

bumble inc.

# Q4 2022 Earnings

## Supplemental Presentation

February 2023

# Forward-Looking Statements and Revision of Previously Issued Financial Statements

This communication contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, without limitation, statements reflecting our current views with respect to, among other things, our operations, our financial performance and our industry and other non-historical statements, including without limitation the information in the “Financial Outlook” section of this communication. In some cases, you can identify these forward-looking statements by the use of words such as “outlook,” “believe(s),” “expect(s),” “potential,” “continue(s),” “may,” “will,” “should,” “could,” “would,” “seek(s),” “predict(s),” “intend(s),” “trends,” “plan(s),” “estimate(s),” “anticipates,” “projection,” “will likely result” and or the negative version of these words or other comparable words of a future or forward-looking nature. Such forward-looking statements are subject to various risks and uncertainties. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. These factors include, but are not limited to, the following: our ability to retain existing users or attract new users and to convert users to paying users; competition and changes in the competitive landscape of our market; our ability to distribute our dating products through third parties, such as Apple App Store or Google Play Store, and offset related fees the impact of data security breaches or cyber attacks on our systems and the costs of remediation related to any such incidents the continued development and upgrading of our technology platform and our ability to adapt to rapid technological developments and changes in a timely and cost-effective manner; our ability to obtain, maintain, protect and enforce intellectual property rights and successfully defend against claims of infringement, misappropriation or other violations of third-party intellectual property; our ability to comply with complex and evolving U.S. and international laws and regulations relating to our business, including sanctions and data privacy laws; foreign currency exchange rate fluctuations; risks relating to certain of our international operations, including geopolitical conditions and successful expansion into new markets; the impact of current developments in Russia, Ukraine and surrounding countries on our business and users, including the impact of our decision to discontinue our operations in Russia and remove our apps from the Apple App Store and Google Play Store in Russia and Belarus; affiliates of Blackstone Inc.’s (“Blackstone”) and our Founder’s control of us; the oversized voting rights of affiliates of Blackstone and our Founder; the inability to attract hire and retain a highly qualified and diverse workforce, or maintain our corporate culture; changes in business or macroeconomic conditions, including lower consumer confidence in our business or in the online dating industry generally, recessionary conditions, increased unemployment rates, stagnant or declining wages, changes in inflation or interest rates, political unrest, armed conflicts, natural disasters or the impact of the Coronavirus Disease 2019 (and other widespread health emergencies or pandemics) and measures taken in response. For additional information on these and other factors that could cause Bumble’s actual results to differ materially from expected results, please see our filings with the Securities and Exchange Commission (the “SEC”), including our Annual Report on Form 10-K for the year ended December 31, 2021 and our subsequent periodic filings, which are accessible on the SEC’s website at [www.sec.gov](http://www.sec.gov). The forward-looking statements included in this communication are made only as of the date of this communication, and we undertake no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as required by law.

Certain prior period amounts included in this communication have been revised. As reported in the Company’s Quarterly Report on Form 10-Q for the quarter ended September 30, 2022 (the “Q3 10-Q”), the Company identified certain prior period adjustments, including with respect to the recognition and presentation of debt issuance costs and refunds from third-party aggregators, for the 2020 annual financial statements, 2021 quarterly and annual financial statements and quarterly financial statements for the three months ended June 30, 2022 and March 31, 2022. These revisions were not material to the prior periods and do not affect the ongoing operations of the Company or adjusted EBITDA. A quantification of the impact of these adjustments on each financial statement line item was included in the Q3 10-Q.

## Definitions

**Total Revenue** is the sum of Bumble App Revenue and Badoo App and Other Revenue.

**Total Paying Users** is the sum of Bumble App Paying Users and Badoo App and Other Paying Users.

**Total Average Revenue per Paying User (or ARPPU)** is a metric calculated based on Total Revenue in any measurement period, excluding any revenue generated from Fruitz, advertising and partnerships or affiliates, divided by the Total Paying Users in such period divided by the number of months in the period.

**Bumble App Revenue** is revenue derived from purchases or renewals of a Bumble app subscription plan and/or in-app purchases on Bumble app in the relevant period.

**Bumble App Paying User** is a user that has purchased or renewed a Bumble app subscription plan and/or made an in-app purchase on Bumble app in a given month. We calculate Bumble App Paying Users as a monthly average, by counting the number of Bumble App Paying Users in each month and then dividing by the number of months in the relevant measurement period.

**Bumble App Average Revenue per Paying User** is a metric calculated based on Bumble App Revenue in any measurement period, divided by Bumble App Paying Users in such period divided by the number of months in the period.

**Badoo App and Other revenue** is revenue derived from purchases or renewals of a Badoo app subscription plan and/or in-app purchases on Badoo app in the relevant period, purchases on one of our other apps that we owned and operated in the relevant period, purchases on other third-party apps that used our technology in the relevant period and advertising, partnerships or affiliates revenue in the relevant period.

**Badoo App and Other Paying User** is a user that has purchased or renewed a subscription plan and/or made an in-app purchase on Badoo app in a given month (excluding Fruitz) or made a purchase on one of our other apps that we owned and operated in a given month, or purchase on other third-party apps that used our technology in the relevant period. We calculate Badoo App and Other Paying Users as a monthly average, by counting the number of Badoo App and Other Paying Users in each month and then dividing by the number of months in the relevant measurement period.

**Badoo App and Other Average Revenue per Paying User** is a metric calculated based on Badoo App and Other Revenue in any measurement period, excluding any revenue generated from Fruitz, advertising and partnerships or affiliates, divided by Badoo App and Other Paying Users in such period divided by the number of months in the period.

## Non-GAAP Financial Measures

We report our financial results in accordance with GAAP, however, management believes that certain non-GAAP financial measures provide users of our financial information with useful supplemental information that enables a better comparison of our performance across periods. These measures include adjusted EBITDA and adjusted EBITDA margin. We believe adjusted EBITDA and adjusted EBITDA margin provide visibility to the underlying continuing operating performance by excluding the impact of certain expenses, including income tax (benefit) provision, interest (income) expense, depreciation and amortization, stock-based compensation expense, employer costs related to stock based compensation, foreign exchange (gain) loss, changes in fair value of contingent earn out liability, interest rate swaps and investments, transaction and other costs, litigation costs net of insurance reimbursements that arise outside of the ordinary course of business, tax receivable agreement liability remeasurement (benefit) expense and impairment loss, as management does not believe these expenses are representative of our core earnings.

Our non-GAAP financial measures may not be comparable to similarly titled measures used by other companies, have limitations as analytical tools and should not be considered in isolation, or as substitutes for analysis of our operating results as reported under GAAP. Additionally, we do not consider our non-GAAP financial measures as superior to, or a substitute for, the equivalent measures calculated and presented in accordance with GAAP.

**Adjusted earnings before interest, taxes, depreciation and amortization (“adjusted EBITDA”)** is defined as net earnings (loss) excluding income tax (benefit) provision, interest (income) expense, depreciation and amortization, stock-based compensation expense, employer costs related to stock based compensation, foreign exchange (gain) loss, changes in fair value of contingent earn out liability, interest rate swaps and investments in equity securities, transaction and other costs, litigation costs net of insurance reimbursements arising outside of the ordinary course of business, tax receivable agreement liability remeasurement (benefit) expense and impairment loss.

**Adjusted EBITDA margin** represents adjusted EBITDA as a percentage of revenue.

With regards to the adjusted EBITDA outlook provided herein, a reconciliation to GAAP net earnings (loss) has not been provided as the quantification of certain items included in the calculation of GAAP net earnings (loss) cannot be calculated or predicted at this time without unreasonable efforts. For example, the non-GAAP adjustment for stock-based compensation expense requires additional inputs such as number of shares granted and market price that are not currently ascertainable, and the non-GAAP adjustment for certain legal, tax and regulatory reserves and expenses depends on the timing and magnitude of these expenses and cannot be accurately forecasted. For the same reasons, the Company is unable to address the probable significance of the unavailable information, which could have a potentially unpredictable, and potentially significant, impact on its future GAAP financial results.

This communication should be read in conjunction with our earnings release for the fourth quarter and full year ended December 31, 2022, and our Annual Report on Form 10 K for the full year ended December 31, 2022.

Please refer to “Reconciliation from GAAP to Non-GAAP” for reconciliations of our non-GAAP financial measures.

## Q4 2022 Financial Highlights

In Millions, Except ARPPU	Q4 2022	VS. Q4 2021
Total Revenue <sup>1</sup>	\$241.6	17%
Bumble App Revenue	\$190.8	28%
Total Paying Users <sup>2</sup>	3.4	14%
Bumble App Paying Users	2.2	35%
Total ARPPU <sup>2</sup>	\$23.01	1%
Net Loss	\$(159.2)	NA
Adjusted EBITDA	\$60.5	10%

<sup>1</sup> Includes revenue generated from Fruitz.

<sup>2</sup> Excludes Fruitz paying users and revenue generated from Fruitz.

## FY 2022 Financial Highlights

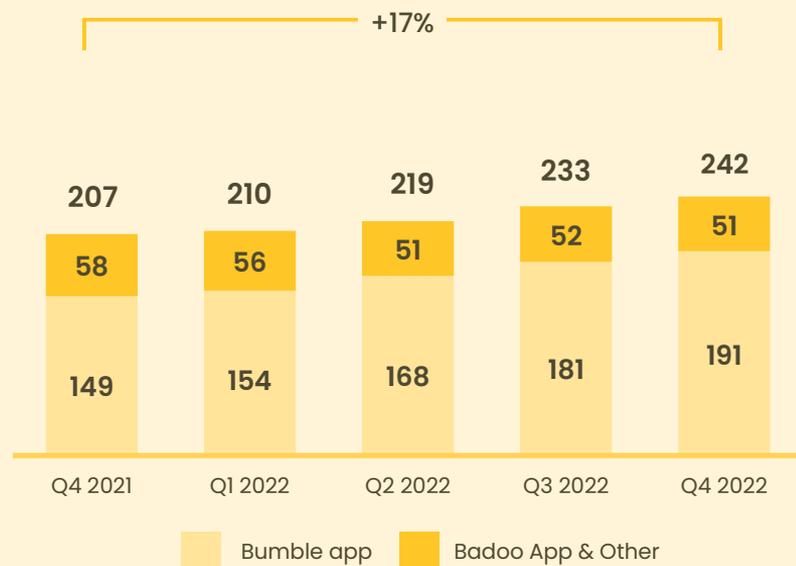
In Millions, Except ARPPU	FY 2022	VS. FY 2021
Total Revenue <sup>1</sup>	\$903.5	19%
Bumble App Revenue	\$694.3	31%
Total Paying Users <sup>2</sup>	3.2	10%
Bumble App Paying Users	2.0	34%
Total ARPPU <sup>2</sup>	\$23.03	7%
Net Loss	\$(114.1)	NA
Adjusted EBITDA	\$226.9	10%

<sup>1</sup> Includes revenue generated from Fruitz.

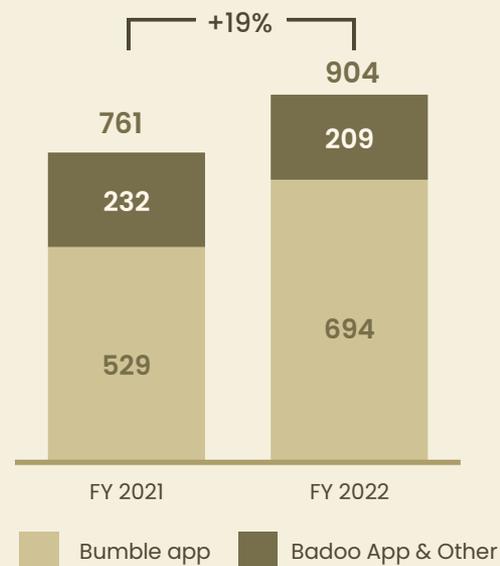
<sup>2</sup> Excludes Fruitz paying users and revenue generated from Fruitz.

# Total Revenue

## Quarterly Revenue<sup>1</sup> (\$M)



## Annual Revenue<sup>1</sup> (\$M)



**Total Revenue of \$241.6 million was driven by strong Bumble App growth**

<sup>1</sup> The sum of individual metrics may not always equal total amounts indicated due to rounding.

# Bumble App

## Paying Users (Thousands)

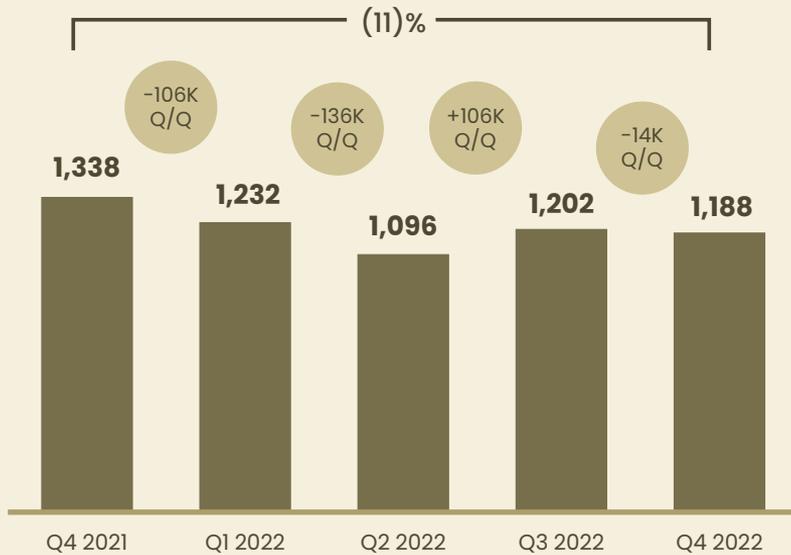
## Annual Revenue Per Paying User (\$)



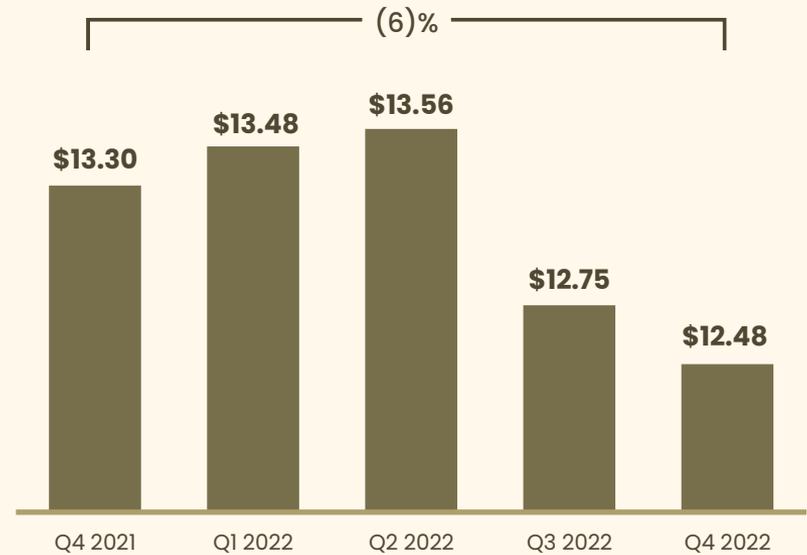
Bumble App paying users grew 133,000 sequentially in Q4; added 502,000 paying users in FY22 compared to FY21

# Badoo App & Other

## Paying Users (Thousands)



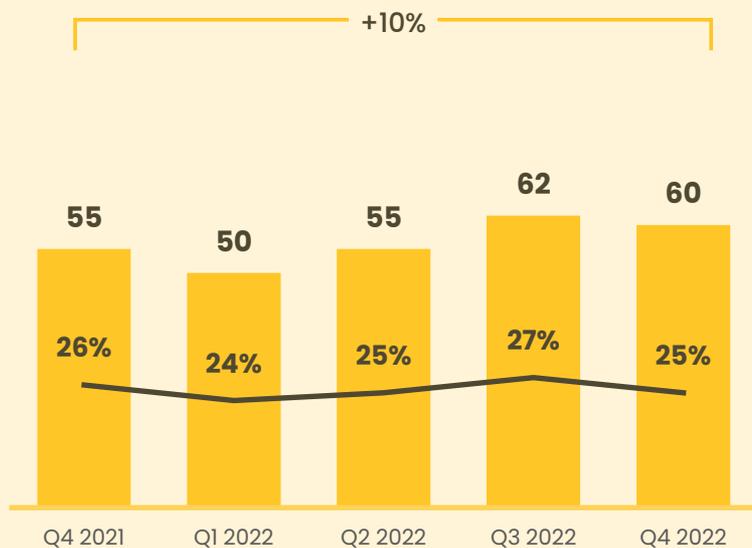
## Annual Revenue Per Paying User (\$)



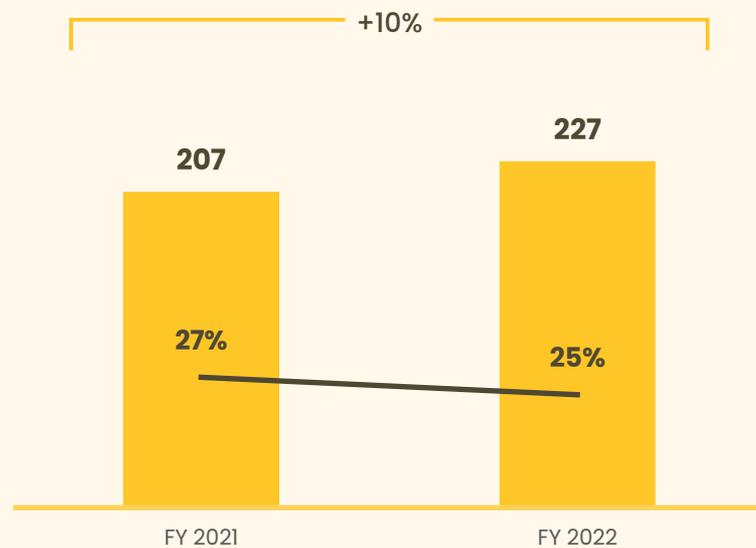
Badoo App paying users decreased 14,000 sequentially in Q4

# Adjusted EBITDA

## Quarterly Adjusted EBITDA (\$M)



## Annual Adjusted EBITDA (\$M)



Adjusted EBITDA of \$60 million grew 10% Y/Y, representing an Adjusted EBITDA margin of 25%

# Financial Outlook<sup>1</sup>

## Q1 2023

### Revenue

**\$238-243**

MILLION

BUMBLE APP: \$190-193 MILLION  
Total FX and Ukraine conflict: \$(10) MILLION

### Adjusted EBITDA

**\$53-56**

MILLION

## FY 2023

### Revenue Growth Rate

**16%-19%**

BUMBLE APP: 22%-25%

### Adjusted EBITDA Margin

**26%**

1. Actual results may differ materially from Bumble's financial outlook as a result of, among other things, the factors described under "Forward-Looking Statements" herein.

# Reconciliation of Net Earnings (Loss) to Adjusted EBITDA

In Millions, Except Percentages	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Net earnings (loss)	\$(13.9)	\$23.7	\$(5.0)	\$26.4	\$(159.2)
<b>Add back:</b>					
Income tax (benefit) provision	(0.7)	2.9	1.2	1.6	(2.4)
Interest (income) expense	5.7	5.6	6.0	6.9	5.6
Depreciation and amortization	26.2	26.9	27.2	19.8	15.9
Stock-based compensation expense	24.4	17.6	22.4	37.2	33.8
Employer costs related to stock-based compensation <sup>1</sup>	-	1.1	0.1	0.4	0.4
Litigation costs, net of insurance reimbursements <sup>2</sup>	3.1	2.8	1.0	0.2	18.6
Foreign exchange (gain) loss <sup>3</sup>	6.2	(2.4)	(2.1)	(1.6)	2.4
Changes in fair value of interest rate swaps <sup>4</sup>	(3.8)	(10.8)	(2.8)	(4.8)	1.3
Transaction and other costs <sup>5</sup>	0.9	3.1	1.1	2.7	(1.6)
Changes in fair value of contingent earn-out liability	(21.8)	(20.7)	1.3	(27.0)	(0.7)
Changes in fair value of investments	(0.8)	-	-	(0.0)	0.1
Tax receivable agreement liability remeasurement expense <sup>6</sup>	2.8	-	-	-	5.3
Impairment loss <sup>7</sup>	26.4	-	4.3	-	141.0
<b>Adjusted EBITDA<sup>8</sup></b>	<b>\$54.8</b>	<b>\$49.8</b>	<b>\$54.8</b>	<b>\$61.8</b>	<b>\$60.5</b>
<b>Adjusted EBITDA margin</b>	<b>26.4%</b>	<b>23.7%</b>	<b>25.0%</b>	<b>26.6%</b>	<b>25.0%</b>

1. Represents employer portion of Social Security and Medicare payroll taxes domestically, National Insurance contributions in the United Kingdom and comparable costs internationally related to the settlement of equity awards.

2. Represents certain litigation costs and insurance proceeds associated with pending litigations or settlements of litigation. Includes amounts accrued with respect to the Company's class action lawsuit related to the September 2021 secondary public stock offering, representing management's current estimated probable loss for this matter.

3. Represents foreign exchange (gain) loss due to foreign currency transactions.

4. Represents fair value loss (gain) on interest rate swaps.

5. Represents transaction costs (such as legal, accounting, advisory fees and other related costs) primarily related to acquisitions, including the acquisition of Fruitz in January 2022. Amounts for 2022 also include employee related restructuring costs directly associated with our decision to discontinue our operations in Russia including severance benefits, relocation and advisory fees.

6. Represents changes in tax receivable agreement liability due to tax rate changes and unrelated to exchanges of Common Units for Class A shares.

7. Represents impairment loss incurred on white label contracts in 2021 and impairment loss of the Badoo brand and a right-of-use asset related to our Moscow office in 2022.

8. The sum of individual metrics may not always equal total amounts indicated due to rounding.

# Reconciliation of Revised Revenue and Operating Metrics – 2021

	Q1 2021			Q2 2021			Q3 2021			Q4 2021		
In 000s, Except ARPPU	As Previously Reported	Adj.	As Revised	As Previously Reported	Adj.	As Revised	As Previously Reported	Adj.	As Revised	As Previously Reported	Adj.	As Revised
Bumble App	\$112,637	\$(1,275)	\$111,362	\$127,319	\$(721)	\$126,598	\$142,485	\$(1,269)	\$141,216	\$150,475	\$(1,065)	\$149,410
Badoo App and Other	\$58,076	\$(135)	\$57,941	\$58,898	\$(81)	\$58,817	\$58,024	\$(93)	\$57,931	\$57,746	\$(111)	\$57,635
<b>Total Revenue</b>	<b>\$170,713</b>	<b>\$(1,410)</b>	<b>\$169,303</b>	<b>\$186,217</b>	<b>\$(802)</b>	<b>\$185,415</b>	<b>\$200,509</b>	<b>\$(1,362)</b>	<b>\$199,147</b>	<b>\$208,221</b>	<b>\$(1,176)</b>	<b>\$207,045</b>
<b>Key Operating Metrics</b>												
Bumble App Paying Users	1,352.8	-	1,352.8	1,473.0	-	1,473.0	1,532.6	-	1,532.6	1,640.7	-	1,640.7
Badoo App and Other Paying Users	1,450.5	-	1,450.5	1,454.3	-	1,454.3	1,333.4	-	1,333.4	1,338.2	-	1,338.2
<b>Total Paying Users</b>	<b>2,803.3</b>	<b>-</b>	<b>2,803.3</b>	<b>2,927.3</b>	<b>-</b>	<b>2,927.3</b>	<b>2,866.0</b>	<b>-</b>	<b>2,866.0</b>	<b>2,978.9</b>	<b>-</b>	<b>2,978.9</b>
Bumble App ARPPU	\$27.75	\$(0.31)	\$27.44	\$28.81	\$(0.16)	\$28.65	\$30.99	\$(0.28)	\$30.71	\$30.57	\$(0.21)	\$30.36
Badoo App and Other ARPPU	\$12.76	\$(0.04)	\$12.72	\$12.85	\$(0.02)	\$12.83	\$13.75	\$(0.02)	\$13.73	\$13.33	\$(0.03)	\$13.30
<b>Total ARPPU</b>	<b>\$19.99</b>	<b>\$(0.16)</b>	<b>\$19.83</b>	<b>\$20.88</b>	<b>\$(0.09)</b>	<b>\$20.79</b>	<b>\$22.97</b>	<b>\$(0.16)</b>	<b>\$22.81</b>	<b>\$22.83</b>	<b>\$(0.14)</b>	<b>\$22.69</b>

# Reconciliation of Revised Revenue and Operating Metrics – 2022

	Q1 2022			Q2 2022			Q3 2022	Q4 2022
In 000s, Except ARPPU	As Previously Reported	Adj.	As Revised	As Previously Reported	Adj.	As Revised	As Reported	As Reported
Bumble App	\$155,420	\$(1,054)	\$154,366	\$169,608	\$(1,134)	\$168,474	\$180,641	\$190,848
Badoo App and Other	\$55,779	\$(115)	\$55,664	\$50,846	\$(114)	\$50,732	\$51,998	\$50,780
<b>Total Revenue</b>	<b>\$211,199</b>	<b>\$(1,169)</b>	<b>\$210,030</b>	<b>\$220,454</b>	<b>\$(1,248)</b>	<b>\$219,206</b>	<b>\$232,639</b>	<b>\$241,628</b>
<b>Key Operating Metrics</b>								
Bumble App Paying Users	1,775.2	-	1,775.2	1,924.5	-	1,924.5	2,088.1	2,221.1
Badoo App and Other Paying Users	1,232.0	-	1,232.0	1,096.2	-	1,096.2	1,202.2	1,188.2
<b>Total Paying Users</b>	<b>3,007.2</b>	<b>-</b>	<b>3,007.2</b>	<b>3,020.7</b>	<b>-</b>	<b>3,020.7</b>	<b>3,290.3</b>	<b>3,409.3</b>
Bumble App ARPPU	\$29.18	\$(0.19)	\$28.99	\$29.38	\$(0.20)	\$29.18	\$28.84	\$28.64
Badoo App and Other ARPPU	\$13.51	\$(0.03)	\$13.48	\$13.60	\$(0.04)	\$13.56	\$12.75	\$12.48
<b>Total ARPPU</b>	<b>\$22.76</b>	<b>\$(0.13)</b>	<b>\$22.63</b>	<b>\$23.65</b>	<b>\$(0.14)</b>	<b>\$23.51</b>	<b>\$22.96</b>	<b>\$23.01</b>

# Weighted Average Class A Shares Outstanding

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	FY 2021	FY 2022
<b>Basic</b>	129,038,313	129,233,843	129,398,184	129,464,491	129,583,789	121,425,908	129,421,157
<b>Diluted</b>	129,038,313	191,329,897	129,398,184	193,986,415	129,583,789	192,675,476	129,421,157

1. Certain potentially dilutive securities were excluded from the diluted earnings (loss) per share computation because the effect would be anti-dilutive, or issuance of such shares is contingent upon the satisfaction of certain conditions which were not satisfied by the end of the periods.

