



# Q1 2022 Earnings

*Supplemental Presentation*

May 11, 2022

# Safe Harbor: Forward-Looking Statements and Definitions

## FORWARD-LOOKING 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, our industry, the impact of the Coronavirus Disease 2019 (“COVID-19”) on our business and other non-historical statements, including without limitation the statements 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 the 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 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; the outsized voting rights of affiliates of Blackstone Inc. (“Blackstone”) and Whitney Wolfe Herd, our Founder and CEO; affiliates of Blackstone’s and our Founder’s control of us; the inability to attract hire and retain a highly qualified and diverse workforce, or maintain our corporate culture; and changes in business or macroeconomic conditions, including the impact of COVID-19 (and other widespread health emergencies or pandemics) and measures taken in response, lower consumer confidence in our business or in the online dating industry generally, recessionary conditions, increased unemployment rates, stagnant or declining wages, political unrest, armed conflicts or natural disasters. For additional information on these and other factors that could cause Bumble’s actual results to differ materially from expected results, please see our Annual Report on Form 10-K for the year ended December 31, 2021, which was filed with the Securities and Exchange Commission (the “SEC”) on March 16, 2022, as such factors may be updated from time to time in our subsequent filings with the SEC, 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.

## DEFINITIONS

**Bumble App Average Revenue per Paying User** is 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.

**Bumble App Paying User** is a user that has purchased or renewed a Bumble subscription plan and/or made an in-app purchase on the 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 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.

**Badoo App and Other Average Revenue per Paying User** is 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.

**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 the Badoo app in a given month (or made a purchase on one of our other apps that we owned and operated in a given month (excluding Fruitz), 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 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.

**Total Average Revenue per Paying User** or **Total ARPPU** is 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.

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

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



# Safe Harbor: Non-GAAP Measures

## 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, 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 quarter ended March 31, 2022, and our Quarterly Report on Form 10-Q for the quarter ended March 31, 2022.

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



# Q1 2022 Financial Highlights

IN MILLIONS, EXCEPT ARPPU	Q1 2022	VS. Q1 2021
TOTAL REVENUE <sup>1</sup>	\$211.2	24%
BUMBLE APP REVENUE	\$155.4	38%
TOTAL PAYING USERS <sup>2</sup>	3.0	7%
BUMBLE APP PAYING USERS	1.8	31%
TOTAL ARPPU <sup>2</sup>	\$22.76	14%
NET EARNINGS <sup>3</sup>	\$23.9	(93)%
ADJUSTED EBITDA	\$49.8	8%

1. Includes revenue generated from Fruitz, which was acquired in January 2022.

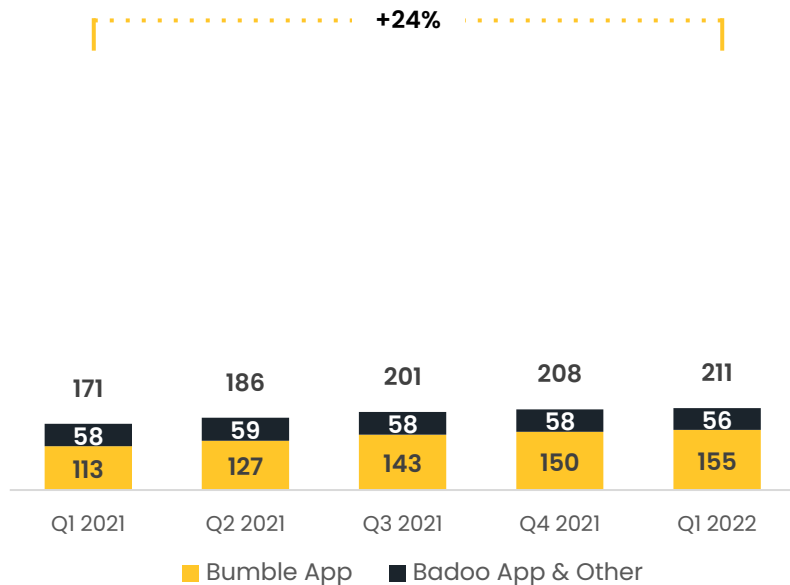
2. Excludes Fruitz paying users and ARPPU.

3. Net earnings for Q1 2021 includes a \$441.5 million tax benefit related to the reversal of a deferred tax liability due to a restructuring of the Company's international operations.

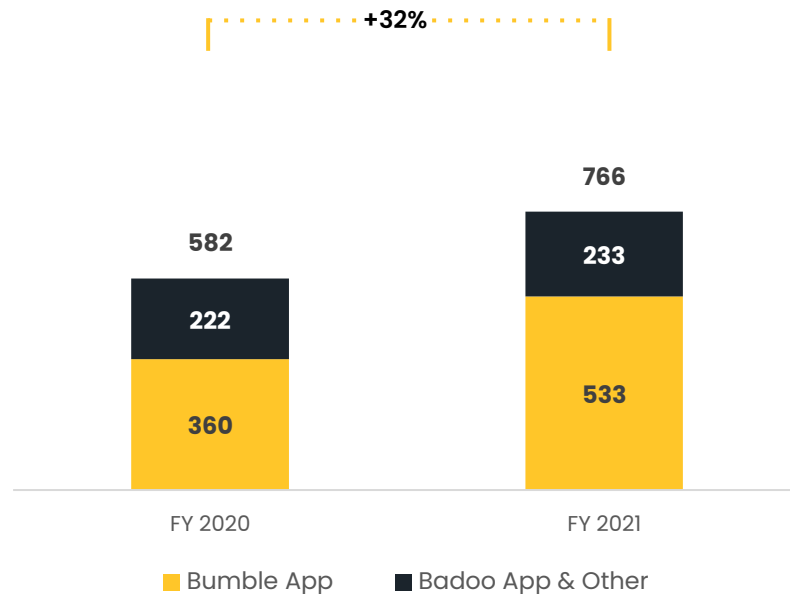


# Total Revenue

## QUARTERLY REVENUE (\$M)



## ANNUAL REVENUE<sup>4</sup> (\$M)



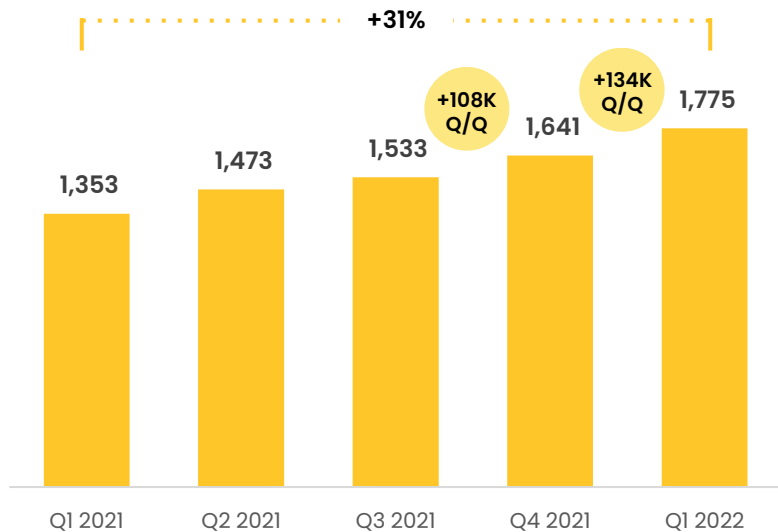
### Total Revenue of \$211.2 million was driven by Bumble App growth

4. Full year 2020 Total Revenue of \$582 million was comprised of \$542 million for the period from January 29, 2020 to December 31, 2020 and \$40 million for the period from January 1, 2020 to January 28, 2020. Full year 2020 Bumble App Revenue of \$360 million was comprised of \$337 million for the period from January 29, 2020 to December 31, 2020 and \$23 million for the period from January 1, 2020 to January 28, 2020. Full year 2020 Badoo App and Other Revenue of \$222 million was comprised of \$205 million for the period from January 29, 2020 to December 31, 2020 and \$17 million for the period from January 1, 2020 to January 28, 2020.

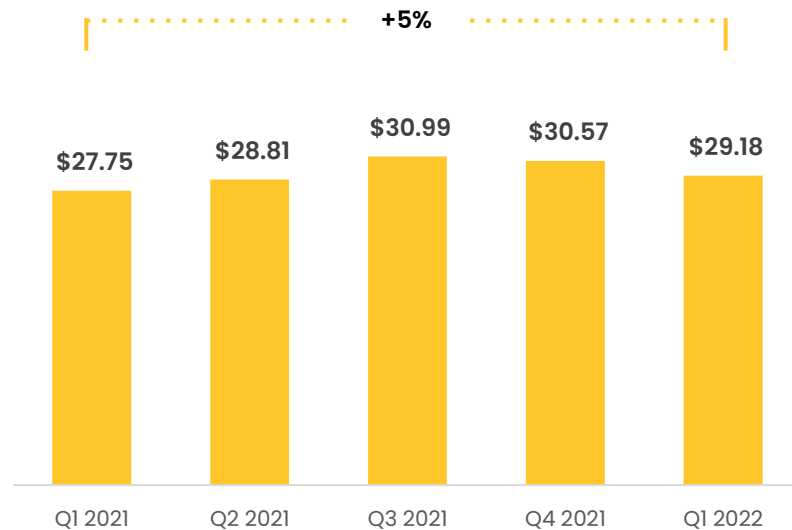


# Bumble App

## PAYING USERS (THOUSANDS)



## AVERAGE REVENUE PER PAYING USER (\$)

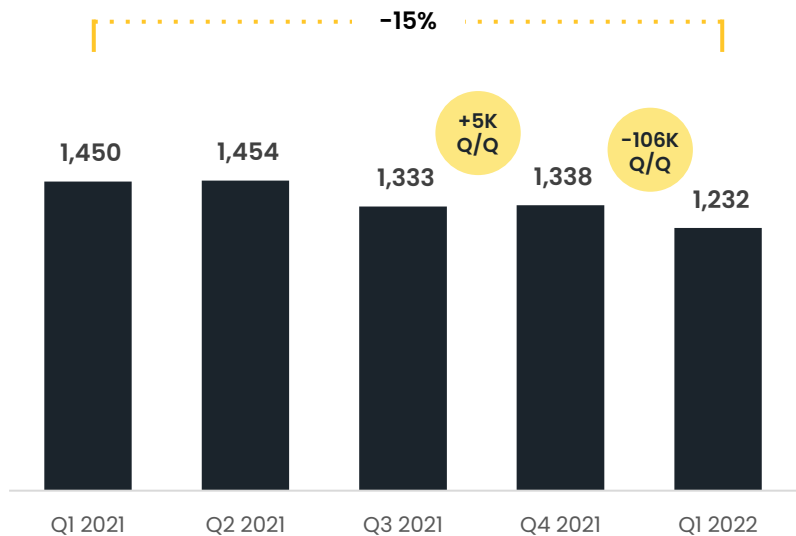


Bumble App paying users grew 134,000 sequentially in Q1 after growing 108,000 sequentially in Q4

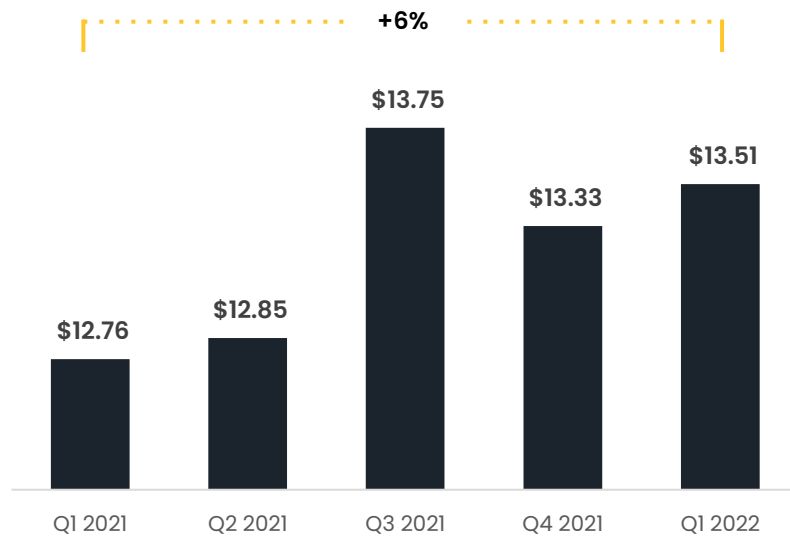


# Badoo App & Other

## PAYING USERS (THOUSANDS)



## AVERAGE REVENUE PER PAYING USER (\$)

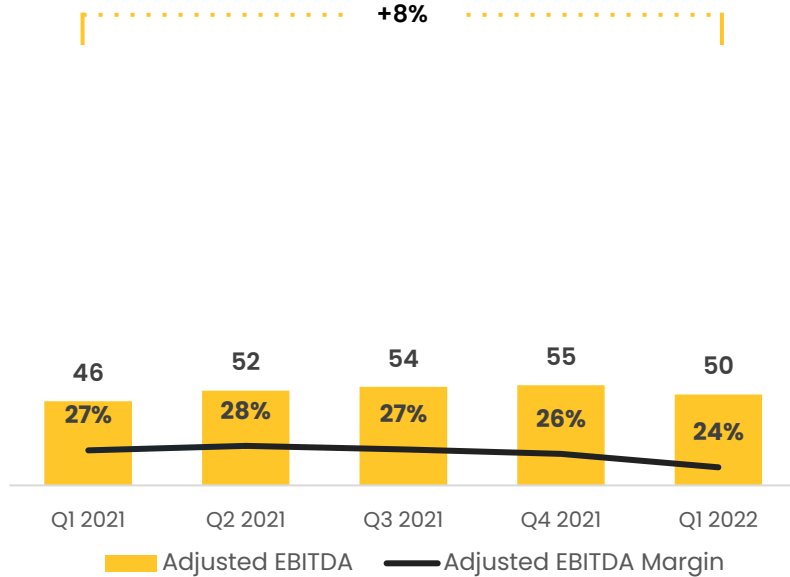


Badoo App paying users decreased 106,000 sequentially in Q1, with more than half due to the conflict in Ukraine

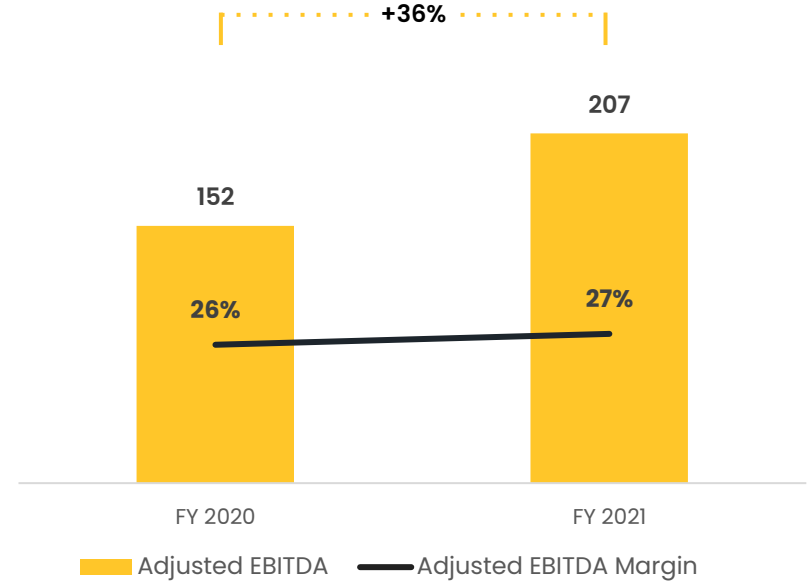


# Adjusted EBITDA

## QUARTERLY ADJUSTED EBITDA (\$M)



## ANNUAL ADJUSTED EBITDA<sup>5</sup> (\$M)



**Adjusted EBITDA of \$49.8 million grew 8% Y/Y, representing an Adjusted EBITDA margin of 24%**

5. Full year 2020 Adjusted EBITDA of \$152 million was comprised of \$143 million for the period from January 29, 2020 to December 31, 2020 and \$9 million for the period from January 1, 2020 to January 28, 2020.





# Financial Outlook

## Q2 2022

### REVENUE

**\$218-221**

**MILLION**

BUMBLE APP: \$167-169 MILLION  
TOTAL FX IMPACT: \$(9) MILLION

### ADJUSTED EBITDA

**\$51-53**

**MILLION**

GOOGLE PLAY: \$(4) MILLION

## FY 2022

### REVENUE

**\$934-944**

**MILLION**

BUMBLE APP GROWTH: 34-36%  
TOTAL FX IMPACT: \$(28) MILLION

### ADJUSTED EBITDA MARGIN

**24.5-25.0**

**PERCENT**

GOOGLE PLAY: \$(16) MILLION



# Reconciliation from GAAP to Non-GAAP



# Reconciliation of Net Earnings (Loss) to Adjusted EBITDA

IN MILLIONS, EXCEPT PERCENTAGES	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022
Net earnings (loss)	\$323.4	\$(11.1)	\$(10.7)	\$(14.7)	\$23.9
Add back:					
Income tax (benefit) provision <sup>1</sup>	(436.6)	0.5	0.3	(0.2)	2.4
Interest (income) expense	7.7	5.9	6.0	6.0	5.9
Depreciation and amortization	27.0	26.9	27.0	26.2	26.9
Stock-based compensation expense	45.8	29.9	23.8	24.4	17.6
Employer costs related to stock-based compensation <sup>2</sup>	—	—	2.4	—	1.1
Litigation costs, net of insurance reimbursements <sup>3</sup>	0.2	1.5	2.0	3.1	2.8
Foreign exchange (gain) loss <sup>4</sup>	(3.8)	(4.8)	(2.0)	6.2	(2.4)
Changes in fair value of interest rate swaps <sup>5</sup>	(2.9)	0.2	0.0	(3.8)	(10.8)
Transaction and other costs <sup>6</sup>	13.5	2.5	2.2	0.9	3.1
Changes in fair value of contingent earn-out liability	72.0	0.5	5.2	(21.8)	(20.7)
Changes in fair value of external investments	(0.2)	(0.1)	(0.0)	(0.8)	—
Tax receivable agreement liability remeasurement benefit <sup>7</sup>	—	—	(1.7)	2.8	—
Impairment Loss <sup>8</sup>	—	—	—	26.4	—
<b>ADJUSTED EBITDA<sup>9</sup></b>	<b>\$46.1</b>	<b>\$51.9</b>	<b>\$54.5</b>	<b>\$54.8</b>	<b>\$49.8</b>
<b>Adjusted EBITDA margin</b>	<b>27.0%</b>	<b>27.9%</b>	<b>27.2%</b>	<b>26.3%</b>	<b>23.6%</b>

1. Amount for Q1 2021 includes a \$441.5 million tax benefit related to the reversal of a deferred tax liability due to a restructuring of the Company's international operations.
2. 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.
3. Represents certain litigation costs, net of insurance reimbursements associated with pending litigations or settlements of litigation.
4. Represents foreign exchange (gain) loss due to foreign currency transactions.
5. Represents fair value (gain) loss on interest rate swaps.
6. Represents transaction costs related to acquisitions and our offerings (IPO, the Reorganization and the secondary offering) such as legal, accounting, advisory fees and other related costs. Amount for Q1 2022 also includes employee-related restructuring costs directly associated with our decision to discontinue our operations in Russia including severance benefits, relocation and advisory fees.
7. Represents changes in tax receivable agreement liability due to tax rate changes and unrelated to exchanges of Common Units for Class A shares.
8. Represents impairment loss on white label contracts.
9. The sum of individual metrics may not always equal total amounts indicated due to rounding.



