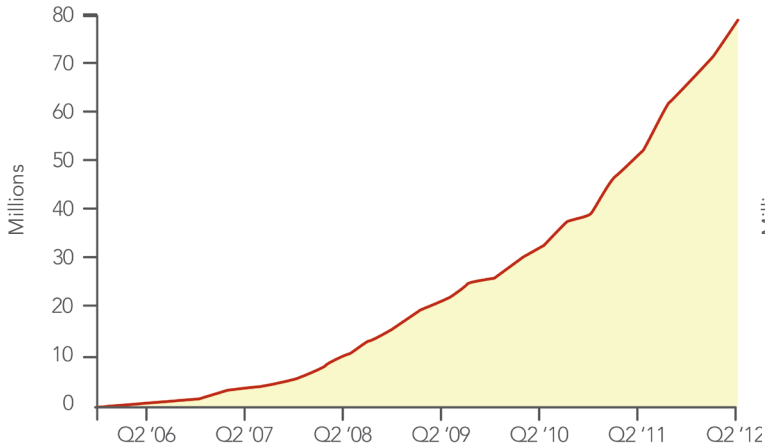


# AN INTRODUCTION TO yelp

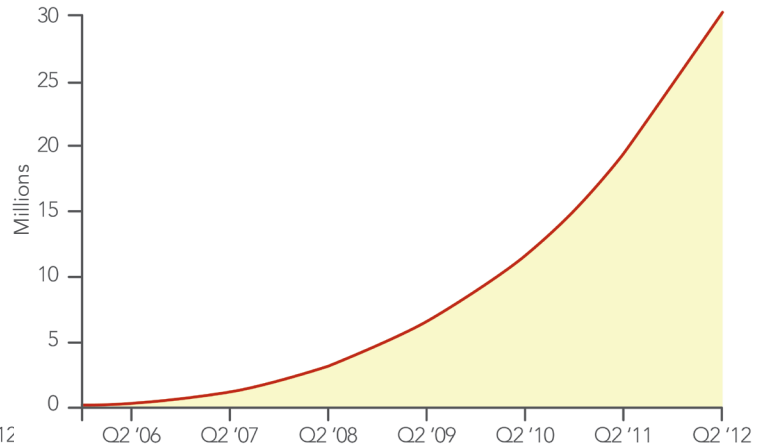
Metrics as of June 30, 2012

## 78 Million Monthly Visitors



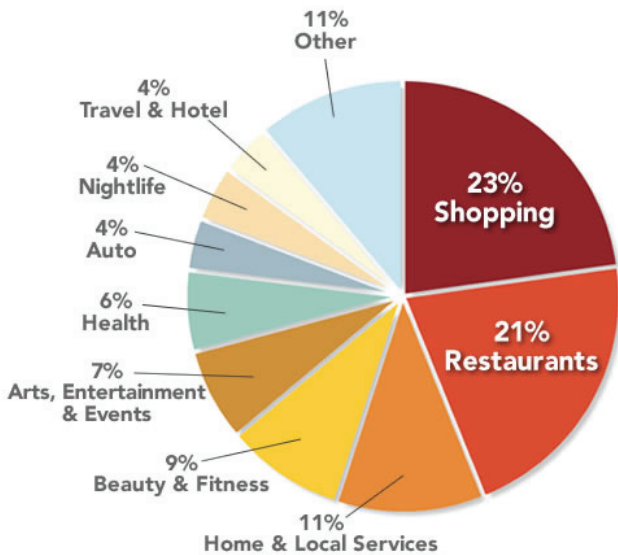
Average monthly unique visitors for the quarter, as measured by Google Analytics

## 30 Million Reviews

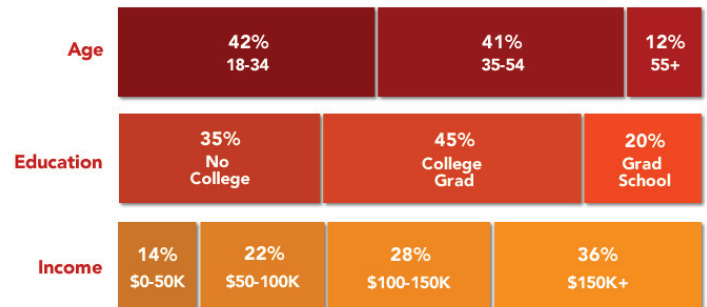


Cumulative reviews contributed since inception

## Reviewed Businesses in Every Category



## US Demographics



Source: Quantcast, June 2012

## Yelp Mobile App Metrics

Yelp's mobile application was used on **7.2 million** unique mobile devices on a monthly average basis during Q2 2012.

**Every second**, a consumer generated directions to or called a local business from a Yelp mobile app.

Approximately **40% of all** searches on Yelp came from our mobile apps.