associated with an active business owner account and have claimed status.
**** As of December 31, 2023. Cumulative reviews include those that are recommended, not recommended, and removed from Yelp's platform.

ESG Priorities and Impact

Stakeholder Insight Informs Yelp's ESG Strategy

We value stakeholder input and use it to shape our ESG strategy. In 2023 we conducted focus groups with employees, executives, and Yelp Board members, and surveyed Yelp Elite Squad members to understand whether stakeholder priorities had shifted since our comprehensive materiality* assessment in 2022.

We learned that our stakeholders remain invested in the same core issues going into 2024:

Providing value to businesses and consumers	**Diversity, inclusion, and belonging**	**Employee experience**
Content trust and safety	**Data privacy and security**	**Carbon footprint**

While our material issues remain unchanged, stakeholders emphasized the importance of reducing our carbon footprint and the commitment we made in 2023 to meet regulatory requirements and achieve net zero by 2031.

Regularly connecting with stakeholders to understand which ESG issues they believe Yelp can have the greatest impact on helps us to manage and communicate these issues consistently and clearly. We plan to periodically revisit this materiality assessment to identify and prioritize ESG issues in alignment with market trends, stakeholder expectations, and business risks and opportunities.

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

United Nations Sustainable Development Goals

Throughout this report, we've noted where our actions and impact align with the United Nations Sustainable Development Goals, a collaborative global effort to protect our planet and address the many inequalities that exist in our world.

While every goal is important, throughout this report we identify the goals toward which Yelp can make meaningful progress.

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Fostering Community

Diversity, Inclusion, and Belonging

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

View section >>

Employee Experience

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

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Yelp Foundation

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

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Diversity, Inclusion, and Belonging

Yelp is committed to fostering a safe and inclusive environment where employees can bring their whole professional selves to work. We believe all employees should feel a sense of belonging in the workplace, see role models who look like themselves, and have the same opportunities to succeed.
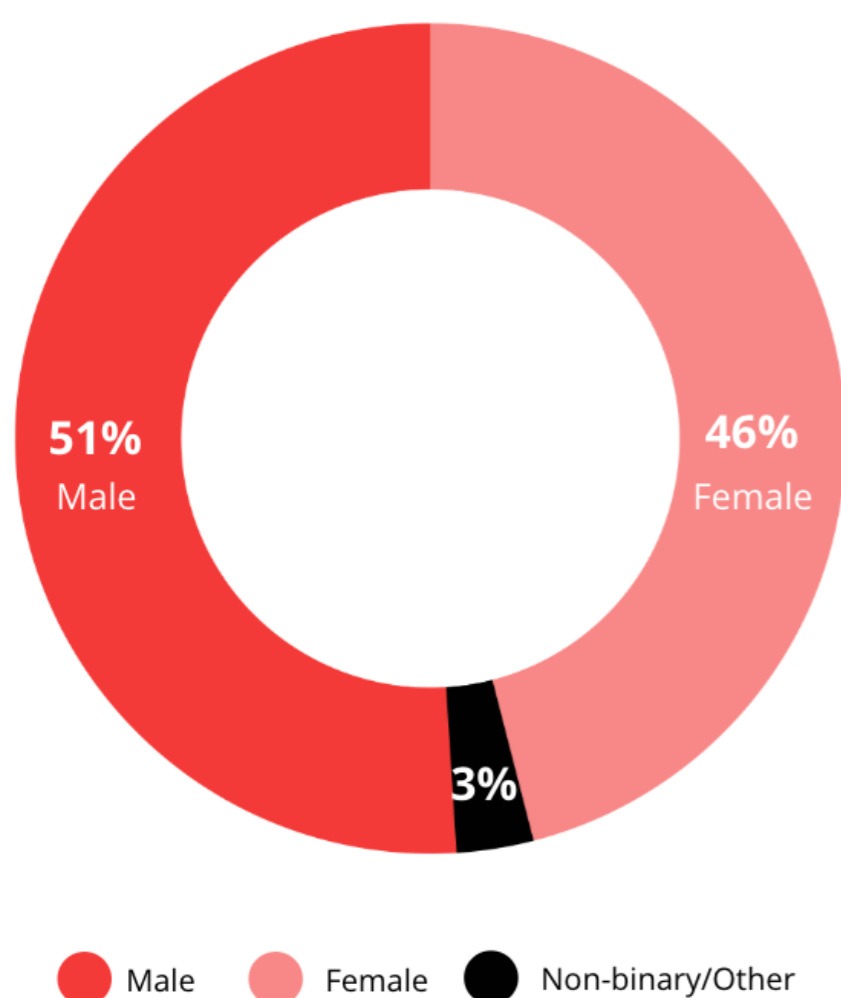
Yelp has not wavered in our commitment to diversity, inclusion, and belonging (DIB) initiatives, and we believe this work is more important than ever.

It remains our goal to champion authenticity and amplify underrepresented voices. We acknowledge that diversity represents the richness of our employees' lived experiences beyond strictly visible characteristics. We are expanding our infrastructure to enable us to act on a more robust set of demographic measures, including less visible characteristics such as caretaker status and disability, and to assess and improve our approaches to intersectional diversity.
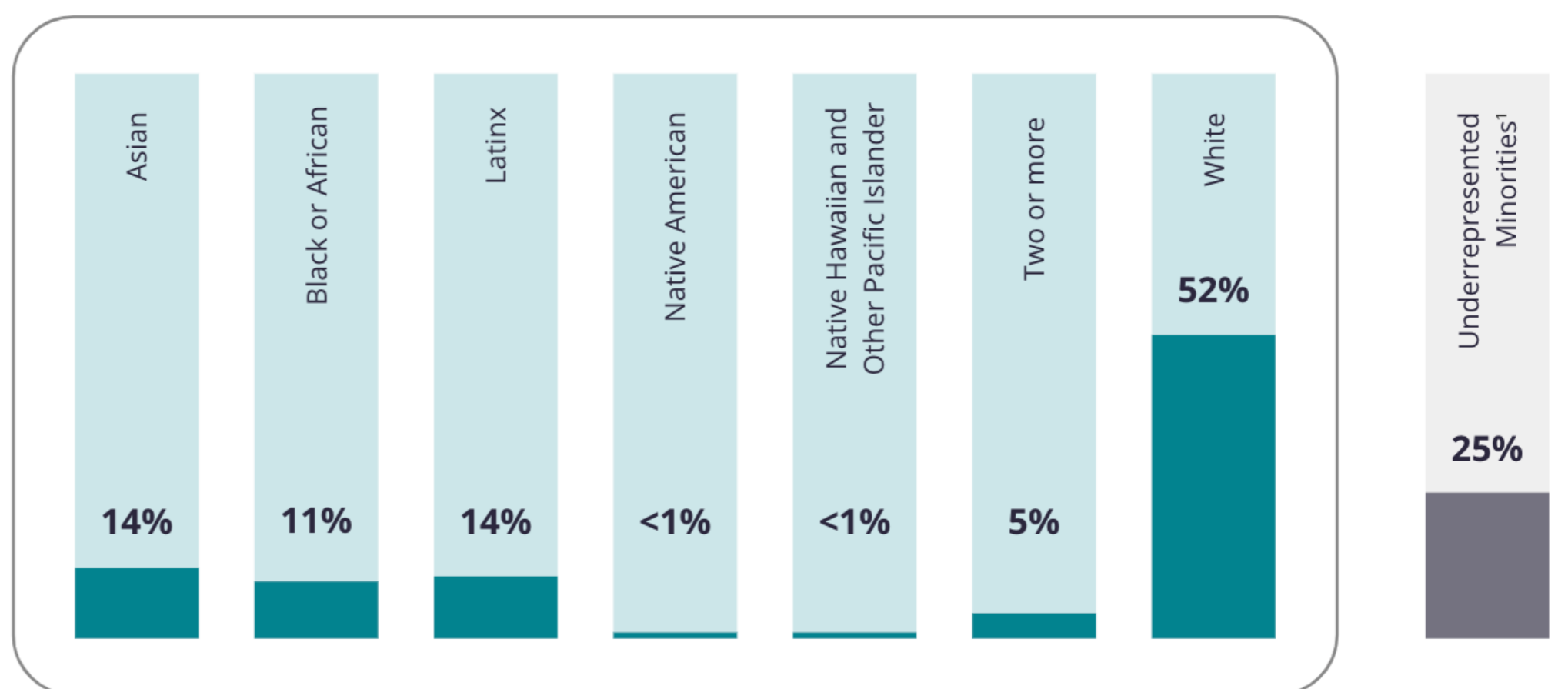
By the close of 2023, 98% of Yelp employees had voluntarily shared information about their gender, and 96% of U.S.-based employees had voluntarily shared information about their race and/or ethnicity.

Employees recognize the importance of sharing this data, and these high response rates indicate that employees trust Yelp to use this data responsibly in service of our commitment to DIB. We plan to continue asking employees to voluntarily share demographic information about themselves in accordance with applicable laws to help us best support our workforce.

Gender Diversity*

51% Male
46% Female
3%

● Male   ● Female   ● Non-binary/Other

Racial and Ethnic Diversity*

Asian	Black or African	Latinx	Native American	Native Hawaiian and Other Pacific Islander	Two or more	White	Underrepresented Minorities[1]
14%	11%	14%	<1%	<1%	5%	52%	25%

* Our 2023 racial and ethnic diversity data is based on self-reported information from our employees in the U.S. only. Our 2023 gender data is based on self-reported information from our global employee base. In 2023, we improved our data collection processes and revised our human capital data reporting for consistency and alignment with external standards, including by incorporating employees who declined to provide information regarding their ethnic identity. Please note that we have revised our previously reported gender and diversity data for 2021 and 2022 to conform to this updated presentation, as reflected in the Performance Data Tables at the end of this Report. 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.
1 The underrepresented minority grouping includes Black, Latinx, Native American, and Native Hawaiian and other Pacific Islander employees.

5 GENDER EQUALITY   8 DECENT WORK AND ECONOMIC GROWTH   10 REDUCED INEQUALITIES
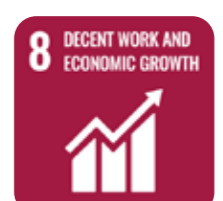
Promoting Inclusivity in a Remote Workplace

We believe our commitment to remote work gives us the opportunity to grow and cultivate an employee community enriched by a wide variety of backgrounds, talents, and perspectives.

Yelp is committed to inclusive hiring practices and pay equity. We employ a Diverse Slate approach to promote inclusive hiring practices and guide our Talent Acquisition teams to intentionally counter affinity bias (a tendency to hire candidates similar to ourselves) and status quo bias (a tendency to hire someone similar to the last person in the role). Yelp also partners with a variety of diverse organizations to further cultivate a robust, qualified candidate pool.

We look in part to our Diversity Task Forces, which we established in 2019, to help determine ways we can promote our DIB values within our existing employee base, with a strong focus on working toward closing racial and gender leadership gaps. We still have work to do, but we saw strong evidence through our 2023 employee survey that employees recognize Yelp as an inclusive remote workplace.[*]

96% of respondents **feel that Yelp promotes an inclusive environment** regardless of sexual orientation, race, age, nationality, or disability status[*]

- 95% of underrepresented racial minority respondents
- 95% of women respondents

96% of respondents **feel their manager promotes an inclusive environment** regardless of sexual orientation, race, age, nationality, or disability status

- 96% of underrepresented racial minority respondents
- 96% of women respondents

**95%** of respondents **feel their manager is considerate of them as a person**

- 95% of underrepresented racial minority respondents
- 94% of women respondents

Employee Resource Groups at Yelp

Belonging starts with community. Many of our employees find their communities through one or more of our 20+ voluntary, employee-led Yelp Employee Resource Groups (YERGs). These groups give employees with shared social identities, characteristics, life experiences, or interests the chance to network, learn, and grow together, independent of their professional roles.

In 2023, Yelp hosted its third YERG Summit. Yelp's Culture team coordinates this annual event, which brings YERG leaders together virtually to connect, learn, and collaborate. At this year's Summit, YERG leaders participated in a round table discussion with employee resource group leaders from across the tech industry and learned about topics like intersectionality and intentionality from a guest speaker.

* Data sourced from Yelp's 2023 People Experience Survey. The survey was sent to all employees globally, excluding contractors, interns, individuals on leave, and employees who were employed for fewer than 30 days at the time of survey launch.
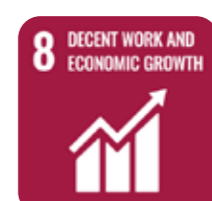
Supporting Women in the Remote Workplace

Gender diversity has grown over the years at the leadership level. Approximately 48% of Yelp employees at the manager level and above self-identified as women in 2023, an almost 2% increase from 2022. Yelp works to ensure that underrepresented groups, including women, have opportunities to advance into leadership roles, including through development training and mentorship programs.

Yelp assesses employee perceptions about career progression, autonomy, and work-life fit through the lens of our commitment to remote work. In our most recent employee survey, we saw improvement across several categories in 2023 from our women employees.**

92% of women respondents say they are confident they can make progress in their careers while working in a remote environment

↑ **6% from 2022**

87% of women respondents say they are able to make necessary changes in how they work to improve their own well-being

↑ **3% from 2022**

85% of women respondents say that they feel equipped to manage personal and work life demands

↑ **4% from 2022**

Meet Swati Arora

At Yelp, our commitment to DIB is fundamental to who we are and what we do. As a Senior Technical Sourcer, my role isn't just about hiring; it's about proactively driving Yelp's mission to build a workforce that celebrates a variety of experiences and perspectives. I'm proud to be part of a team that is committed to reducing bias and increasing the representation of underrepresented groups within our Engineering and Product orgs.

My typical day involves supporting Yelp's technical teams in finding diverse talent. This includes developing and executing initiatives that identify individuals who can contribute to our dynamic work environment. I am also actively engaged in candidates' initial interview steps, ensuring we're evaluating both the skills and the unique perspectives each person brings. This role has reaffirmed my belief that a diverse workforce isn't just a moral imperative; it's a strategic advantage for any organization, driving innovation and success.

Being part of Yelp means contributing to an environment where everyone, regardless of their background, can succeed and grow. *It has been so fulfilling to be able to help people discover a place to call home at Yelp, and each day presents a new opportunity to find extraordinary talent that widens our impact as a company.*

** Data sourced from Yelp's 2023 People Experience Survey. The survey was sent to all global employees, excluding contractors and interns, individuals on leave, and employees who were employed for fewer than 30 days at the time of survey launch.

5 GENDER EQUALITY　8 DECENT WORK AND ECONOMIC GROWTH　10 REDUCED INEQUALITIES
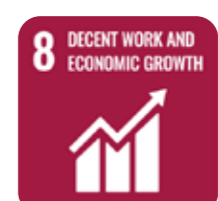
Employee Experience

Yelp puts the success and well-being of our employees at the heart of everything we do. We're committed to building and nurturing a culture that's informed by deep listening and intentional action. In the first half of 2023, we conducted listening sessions across the organization and refreshed our Global Employee Value Proposition to better reflect our culture and approach to work.

The Pillars of Our Global 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.

Thriving as a Remote Workforce

Yelp continued to embrace remote work in 2023, closing offices in Phoenix, Arizona and Hamburg, Germany due to underutilization. In 2023, Yelp employees lived in more than 1,300 unique cities in nearly all 50 U.S. states as well as in Belgium, Canada, Germany, Ireland, and the U.K. Yelp's geographically diverse workforce allows the organization to better represent and advocate for the varied needs of its users and customers around the world.

Yelp employees strongly prefer the flexibility and autonomy that working remotely provides and the company delivered one of its strongest financial performances ever in 2023. According to 2023 employee survey data, 91% of employees feel confident they can make career progress in a remote environment and 90% reported they've found effective ways to collaborate remotely.*

As we evolve our remote work experience, we also continue to invest in intentional, in-person gatherings, as we believe these purposeful events help build even deeper connections across teams.

We also continue to observe a desire to join Yelp from prospective employees. In 2023, views to the Yelp Careers page increased by 183% from the prior year.** Our remote workplace broadens our candidate pool and allows Yelp to recruit the best talent, regardless of location.

* Data sourced from Yelp's 2023 People Experience Survey. The survey was sent to all global employees, excluding contractors and interns, individuals on leave, and employees who were employed for fewer than 30 days at the time of survey launch.
** Calculated based on the total number of page views on www.yelp.careers in 2023 compared to the total number of page views in 2022.
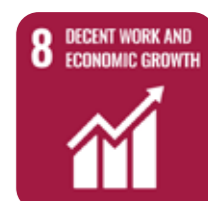
Listening to Our Employees

Employee feedback helps shape our employee programs at Yelp. In 2022 we heard from employees that they were interested in learning and development opportunities that provided them with insights from executives across the organization. Based on this feedback, in 2023 we launched "What I Learned," a learning and development program that includes lessons from Yelp executives on critical leadership skills, such as the importance of authentic conversations. We also continue to enhance asynchronous learning through self-guided programs that allow employees to build new skills at their own pace.

Employees also asked for clearer career paths and career advancement opportunities, areas in which we plan to make further investments. Yelp currently conducts regular performance conversations to help employees set and reach their goals and provides specialized management training for our sales teams.

As part of our person-first approach to well-being, employee feedback continues to drive the evolution of our benefit offerings to better support our remote workforce. A 2022 benefits survey found that 74% of respondents ranked "physical and mental well-being" as one of their most important employee benefits.*** This feedback led us to increase our wellness stipend amount by 33% in 2023. We also expanded our reproductive healthcare travel benefit in 2023 to provide reimbursement when employees need to travel out of their home state in order to access any covered services due to state bans, restrictions, or regulations — including reproductive health, gender-affirming care, fertility treatments, and other services under our medical plan.

The results of our 2023 People Experience Survey conveyed that 88% of employees recommend Yelp as a great place to work, up from 87% in 2021, and 75% still see themselves working at Yelp in two years, up from 63% in 2021.* These increases are meaningful and reinforce our commitment to providing a flexible and productive remote work experience. The importance of connection and well-being were recurring themes in the survey results — and 95% of employees agreed, or strongly agreed, that their manager "is considerate of me as a person."
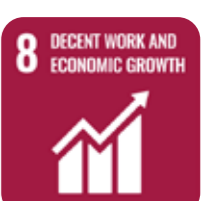
Working at Yelp

Our five-star benefits allow individuals to show up to work as their full professional selves. From our work-from-home (WFH) reimbursement to our monthly wellness benefit, we empower our employees to create their own work-life fit.

Highlights include:

- **Monthly wellness reimbursement for things like acupuncture, massage, workout equipment, and nutrition counseling**

- **On-demand virtual career coaching to enhance employees' professional lives**

- **Virtual mental health counseling services for Yelp employees and their covered dependents**

- **WFH reimbursements to create a comfortable and productive home office**

- **Family planning and fertility benefits**

- **Gender-affirming care**

- **Support for individuals experiencing menopause and low T through Carrot Fertility, which includes expert-led group sessions and educational content**

- **Retirement planning to help employees invest in their future**

- **Employee Stock Purchase Program**

- **Adoption benefits, backup daycare, and baby bonding leave**

- **Comprehensive health, vision, and dental benefits**

- **Paid time off, including wellness days and floating holidays**

Yelp plans to continue its investments in enhancing employee productivity and comfort in 2024, including training on topics such as setting up an ergonomic workspace and utilizing connectivity tools.

Meet Maurice St. Hubert

*With the flexibility granted by our remote positions, my partner (and fellow Yelp employee) Moralia and I made a monumental decision — to relocate to her hometown in rural California, just minutes from the family ranch. **This move wasn't just about changing scenery; it was about being closer to family, fostering a sense of belonging, and stepping into a supportive community where we could truly thrive**, especially in my desire to mentor local youth through organized sports.*

Remote work has been transformative for me, allowing for greater flexibility and balance in my professional and personal life. It fosters an environment where creativity flourishes, and I find myself more focused and motivated without the constraints of a traditional office setting.

Our story is a reminder of the freedom and flexibility that comes with this work arrangement, allowing us to succeed in our roles, pursue our passions, strengthen family ties, and shape a life that resonates with our values.
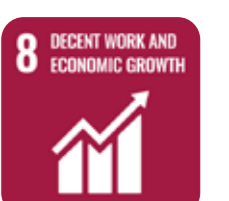
Yelp Foundation

Purposeful Giving

Formed in 2011, the Yelp Foundation's 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.

The Foundation approaches making an impact in a variety of ways, including providing substantial grants to support progress around critical issues facing communities in the U.S. and abroad, and has given away more than $7 million since its formation.

Throughout its journey, the Foundation has listened, learned, and adapted to the ever-changing landscape of corporate philanthropy, and it remains committed to providing unrestricted funding to its partners to maximize the impact of its contributions. This includes updating its guidelines in 2023 to ensure that the organizations it supports do not participate in discriminatory practices.

The Foundation also serves as a galvanizing force for Yelp employees, promoting a culture of philanthropy by matching employee donations. The Foundation will occasionally run double-matching campaigns in response to a disaster or human-caused crisis to help our employees give back to communities across the world. These campaigns are part of larger, multifaceted workplace efforts, which include mental health resources and opportunities to connect with local organizations.

Grantee Spotlight: Seed Spot

Seed Spot is on a mission to educate, accelerate, and invest in diverse entrepreneurs who are creating solutions to social problems. The educational nonprofit brings together a deep network of resources, mentors, and partners to make entrepreneurship accessible to all.

> *All of our entrepreneurs care deeply about creating systemic change, and it is our job as an organization to make sure that there is equity. Ultimately, we believe in the power of entrepreneurship to do good in the world.*

— Tristan Gandolfi, Director of Training and Support at Seed Spot

Sharing Stories

This year, the Foundation sought to deepen its relationships with grantee partners by using its resources to supplement and amplify their storytelling. The Yelp Foundation funded the production of short-form videos for the Foundation's strategic partners to use to tell their stories and help attract prospective donors.

Another way the Yelp Foundation helped advocate for causes that matter to it, and to its partners, was through thought leadership. The Yelp Foundation co-authored two articles in 2023 in partnership with Yelp Foundation grantee Hot Bread Kitchen. The two-part series includes "How Supporting Gender Equality in the Workplace Supports Us All" and "Agency Begets Equity: A Holistic Approach to Help All Workers Succeed." The Yelp Foundation also partnered with i.c.stars on "Honoring Authenticity: The Key to a Thriving Workforce."

Read more about the Yelp Foundation's work in 2023.

Operating Responsibly

Content Trust & 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 & Security

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

View section >>

Providing Value to Businesses & Consumers

Our mission is to connect people with great local businesses.

View section >>

Content Trust and Safety

Yelp connects 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 we have developed extensive trust and safety measures that use advanced technology and human moderation to protect the integrity and quality of content on our platform. As part of this commitment, we issue an annual Trust & Safety Report to share our ongoing efforts to safeguard the information on Yelp.

Our approach consists of our automated recommendation software, reporting by Yelp's community of business owners and users, human moderation, and Consumer Alerts. In fact, economists, industry experts, the media, and regulators have shown that Yelp is one of the most aggressive and successful online review platforms at identifying and weeding out unreliable reviews.

Content Trust and Safety by the Numbers

All metrics calculated between January 1, 2023 and December 31, 2023.

28,800+
reported reviews removed for threats, lewdness, hate speech, or other potentially harmful content*

278,600+
user accounts closed due to Terms of Service violations, including suspected deceptive or abusive behaviors**†

40,700+
potential new business pages were rejected by Yelp's User Operations team for being associated with spamming behaviors, in violation of Yelp's policies****

1,680+
Consumer Alerts placed on Yelp business pages to warn users of abnormal review activity or attempts to mislead them**

22 million
reviews were contributed to Yelp, of which approximately 20% were either not recommended by our automated recommendation software or removed by our User Operations team as of December 31, 2023***

For more detailed information, visit our 2023 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.

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PEACE, JUSTICE AND STRONG INSTITUTIONS

Ways 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 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 2023, Yelp expanded the algorithm's use of artificial intelligence by leveraging LLMs to even better detect and not recommend less helpful and less reliable reviews.

Content Moderation at Yelp

Yelp's User Operations team is on the frontlines of protecting data quality and integrity, investigating potential fraud, and moderating content. They continuously identify, investigate, and stop deceptive activity through a variety of measures, including removing bad actors from the Yelp 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. Flagged content is reviewed by our moderators and, if determined to be in violation of our policies, will be removed from our platform.

Our User Operations team also coordinates investigations in an effort to stop deceptive activity through a variety of measures, including monitoring and infiltrating online groups where people attempt to trade or pay for reviews.

Yelp's Continued Commitment to Protecting Free Speech

For over a decade, Yelp has advocated for strong laws in opposition to Strategic Lawsuits Against Public Participation (or anti-SLAPP laws) at the state and federal level. When reviewers share their experiences with a business, they provide others with valuable and helpful information. Yelp is committed to fighting to protect their First Amendment rights.

In November 2023, Yelp filed an amicus brief before the Supreme Court of Nevada in *Mendoza v. Reyes* to advocate that the court reverse its decision and order the dismissal of the case. In the case, an administrator of a public Facebook news page was denied their anti-SLAPP motion after being sued for libel and other claims by a Las Vegas tour service business over other people's comments about the business posted to the Facebook page. Even though the case does not involve Yelp or our users, we stand firmly against the court's decision as it runs counter to Section 230 of the Communications Decency Act and creates a precedent that could open up drawn-out legal battles attempting to silence consumers.

To continue to bring awareness to the issue of SLAPP litigation, we also signed the Private Sector Anti-SLAPP pledge in 2023 in response to Global Citizen and Protect the Protest's campaign against the silencing of dissent in the United States and around the world.

Yelp's Consumer Alerts Program

More than a decade ago, we introduced our Consumer Alerts Program to warn people when we find evidence of extreme attempts to manipulate a business's ratings and reviews. We've since expanded the program to include other egregious tactics that may harm consumers and unfairly put other businesses at a disadvantage.

To help prevent consumer deception, Yelp strictly prohibits compensated and incentivized reviews, and we may issue Compensated Activity Alerts and Suspicious Review Activity Alerts when we receive evidence of such behaviors. In fact, in September 2023, we began indexing recipients of these alerts to help consumers, regulators, and other parties easily identify impacted businesses.

99 Compensated Activity Alerts were placed on business pages in 2023 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 450+ warnings to businesses after discovering someone may have engaged in compensated or incentivized review behavior, with the goals of educating them about Yelp's policies against such conduct and preventing it from happening again.**

589 Suspicious Review Activity Alerts were placed on business pages in 2023 to warn that 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 940+ user accounts for being associated with review exchange rings or as part of our Suspicious Review Activity Alert investigations.***

15 Questionable Legal Threats Alerts were issued on business pages in 2023 when we received evidence that a business may be abusing the legal system to intimidate or silence a reviewer.* For example, we typically place these alerts when we learn a business is making dubious legal threats or using contractual gag clauses.

986 Unusual Activity Alerts and Public Attention Alerts were placed on business pages in 2023 after receiving an abnormal influx of Yelp reviews that did not reflect firsthand consumer experiences.* When this publicity-fueled activity has dramatically decreased or stopped, our moderators will remove the alert and clean up the page so that only firsthand content is reflected. In 2023, we removed 49,100+ reviews associated with these alerts.*

For more detailed information on these alerts, visit our Yelp Consumer Alerts page.

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

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

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Data, Privacy, and Security

User Privacy

At Yelp, we consider user privacy to be fundamental to our business, and we have been committed to the expression of our "Protect the Source" core value since our earliest days. We believe in being transparent with our users about their data. Our Privacy Policy is easily accessible and includes key information on our data collection and data retention practices. We continue to update our policies as needed to maintain compliance with applicable data protection laws.

Reviewers have a First Amendment right to share their opinions, whether positive or critical, which is why we protect our users by objecting to demands that seek personal information about their accounts to the extent permitted by law. When we receive a legal demand, we carefully evaluate each request within it to determine whether the request is legitimate and legally sound. When we are required by law to disclose user account information, we notify users of the legal demands beforehand, unless prohibited by law or in other exceptional situations. In 2023, 97% of all Yelp user accounts that were the subject of legal demands did not have their personal information produced.*

Cybersecurity

Another way we live our core value of "Protect the Source" is through our continued efforts to protect user and employee data from security breaches and cyberattacks. Cybersecurity threats, including malware, denial of service, and social engineering, are a common and constantly evolving risk in our industry. We work to combat these threats and maintain the trust of our community through robust cybersecurity risk management practices.

We also work to empower employees to recognize and respond to cybersecurity risks. For example, we regularly host hackathons, which encourage our Product and Engineering teams to collaborate to test creative ideas, including for security solutions. In addition to keeping employees informed about cybersecurity best practices throughout the year, our IT and Engineering Security teams host "Hacktober" each October to promote security awareness in honor of National Cyber Security Awareness Month. Hacktober consists of activities such as weekly trivia challenges to help educate employees about how they can securely access corporate systems, recognize and report phishing email attempts, and take other actions to protect Yelp. To test employee readiness, these teams also send simulated phishing emails that direct employees to additional training if they engage with the email contents.

Our Bug Bounty program allows us to work with skilled external security researchers from around the world. These individuals offer different perspectives that enable us to better identify and fix vulnerabilities in our products. We have implemented and maintain various information security measures, processes, standards, and policies designed to identify, assess, and manage material risks from cybersecurity threats to our critical computer networks, third-party hosted services, communications systems, hardware and software, and our critical data, as well as the data of our users, customers, partners, and employees.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

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

Providing Value to Businesses and Consumers

In 2023, Yelp launched more than 35 new features to help surface even more reliable and useful information about local businesses. Yelp announced new discovery, review, and services features in April 2023, including an enhanced search experience that leverages AI, including LLMs, to help users discover and connect with the right business for their needs. Yelp also introduced more visual experiences across the platform, including a visual home feed and a review experience with videos and review reactions.

To provide Yelp users with greater confidence and peace of mind when hiring services professionals, Yelp launched Yelp Guaranteed, a satisfaction guarantee program that allows individuals to be reimbursed up to $2,500 in the event that something goes wrong in a project.

Customer Story

Bronco Pro Kleen has been providing spotless service in Denver, Colorado for 22 years. After taking over his family's carpet cleaning business, co-owner Travis Minor vowed to go above and beyond to exceed customer expectations. This dedication earned Bronco Pro Kleen a spot in Entrepreneur magazine and Yelp's 2023 America's Favorite Mom and Pop Shops list. As of April 12, 2024, the business has a 100% response rate to their customer quote requests on Yelp, and they maintain a 10-minute response time to customer inquiries.

Travis Minor, Co-Owner of Bronco Pro Kleen

"
We really believe in recurring business and making customers for life. That's our target. Anytime we get into a customer's house for the first time, we kind of see it as an audition for future business, almost like a job interview.

The Yelp mobile app helps us **be responsive**. I get the email notification every time a customer reaches out to us, and we want to have the best chance of landing that customer. We want to be able to give them information as quickly as possible so that they can make a decision that's best for them.

We really value the reviews that we get on Yelp. I believe that Yelp is a platform that people trust. "

Elevating Our Advertiser Experience

Yelp continually strives to help advertisers get the most out of their experience with Yelp, and one of our key highlights in 2023 was reducing call wait times for advertisers in need of support. Through a concerted effort between our Product, Engineering, and Customer Success teams, we were able to reduce our average wait time by approximately 85% compared to the prior year. We also used technology to prioritize calls and solve problems more efficiently, including through scheduled consultations that allow businesses to select a call time that works best for them. These enhancements led to an improved customer experience and positively impacted advertiser retention.

Our Product and Engineering teams prioritize features that align to both our product tenets and company values, including features that address diversity and inclusivity, as well as features that satisfy regulatory requirements. There is more we'd like to do, and we will continue to build enhancements that provide value to both businesses and consumers.
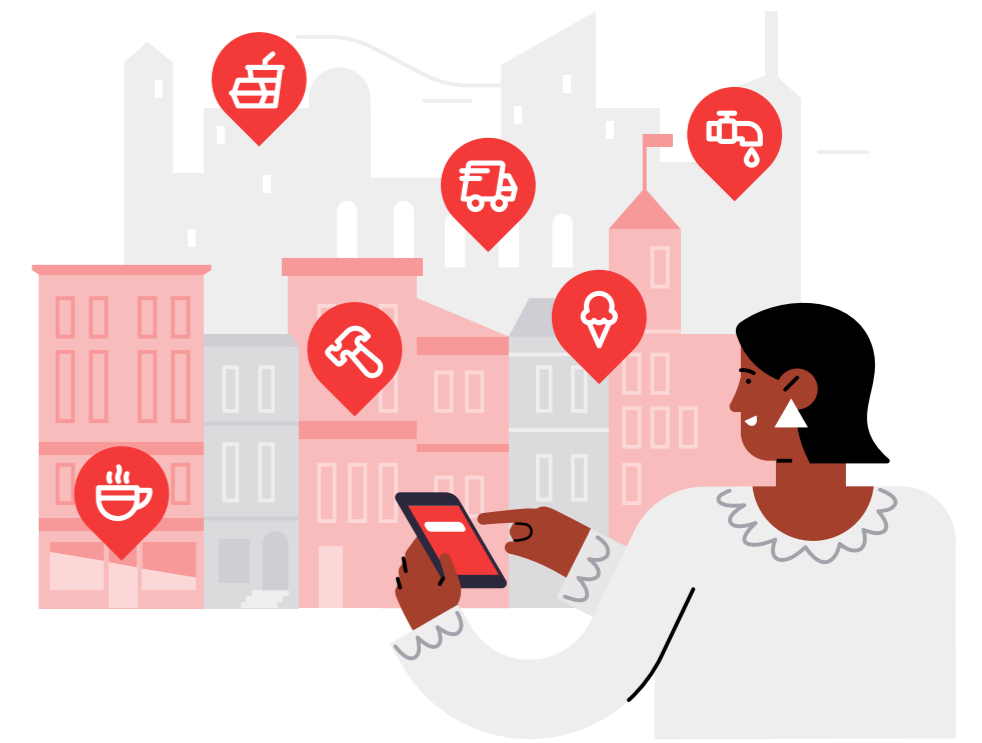
Enhancements Using Neural Networks

Advancements in AI, including neural networks, are unlocking new possibilities to address the needs of consumers and businesses faster than ever before. Yelp was an early adopter of neural networks for image classification and has successfully employed them over the past ten years to help organize our vast photo content.

Neural networks' hierarchical and multi-layered structure allows us to automatically extract complex signals from raw data, which is particularly useful when analyzing Yelp's large volumes of user-generated review text and photos, while their ability to scale allows us to increase the size of our training sets and train better models. Today, all of our photo models use neural networks, both improving our classification quality as well as detecting and flagging photos that violate content guidelines — leading to a more engaging and safer experience for both businesses and consumers.
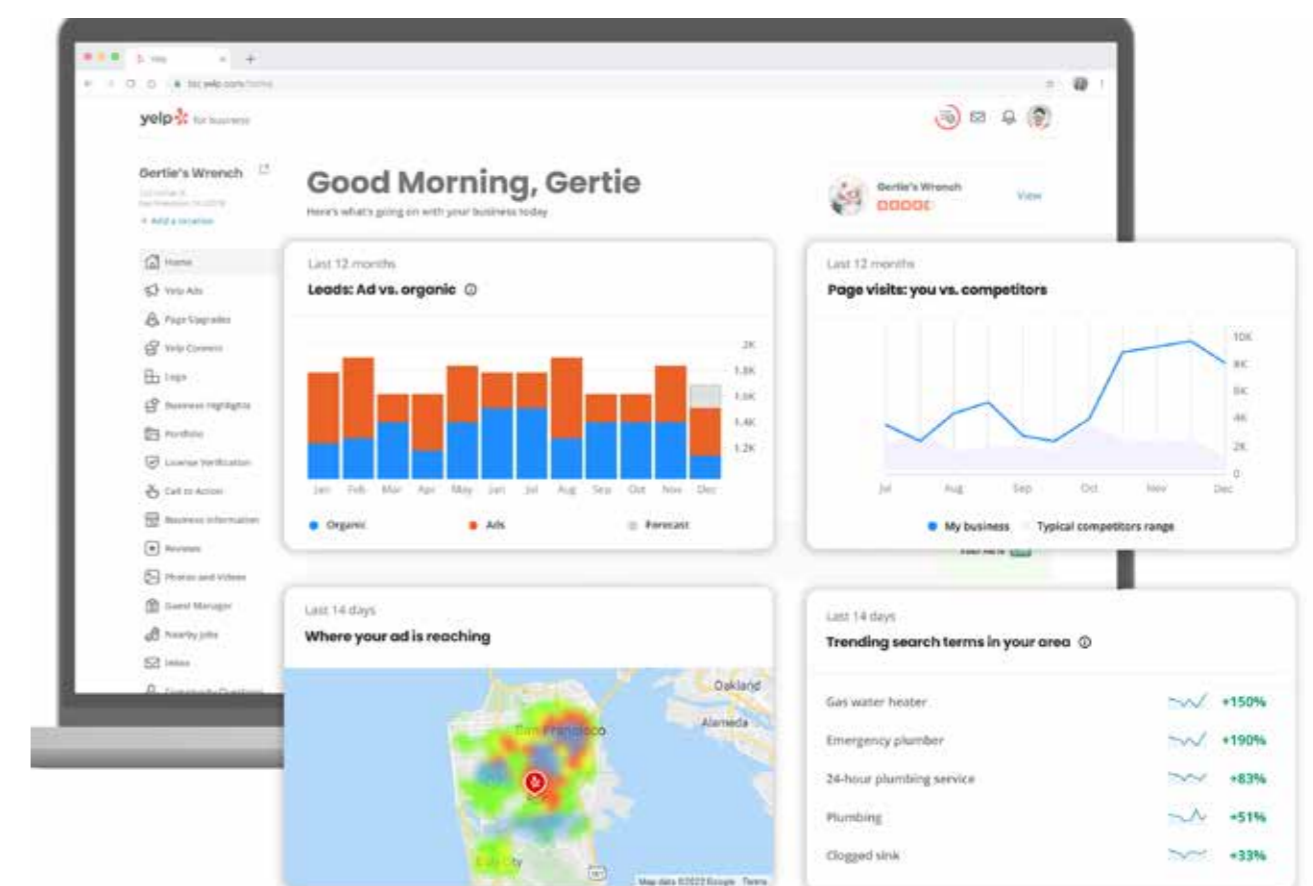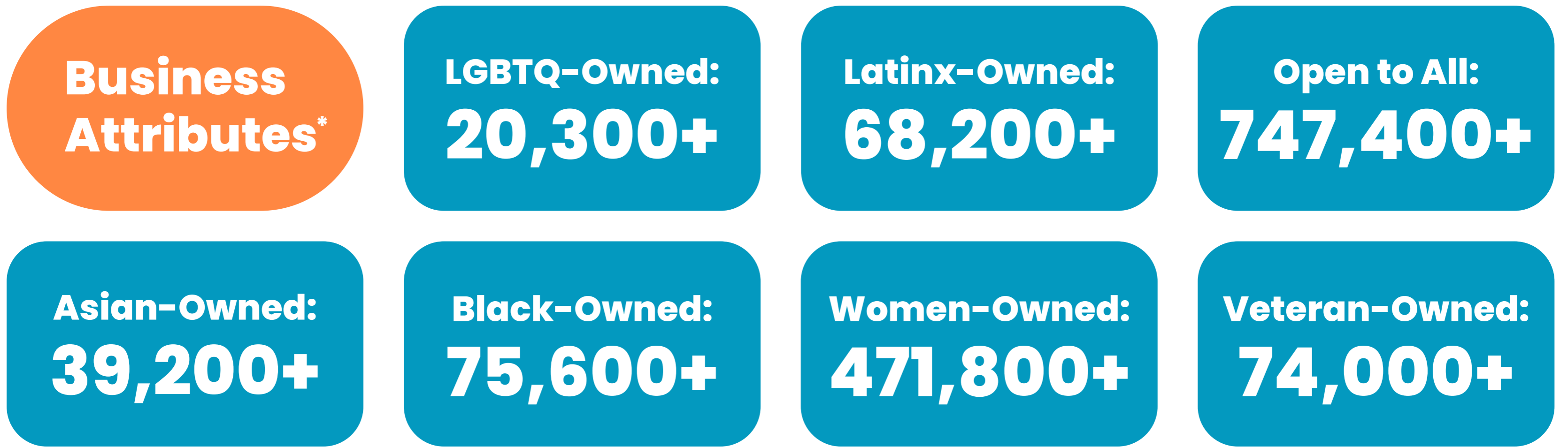
In 2023, Yelp began using neural networks to enhance our ad systems to better match the right ads to the right consumers based on the context of their search queries. By leveraging neural networks, we're able to scale and train the model with exponentially more data to drive more accurate matching — processing years' worth of data, rather than months' worth as we did before.

Additionally, as part of our ads package, local businesses display photos within their ads, which they can self-select or have Yelp select for them. In 2023, we released an update leveraging neural networks that intelligently identifies the content in their photos and then selects the best photos for the businesses' ads based on a range of factors that will appeal to consumers and match their search intent. With these new models, we're able to more clearly understand consumer intent and better optimize ad placement for businesses, in turn surfacing more relevant ads for consumers.

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By the Numbers

We enable businesses to self-identify as Asian-owned, Black-owned, Latinx-owned, LGBTQ-owned, Veteran-owned, Women-owned, or Open to All with an identity attribute on their Yelp page. Research suggests there is a benefit to applying these labels, with a 2023 study on the impact of labeling Black-owned businesses finding that "labeling restaurants as 'Black-owned' increased customer engagement and firm performance."

Business Attributes*	**LGBTQ-Owned: 20,300+**	**Latinx-Owned: 68,200+**	**Open to All: 747,400+**
Asian-Owned: 39,200+	**Black-Owned: 75,600+**	**Women-Owned: 471,800+**	**Veteran-Owned: 74,000+**

In 2023, Yelp saw increases in searches for key women-owned categories compared to 2022, including women-owned fashion businesses (+1,613%), Pilates studios (+353%), bookstores (+74%), and skincare businesses (+49%). Diverse entrepreneurs opened up more businesses in 2023 than in 2022, — with LGBTQ-owned (+29%), Latinx-owned (+28%), and Black-owned (+24%) businesses outpacing the national average (20%).
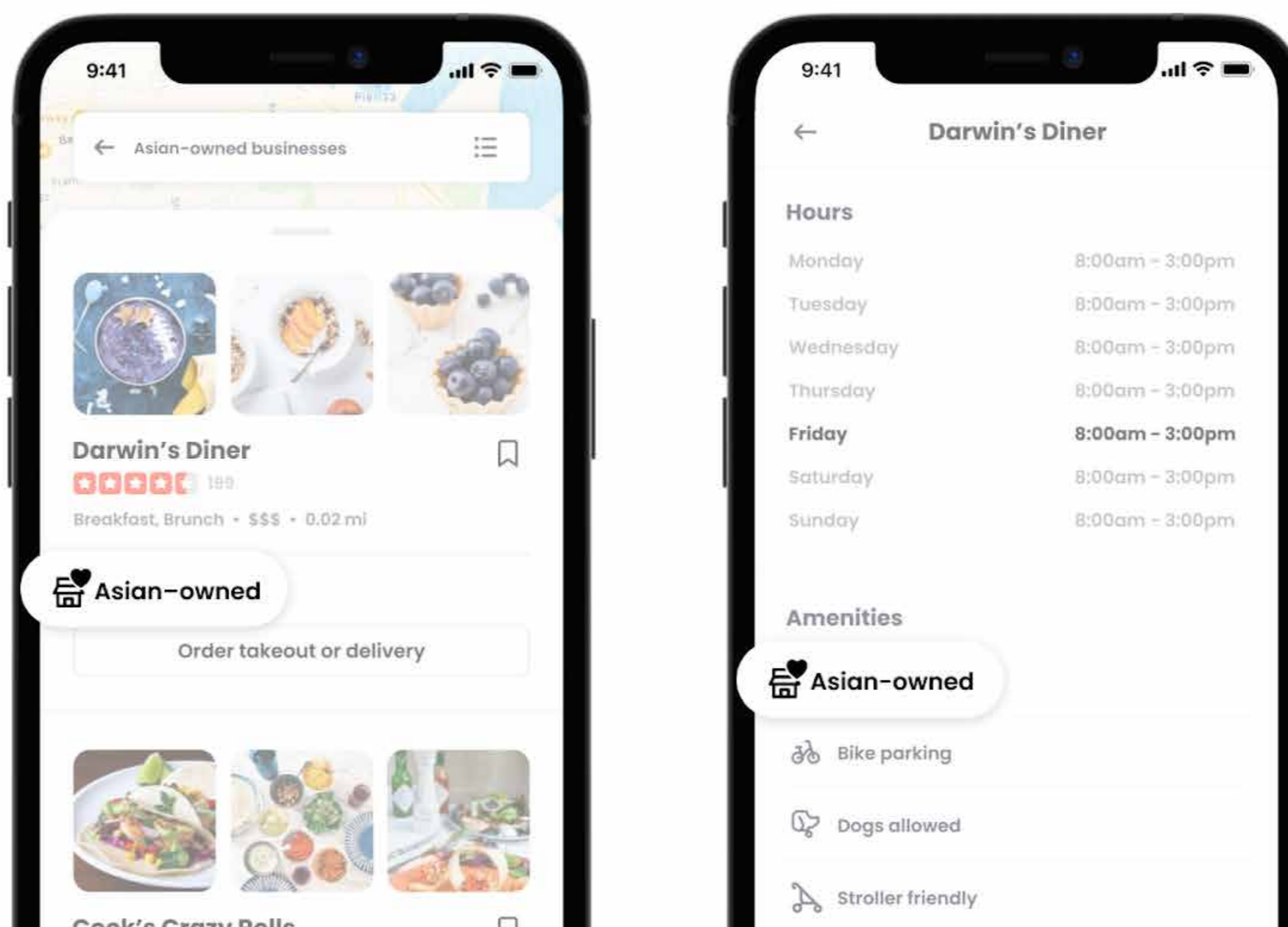
* This data reflects claimed businesses that have elected to use these attributes as of February 21, 2024.

Environmental Commitment

Reducing 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. Our plan includes sourcing renewable energy where possible, including an investment in a new solar installation in Michigan.

View section >>
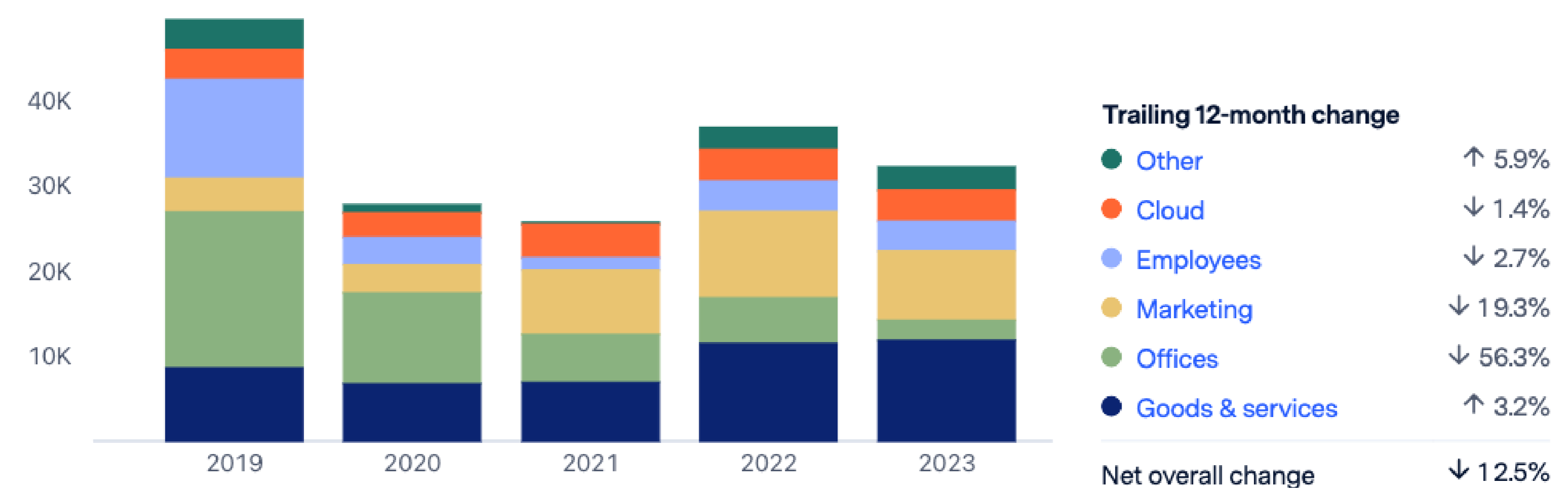
Reducing Our Carbon Footprint

In 2023, Yelp continued our journey to integrate sustainability into the core of our operations and company culture, reflecting our commitment to environmental stewardship and our goal of achieving net zero by 2031. Our sustainability efforts yielded significant progress in 2023, with a notable decrease in our carbon footprint and the implementation of innovative programs aimed at reducing our environmental impact.

Progress Toward Net Zero

Yelp reported a 12.5% reduction in emissions compared to 2022, marking a significant step toward our net zero goal. This achievement was largely attributable to our strategic decision to decrease office space in accordance with our commitment to remote work.

Emissions By Year

tCO_2e

Trailing 12-month change	
● Other	↑ 5.9%
● Cloud	↓ 1.4%
● Employees	↓ 2.7%
● Marketing	↓ 19.3%
● Offices	↓ 56.3%
● Goods & services	↑ 3.2%
Net overall change	↓ 12.5%

Net corporate emissions for Jan–Dec 2023 were **32,176 metric tons of CO_2e**, down 12.5% from the previous twelve-month period.

By supporting the construction of these renewable power projects through a fixed-price virtual power purchase agreement, we expect to offset approximately 1,000 pounds of CO_2/MWh once the facilities come online — for comparison, this equates to more carbon dioxide in a year than our total electricity emissions for North America in 2023. Based on our current expectations, we believe this output will offset substantially all of the electricity emissions of both our offices and our remote work employees in North America for the five-year duration of our investment, representing a significant step in our journey.

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Scope 3 Emissions and Supplier Engagement

As a digital platform, our direct carbon emissions are relatively low, with 95.2% of our emissions categorized as Scope 3. However, we recognize the consequences of indirect emissions and are intensifying our efforts to understand and reduce the carbon footprint of our suppliers as part of our procurement process.

In 2023, we began requiring all incoming suppliers to complete an ESG questionnaire to help us better understand their commitments to responsible business practices. Additionally, we are working with our most-emissive suppliers to help them calculate their carbon footprints. This effort not only increases the accuracy of our own calculations, but will also help us identify opportunities in partnership with our suppliers to decrease the environmental impact of these businesses that we support.

We also continue to utilize Amazon Web Services (AWS) to host the vast majority of our platform, thereby leveraging their commitment to sustainability and reducing the environmental impact of their data centers. For more details on AWS's sustainability efforts, we encourage visiting Amazon's sustainability website.

Carbon Reduction At Home

Our remote work posture, while reducing our need for physical office space, introduces unique challenges in directly curbing our carbon emissions. Our environmental impact now extends to thousands of households, complicating our sustainability endeavors. To tackle this, we've revitalized our EarthBurst YERG with the aim of cultivating a community deeply focused on sustainability. We are also exploring learning and development opportunities to better educate employees on how they can make a difference.

Yelp also launched an IT equipment recycling program in 2023, which has already seen substantial success. We've recycled and repurposed over 1,300 pounds of e-waste since the program began, with much of it donated to nonprofit organizations. While we do not expect to maintain this level of e-waste to recycle or repurpose in future years, this initiative reflects our approach to implementing sustainable practices across our business.

Sustainable Investing

We remain committed to sustainable investing and continue to apply ESG filters in our portfolio, which exclude investments issuers that generate revenue from environmentally detrimental activities such as thermal coal extraction. Additionally, our initial $25 million investment in MUFG's Green Deposit product remains a cornerstone of our green investing strategy, allowing us to put our money to work funding projects that align with our sustainability goals.

Looking Ahead

Yelp's environmental efforts drove meaningful progress in reducing our carbon footprint in 2023. We believe our ongoing strategic investments, innovative programs, and company-wide commitment to environmental stewardship will help us achieve net zero by 2031.

Transparency

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 >>
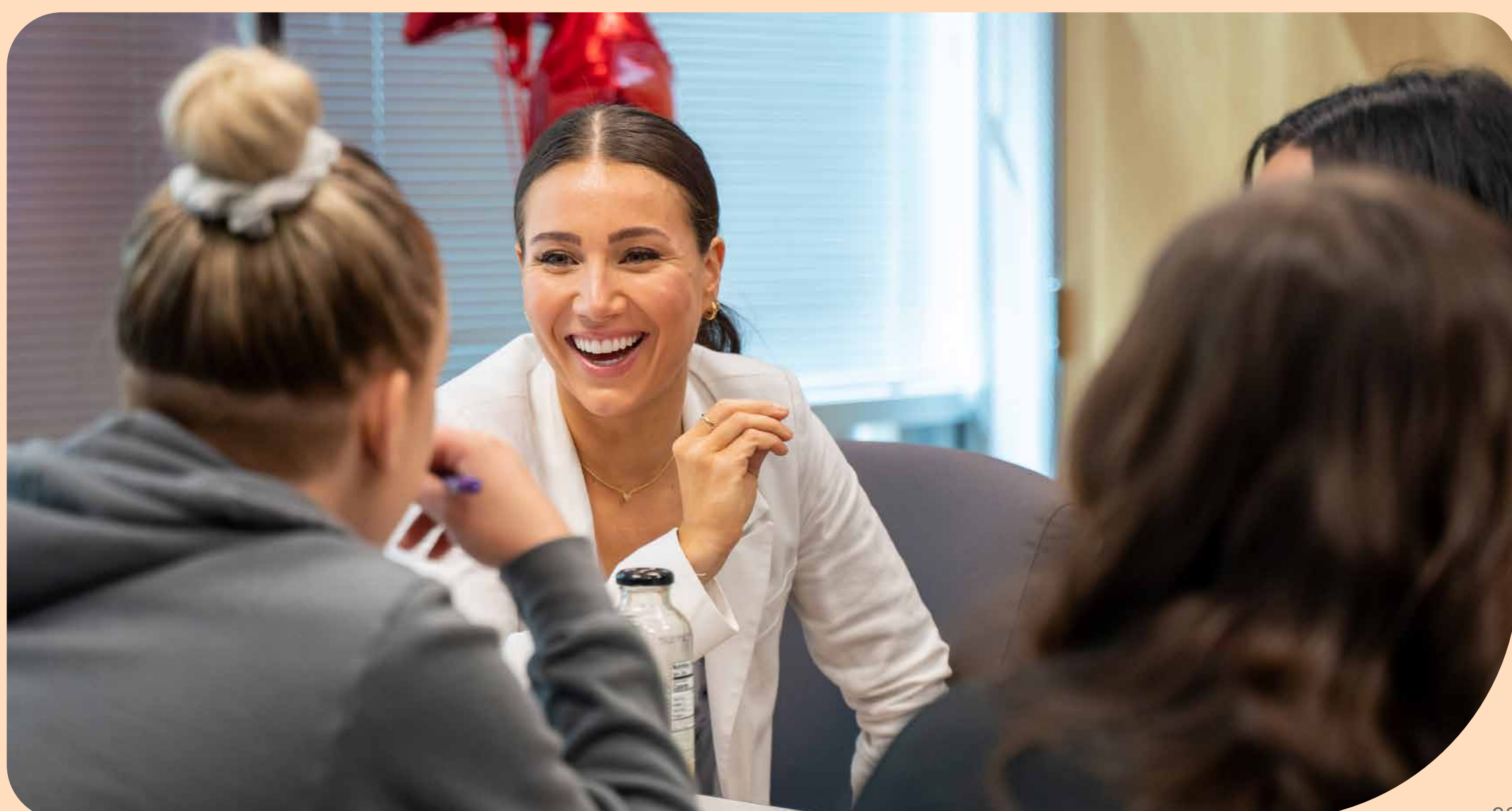
Ethics

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, including our Chief Executive Officer and Chief Financial Officer.

All Yelp personnel are expected to conduct Yelp business legally and ethically. 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 practices 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 Nominating and Corporate Governance Committee of Yelp's Board of Directors ("Board") is responsible for periodically reviewing company policies to determine their adherence to the Code of Conduct and making recommendations to the Board and management for improvement as appropriate.

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

Training and Compliance
Yelp conducts annual training sessions to refresh employees' familiarity with the Code of Conduct. New employees receive training on Yelp's Employee Handbook, which includes the Code of Conduct, as part of onboarding. Yelp also provides separate training to its Sales team and audits their compliance with Yelp's policies through a specialized team outside of the Sales organization.

Reporting Concerns
Yelp takes accusations of misconduct very seriously. We maintain a whistleblower policy that provides a hotline for 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.

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

Investigating Possible Violations
Yelp's Compliance Officer is responsible for investigating possible violations of the Code of Conduct.
We work to provide timely and thorough responses to whistleblower hotline submissions.

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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. Besides our Chief Executive Officer, our Board is 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 the current eight independent board members, four are gender or ethnically diverse. Half of our independent director nominees were first elected to our Board in the last four years and 63% in the last five years, reflecting the meaningful Board refreshment that our Board has undertaken in recent years. Please see our latest Proxy Statement for additional information.

ESG Responsibilities

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

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

Nominating and Corporate Governance Committee: Oversees our overall corporate governance, including Board composition, Board diversity, Board size, Board structure, and director independence, as well as succession planning for the Board and management. The Committee also monitors ESG trends and oversees annual ESG reporting and investor feedback on ESG matters.

Audit Committee: Considers and discusses our major financial, legal, and regulatory risk exposures, which include financial reporting, accounting processes, ethics and compliance, and cybersecurity. The Audit Committee also has oversight over capital allocation, including our support for minority-owned banking institutions and green deposits.

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

Several teams across Yelp 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 Diversity Officer, and consists of representatives from Yelp's Legal, Finance, Investor Relations, Communications, Workplace, People, and IT teams. The ESG Council meets monthly and is responsible for setting the overall strategy of Yelp's ESG programs and communicating such strategy to the Board on a regular cadence to invite input at the highest levels of the organization.

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

Maintaining good corporate practices promotes alignment and integrity across our organization. For example, we are committed to regular, constructive conversations with shareholders throughout the year to help us identify and prioritize issues that matter to them, in addition to our annual shareholder meeting. Our Board and all standing committees conduct annual self-evaluations to assess their functionality and address areas of opportunity.

Board/Committee	Areas of ESG-related Oversight
Full Board of Directors	• Corporate culture, talent planning, and diversity and inclusion initiatives • 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, including our support for the initiatives of minority-owned banking institutions and green deposits
Compensation Committee	• Employee compensation and benefit programs, well-being, and engagement
Nominating Committee	• Board composition and diversity • Monitoring of significant ESG trends • ESG reporting • Investor feedback on ESG matters

Shareholder Engagement Metrics

As part of our ongoing outreach efforts, we reached out to or responded to meeting requests from stockholders collectively representing approximately 73% of our outstanding shares held by non-affiliates in 2023.*

Management Succession Planning

Our Board believes that the directors and Chief Executive Officer should collaborate on succession planning and that the entire Board should be involved in critical aspects of the succession planning process, including establishing selection criteria that reflect our business strategies, identifying and evaluating potential candidates, reviewing the Company's leadership pipeline and talent strategies, and making management succession decisions. Management succession is discussed in regular meetings as well as executive sessions of the Board and Nominating Committee.

Our Chief Executive Officer and Chief Operating Officer are responsible for making available to the Board their recommendations and evaluations of potential successors for the Company's executive officers, including a review of development plans for such individuals to help prepare them for future succession. As outlined in our Corporate Governance Guidelines, the Nominating Committee is primarily responsible for periodically reviewing these succession plans with the Chief Executive Officer and Chief Operating Officer, and, based on such review, making recommendations to the Board with respect to the selection of appropriate individuals to succeed our executive officers.

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

Management Approach

Diversity, Inclusion, and Belonging

Governance

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

Policies

We encourage our employees to bring their whole professional selves to work, 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 making such reports 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 diversity, inclusion, and belonging (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 increasing the number of diverse candidates in final-round interviews by building a diverse candidate pool from the outset. We offer a 5-star benefits program and a culture that encourages diverse employees to continue to work with us.

Training

Yelp hosts mandatory, organization-wide DIB training modules to address systemic racism and institutional bias. We also conduct DIB workshops at in-person gatherings 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 and responsibilities, rather than personal characteristics. In 2023, Yelp engaged a third party vendor to help conduct a pay equity analysis as part of our overall review of our compensation practices. We plan to conduct another study in 2024 as we continue to implement our previously announced compensation mix shift away from equity toward cash, to help ensure that the compensation changes are implemented fairly and equitably. 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 specially designed programs. The Culture team partners with the company's Public Relations team to spread awareness, the People team to deliver on outcomes, and the People Analytics team to measure progress.

Performance

We track DIB data focused on overall representation across dimensions like race, ethnicity, gender, leadership representation, hiring, and attrition. We track employee DIB sentiment annually and administer DIB training feedback. This qualitative data is reported internally to employees across the organization. We use data to guide our improvement of measurable DIB outcomes. When we identify areas for improvement, we work with the relevant stakeholders on how to enhance outcomes.

Employee Experience Management Approach

Governance

The Compensation Committee of 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 Compensation Committee meets quarterly. The Board and Nominating Committee of the Board are also engaged in annual discussions about succession plans and talent bench strength for key executive-level positions.

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

Policies

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

Sentiment

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

Recruiting

We are committed to increasing diversity at all levels of our organization to better reflect the diversity of the communities in which we live and work. We expand our talent pipeline by partnering with historically Black colleges and universities and other organizations that develop high-caliber talent.

We take a two-pronged approach to recruiting, beginning with inclusive language in our job postings and following through with hiring practices such as our Diverse Slate program, making it easy for hiring managers to consider qualified, underrepresented talent when interviewing for open positions.

We've partnered with [Power to Fly](#), [Toronto Womxn in Data Science](#), [Women in Tech Global Conference](#), [ShowCode](#), [Latinas in Tech](#), [Coding Black Females](#), [European Women in Technology](#), [Black Professionals in Tech BFUTR Summit](#), Inclusive Tech, and [Women of Silicon Roundabout](#) to better connect with talent from underrepresented backgrounds.

We also support YERG members who volunteer to speak on panels and connect with potential candidates. We assess candidates in terms of culture add, not culture fit.

Training

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

Learning and Development

At Yelp, we take a strengths-based approach to development. A framework of biannual career conversations supports partnerships between employees and managers as they engage in proactive discussions about performance, development, and career advancement. Our Learning and Development teams regularly create development curricula designed to foster professional growth while also engaging in on-the-job learning.

We've adapted our Learning and Development curriculum to include robust virtual resources that align with our shift to a remote work landscape. We offer a wide variety of courses including CliftonStrengths, emotional intelligence, time management and prioritization, goal setting, and building high-trust behaviors for managers. In 2023, we introduced a new learning and development program that includes lessons from Yelp executives on critical leadership skills like the importance of authentic conversations.

This past year, employees completed a total of 48,889 hours of training, including both managers and non-managers.*

Performance

Yelp regularly tracks qualitative and quantitative targets for both recruiting and retention. Regular, ongoing departmental monitoring promptly identifies and address areas of opportunity. We publish organizational health metrics quarterly, and these metrics are reviewed by the executive leadership team. At Yelp, we make a point of tracking and sharing progress on an ongoing basis.

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.

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

Content Trust and Safety Management Approach

Public Policy Advocacy

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

Management Approach

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

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

For more detailed information, please visit Yelp's Content Guidelines page.

Data Privacy and Security Management Approach

Governance

Yelp's dedicated Engineering Security team presents at least twice annually to the Audit Committee of the Board to review the Company's significant cybersecurity threats and risks, as well as the processes the Company has implemented to address them. The Chairperson of the Audit Committee, in turn, reports to the full Board.

Data Protection Policy

We have implemented and maintain various information security measures, processes, standards, and policies designed to identify, assess, and manage material risks from cybersecurity threats to our critical computer networks, third-party hosted services, communications systems, hardware and software, and our critical data, 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 work to empower employees to recognize and respond to cybersecurity risks. For example, in addition to keeping employees informed about cybersecurity best practices throughout the year, our IT and Engineering Security teams host "Hacktober" each October to promote security awareness, as previously described.

Carbon Footprint Management Approach

Governance

The Nominating and Corporate Governance Committee of the Board provides oversight for various governance and disclosure issues, including those related to the environment, carbon footprint, and climate.

Disclosures

In 2022, Yelp received its CDP (formerly the Carbon Disclosure Project) baseline score, which informed our ESG strategy for 2023. In 2023, Yelp participated in CDP for the second year, highlighting our continued commitment toward our environmental goals — including the goal of achieving net zero by 2031. In 2023, Yelp submitted the Climate Change Questionnaire to CDP and received a C, which indicates awareness-level engagement. We're still at the beginning of our journey, but we're encouraged by the progress we've achieved over the past year and will use our CDP score to further inform our work.

How We Calculate Our GHG Emissions

Yelp uses a standardized approach to calculating its GHG (greenhouse gas) emissions in accordance with the GHG Protocol.

About This Report

The information contained in this document reflects the activities and initiatives undertaken by Yelp in 2023 unless otherwise stated. The quantitative data tables include data from 2021, 2022, and 2023.

The report covers the same entities included in Yelp's 10-K report. The data has not been externally assured. We intend to continue issuing updated ESG reports annually.

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

As our reporting becomes increasingly robust, we will seek to expand the detail 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: plans related to ESG initiatives; adoption and maintenance of ESG-related practices and programs; trend analyses; and expectations regarding 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

Performance Data Tables

Metric

Environment	2021	2022	2023
Energy and emissions			
Energy use			
Electricity consumption	15,276 MWh	16,640 MWh	15,359 MWh
Renewable	574 MWh	4,337 MWh	4,589 MWh
Grid electricity	14,703 MWh	12,302 MWh	10,769 MWh
Renewable (%)	3.76%	26.07%	29.88%
Grid electricity (%)	96.24%	73.93%	70.12%
Heating consumption	15,539	21,031	19,588
Cooling consumption	0.00	0.00	0.00
Steam consumption	0.00	0.00	0.00
Electricity intensity ratio for the organization	0.00164	0.00264	0.00305
Natural gas intensity ratio for the organization	0.00167	0.00333	0.00389
Emissions			
Total GHG emissions (metric tons CO2e)	25,672 tCO2e	36,782 tCO2e	32,176 tCO2e
Scope 1 (metric tons CO2e)	454 tCO2e	438 tCO2e	324 tCO2e
Scope 2 (metric tons CO2e) (market based)	2,301 tCO2e	1,898 tCO2e	1,216 tCO2e
Scope 2 (metric tons CO2e) (location based)	2,381 tCO2e	1,891 tCO2e	1,239 tCO2e
Scope 3 (metric tons CO2e)	22,917 tCO2e	34,445 tCO2e	30,635 tCO2e
Net emissions	25,672 tCO2e	36,782 tCO2e	32,176 tCO2e
Emissions intensity (metric tons CO2e per million in revenue)	25 tCO2e/$1M	31 tCO2e/$1M	24 tCO2e/$1M
Emissions intensity (metric tons CO2e per full-time employee)	6 tCO2e	7 tCO2e	6 tCO2e

Metric

Social	2021	2022	2023
Workforce			
Total employees*	4,467	5,031	4,872
Permanent	4,463	5,022	4,843
Temporary	4	9	29
Full-time	4,403	4,960	4,800
Part-time	64	71	72
Contractors**	413	459	532
Workforce by gender*			
Women	42.67%	45.86%	46.18%
Men	53.53%	51.18%	51.13%
Non-binary	0.18%	0.32%	0.29%
Not disclosed	3.63%	2.64%	2.40%
Workforce by race and ethnicity (U.S. only)**			
White	53.65%	50.60%	51.60%
Black	10.49%	11.27%	10.99%
Asian	15.34%	13.48%	14.28%
Hispanic	11.70%	13.24%	13.50%
Native American	0.18%	0.22%	0.20%
Native Hawaiian/Other Pacific Islander	0.26%	0.32%	0.42%
Two or More Races	4.74%	5.10%	5.20%
Not specified	3.64%	5.78%	3.81%
People from underrepresented groups in workforce (%)[1]	22.64%	25.04%	25.12%
Workforce by age[2]			
<30*****	41.17%	34.63%	28.28%
30-50	54.35%	59.71%	65.27%
50+	4.48%	5.66%	6.44%
Management			
Women directors and above (%)	37.11%	43.52%	46.53%
Women VP-level and above (%)	24.44%	30.43%	28.57%
Women managers and above (%)	43.41%	46.78%	48.47%
Members of underrepresented groups (U.S. only - VP-level and above) (%)	2.22%	2.22%	2.08%
Workforce by region[2]			
United States (%)	84.96%	81.83%	82.53%
United Kingdom (%)	4.99%	6.54%	6.30%
Europe (%)[3]	1.86%	2.03%	2.11%
Canada (%)	8.19%	9.60%	9.05%
Percentage of employees that are foreign nationals (%)	8%	8%	8%

*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 2023 gender data is based on self- reported information from our global employee base. In 2023, we improved our data collection processes and revised our human capital data reporting for consistency and alignment with external standards, including by incorporating employees who declined to provide information regarding their ethnic identity. Please note that we have revised our previously reported gender and diversity data for 2021 and 2022 to conform to this updated presentation. The figures may not add up to 100% due to rounding.
****Our 2023 racial and ethnic diversity data is based on self-reported information from our employees in the U.S. only. In 2023, we improved our data collection processes and revised our human capital data reporting for consistency and alignment with external standards, including by incorporating employees who declined to provide information regarding their ethnic identity. Please note that we have revised our previously reported gender and diversity data for 2021 and 2022 to conform to this updated presentation. 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.
1 The underrepresented minority ("URM") grouping includes Black, Latinx, Native American, and Native Hawaiian and other Pacific Islander employees from the U.S. only.
*****Yelp does not employ individuals <18 years old.
2 The figures may not add up to 100% due to rounding.
3 Excluding U.K.

Metric

Social	2021	2022	2023
Turnover			
Turnover, Global (%)[†]	55%	59%	48%
Turnover, Tech (%)[§]	21%	21%	9%
Turnover, Sales (%)	73%	81%	68%
Turnover, G&A (%)	18%	18%	15%
Turnover by gender			
Turnover, women (%)	56%	58%	47%
Turnover, men (%)	55%	58%	47%
Turnover, non-binary (%)		120%	93%
Turnover, not disclosed (%)	14%	25%	24%
Turnover by region			
Turnover, U.S. (%)	59%	67%	55%
Turnover, Canada (%)	13%	17%	13%
Turnover, Europe (%)[4]	21%	24%	14%
Turnover, U.K. (%)	11%	16%	13%
Turnover by age group			
Turnover, <30 (%)[5]	67%	78%	63%
Turnover, 30-50 (%)	41%	42%	37%
Turnover, 50+ (%)	59%	57%	50%
Employee development			
Total learning hours[6]	46,447	55,078	48,889
Full-time employees with access to benefits (%)	94.38%	100%	100%
Employee engagement as a percentage (%)[7]	69%	—	87%
Other employee and workforce metrics			
Percentage of technical employees who are H-1B visa holders (%)[8]	12%	7.60%	7.10%

† This percentage does not include contractors.
§ Determined by SEC filing categories.
4 Excluding U.K.
5 Yelp does not employ individuals <18 years old.
6 Reflects training hours recorded through our employee development platform, Exceed.
7 We did not run an employee engagement survey in 2022.
8 U.S. only.

Metric

Governance	2021	2022	2023
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	2	2
People from underrepresented groups on Board (%)	22%	22%	22%
Pay and pay equity			
Ratio of annual total compensation for the organization's highest-paid individual to the median annual total compensation for all employees (excluding the highest-paid individual)	99 to 1	110 to 1	104 to 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*[1]	40	47	49
(2) Number of users whose information was requested [1]	777	416	1,599
(3) Percentage of requests resulting in disclosure**[1]	12.5%	25.5%	39%
Percentage of user accounts shared [1]	4.76%	14.9%	3.63%
Number of government requests to remove content [1]	3	7	0
Percentage compliance with requests [1]	100%	85.7%	N/A
Number of users whose information is used for secondary purposes§	-	-	-
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 ***	258,495	298,420	292,562
Percentage of removed content discovered proactively ****	63.63%	72.78%	82.34%
Percentage of review moderation decisions that are appealed *****	2.89%	1.70%	2.39%
Percentage of appealed content restored †	3.88%	6.38%	3.60%

* Legal demands from law enforcement and government agencies in the U.S. only.
** 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 that was subsequently restored due to either an error in moderation or the emergence of new information related to the case.
1 In 2023, we began including requests that had not been resolved as of the end of the year in which they were received in this calculation. We have updated our disclosures for 2021 and 2022 to conform to this presentation.

GRI Index

GRI Standard/ Other Source	Disclosure		Location/Comment
GRI 2: General Disclosures 2021			
The organization and its reporting practices	2-1	Organizational details	About Yelp, 2024 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, 2024 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, 2024 Notice and Proxy Statement, pp. 25-30
	2-10	Nomination and selection of the highest governance body	Nominating and Corporate Governance Committee Charter
	2-11	Chair of the highest governance body	2024 Notice and Proxy Statement, p. 8
	2-12	Role of the highest governance body in overseeing the management of impacts	Corporate Governance, 2024 Notice and Proxy Statement, p. 8
	2-13	Delegation of responsibility for managing impacts	Corporate Governance
	2-14	Role of the highest governance body in sustainability reporting	Corporate Governance 2024 Notice and Proxy Statement, p. 21
	2-15	Conflicts of interest	Corporate Governance, Charter of the Compensation Committee, 2024 Notice and Proxy Statement, p. 64
	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, 2024 Notice and Proxy Statement, p. 8
	2-19	Remuneration policies	Charter of the Compensation Committee, 2024 Notice and Proxy Statement, pp. 30-32, 48-83
	2-20	Process to determine remuneration	2024 Notice and Proxy Statement, pp. 30-32, 48-83
	2-21	Annual total compensation ratio	2024 Notice and Proxy Statement, p. 84
Strategy, 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

GRI Standard/ Other Source	Disclosure		Location/Comment
GRI 2: General Disclosures 2021			
The organization and its reporting practices	2-25	Processes to remediate negative impacts	A 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

GRI Standard/ Other Source	Disclosure		Location/Comment
GRI 2: General Disclosures 2021			
The organization and its reporting practices	2-29	Approach to stakeholder engagement	ESG Priorities and Impact
	2-30	Collective bargaining agreements	2024 10-K
GRI 3: Material Topics 2022			
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
Data Privacy and Security			
	3-3	Management of material topics	Data Privacy and Security
GRI 418: Customer Privacy 2016	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Material data breaches would be found in the 10-K
Carbon Footprint			
Stakeholder Engagement	3-3	Management of material topics	Reducing Our Carbon Footprint
GRI 305: Emissions 2016	305-1	Direct (scope 1) GHG emissions	Performance Data Tables
	305-2	Energy indirect (scope 2) GHG emissions	Performance Data Tables
	305-4	GHG emissions intensity	Performance Data Tables
	305-5	Reduction of GHG emissions	Reducing our Carbon Footprint
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	Cross-Reference or Omission	Location/Comment
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	Reducing 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

SASB Code	Accounting or Activity Metric	Cross-Reference or Omission
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	2024 10-K, pp. 93-94
Product packaging and distribution		
CG-EC-410a.1	Total greenhouse gas (GHG) footprint of product shipments	N/A
CG-EC-410a.2	Discussion of strategies to reduce the environmental impact of product delivery	N/A
Activity Metrics		
TC-IM-000.A	Entity-defined measure of user activity	App Unique Devices: 32M Desktop Unique Visitors: 36M 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.

ESG Report 2024