

Yelp Metrics Data Sheet	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16
Traffic Metrics (thousands on a monthly avg basis)													
Desktop Unique Visitors	71,809	73,366	78,179	77,713	82,211	81,884	80,468	77,628	79,543	79,175	78,901	74,607	77,433
Mobile Web Unique Visitors	30,256	34,692	39,268	42,292	50,249	55,877	58,949	57,770	62,923	64,715	69,117	65,860	68,551
App Unique Devices	9,912	10,372	11,187	10,614	10,941	12,009	14,491	14,541	16,039	18,097	20,121	20,006	21,186
International Unique Visitors	15,970	17,120	21,462	25,750	31,124	30,965	30,149	30,837	31,143	29,953	30,561	29,937	29,882
Engagement Metrics (thousands)													
Cumulative Reviews	39,103	42,526	47,322	52,757	56,905	61,342	66,592	71,232	77,346	83,102	89,635	95,210	101,564
Cumulative Int'l Reviews	1,989	2,319	3,551	5,802	6,168	6,525	7,013	7,468	8,602	9,082	9,586	10,050	10,530
Percentage of Searches on Mobile	57%	59%	62%	59%	60%	61%	64%	65%	65%	68%	71%	70%	70%
Percentage of Ad Clicks on Mobile	35%	37%	43%	48%	50%	52%	53%	59%	60%	63%	65%	63%	63%
Local Business Metrics (thousands)													
Claimed Local Business Locations	1,103	1,222	1,344	1,488	1,623	1,751	1,886	2,029	2,193	2,349	2,503	2,648	2,834
Local Advertising Accounts ^{1,2}	34.6	40.7	46.4	54.4	63.3	69.4	76.0	83.9	90.2	97.1	104.2	111.0	121.0
Repeat Rate ³	-	-	-	-	75%	75%	76%	75%	76%	77%	77%	77%	76%
Headcount													
Total Headcount	1,500	1,550	1,800	2,000	2,150	2,350	2,650	2,700	3,100	3,250	3,650	3,850	4,050
Sales Headcount	800	850	1,050	1,100	1,250	1,350	1,550	1,550	1,600	1,750	2,100	2,200	2,300
Revenue (millions)													
Local Revenue	\$39.0	\$44.8	\$51.2	\$58.1	\$65.2	\$75.7	\$85.1	\$93.1	\$98.6	\$107.9	\$115.9	\$125.9	\$138.1
Transactions Revenue	\$0.9	\$1.1	\$0.9	\$1.0	\$1.3	\$1.2	\$1.3	\$1.4	\$6.6	\$11.3	\$12.0	\$14.0	\$14.5
Brand Revenue ⁴	\$4.8	\$7.0	\$6.9	\$9.2	\$7.5	\$9.1	\$9.3	\$8.6	\$6.6	\$8.3	\$9.0	\$7.1	-
Other Revenue	\$1.5	\$2.1	\$2.2	\$2.4	\$2.5	\$2.8	\$6.7	\$6.7	\$6.7	\$6.4	\$6.7	\$6.8	\$6.0
Total Revenue	\$46.1	\$55.0	\$61.2	\$70.7	\$76.4	\$88.8	\$102.5	\$109.9	\$118.5	\$133.9	\$143.6	\$153.7	\$158.6
International Revenue	\$2.6	\$2.7	\$3.0	\$2.6	\$2.4	\$2.6	\$2.6	\$3.3	\$3.2	\$3.0	\$2.9	\$3.0	\$3.2
Local Revenue by Vertical													
Home & Local	22%	24%	24%	24%	25%	26%	26%	26%	26%	28%	28%	28%	29%
Restaurants	16%	16%	16%	16%	16%	15%	15%	15%	15%	15%	15%	14%	14%
Beauty & Fitness	14%	14%	13%	14%	13%	13%	12%	13%	13%	12%	12%	12%	12%
Shopping	12%	11%	11%	10%	11%	11%	11%	11%	11%	11%	10%	10%	10%
Health	11%	12%	12%	11%	11%	12%	11%	11%	11%	11%	11%	11%	11%
Other	25%	23%	24%	25%	24%	23%	25%	24%	24%	23%	24%	25%	24%

¹ 4Q13 LAAs excludes 2,200 paying accounts associated with the acquisition of Qype

² Local advertising accounts comprise all local business accounts from which we recognize local advertising revenue in a given three-month period

³ Repeat Rate as defined as the percentage of existing local advertising accounts from which we recognized revenue in the immediately preceding 12-month period

⁴ Brand revenue discontinued as of 12/31/15

More information about the Company, including the factors that could affect the Company's operating results, is included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the Company's most recent Quarterly or Annual Report filed with the SEC, available at <http://www.yelp-ir.com> or the SEC's website at www.sec.gov.