

Compliance Report based on SRB Shariah Mandate

Yelp! Inc (:NYSE)

Description



Yelp Inc. (Yelp), formerly Yelp! Inc., connects people with local businesses. Its users contribute reviews of every type of local business, from restaurants, boutiques and salons to dentists, mechanics and plumbers. Its platform provides local businesses with a range of free and paid services, which help them to engage with consumers at moment when they are deciding where to spend their money. The Company generates revenue from the sale of advertising on its Website to local businesses and national brands. In addition, it enables local businesses and national advertisers to deliver advertising to local audiences through its platform.

Company Status

IdealRatings analysts have issued a new report regarding the company:

Name:	Yelp Inc (Yelp).	Core Business Activity:	Advertising / Marketing
Ticker:	NYSE	Exchange:	New York Stock Exchange
ISIN:		Compliance Status:	PASS
Country:	United States		

IdealRatings reviewed the most recent financial statement (2011 A) for Yelp Inc. The report has been prepared to determine the Shariah-compliance status of the company based on the RSB Shariah mandate.

Business Screening

Based on the business of the company the core business is in advertising and marketing.

Company generates revenue from local advertising, brand advertising and other services. Advertising revenue represents 91.4% of total revenue and other income through the sale of Yelp Deals, monetization of remnant advertising inventory through third-party ad networks and various partner arrangements related to reservations is 8.6%.

The income from the core business is compliant. Non-permissible income mainly comes from non-operating income sources such as interest income is minor compared to the total revenue of the company and thus does not exceed the 5% threshold as defined by SRB.

Therefore the status of the company from a business activity is as follows:

	Threshold	Company	Compliance
Non-permissible Income	5%	Less than 5%	PASS

Financial Screening

According to the most recent Interim financial statement (2011-A), the financial ratios with respect to the SRB Shariah mandate for the company are as follows:

	Threshold	Company	Compliance
Interest-bearing Investments	33%	9.9%	PASS
Interest-bearing Debts	33%	0.001%	PASS
Liquidity	70%	13.6%	PASS

