

2023

Impact Report

bumble inc.

Grounded in

kind connections™

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A Word from Lidiane

While the world around us has evolved immensely over the past few years, our mission has remained the same: to create a world where all relationships are healthy and equitable.

This goal would be impossible to achieve without our teams and their hard work to provide safe online spaces that foster genuine connections. Our purpose is to bring people together, whether as friends or romantic partners, helping these connections develop and grow in real life. We achieve this by consistently leveraging innovative technologies like artificial intelligence (AI) for the benefit of our community and by improving the member experience with a focus on safety.

In 2023, we also deepened our commitment to defending gender equality, reproductive rights, and the protection of women and marginalized communities online.

As Bumble’s CEO, I am honored to carry these values and purpose forward. Our first impact report tells this story—and so much more—by highlighting our achievements across key focus areas:

Safety and Innovation

We continued to prioritize user safety in member experiences and app features, introducing innovations like Deception Detector™ to tackle spam, scams, and fake accounts on our platform. We also updated our Community Guidelines to be our most comprehensive policies to date. These advancements enable a safer and more secure platform for our users.

Product Stewardship and Member Engagement

We’re constantly prioritizing community feedback to make our products better. In 2023, we engaged with our members for feedback across multiple touchpoints to continue to meet

the diverse needs of our community. The launch of our new Safety and Wellbeing Centers, which serve as valuable resource hubs on our platform, has also empowered our members to date more safely.

Public Policy and Advocacy

We maintained our collaboration with lawmakers and advocates to create safer digital spaces, leading the fight against cyberflashing in the U.S. and abroad. Our efforts to combat cyberflashing and technology-facilitated gender-based violence expanded in India. In our home state of Texas, we continued to advocate for reproductive rights by signing an amicus brief to uphold the right to abortion as healthcare.

Social Impact and Partnerships

We strengthened our social impact through partnerships with nonprofits, relaunching Moves Making Impact with a structure more closely aligned

with our social impact goals, which also enables us to better leverage partnerships to support women’s empowerment. Additionally, we expanded support for the National Domestic Violence Hotline through an innovative volunteer program and deepened our partnership with Vital Voices through the Next Movers Program.

Diversity, Equity, Inclusion, and Belonging (DEI&B)

We launched our first comprehensive DEI&B strategy, continuing to strengthen a culture of inclusivity that celebrates diverse cultures and identities.

Environmental Stewardship

We remain on course to achieve a net zero carbon footprint by 2025 for our scope 1 and scope 2 emissions, as well as scope 3 emissions related to our cloud computing facilities and data centers. In 2023, we conducted

a comprehensive assessment of our carbon footprint, furthering our commitment to environmental sustainability.

Looking ahead, we are excited about the opportunities to further innovate and expand our positive impact on our communities, society, and the environment. As we make progress on this journey, we will continue to prioritize our members’ needs and remain steadfast in our dedication to fostering positive and meaningful connections.

Though our work is never done, I’m proud to share our progress in our inaugural impact report. I look forward to continuing to drive sustainable practices and positive impact across our apps. Thank you and stay tuned.

Warm regards,



Lidiane Jones,
Chief Executive Officer
Bumble Inc.



References in this impact report to “we,” “us,” “our,” “ours,” “Bumble,” and the “company” refer to Bumble Inc. and its consolidated subsidiaries.

About Bumble Inc.



About Bumble Inc.

 Bumble |  bff |  Badoo |  FRUITZ |  OFFICIAL

Bumble Inc. is the parent company of the apps Bumble, Bumble for Friends, Badoo, Fruitz, and Official¹. Our apps foster healthy, equitable relationships through Kind Connections™. We cultivate and leverage cultural relevance to champion inclusivity and make a positive impact, creating a global portfolio focused on safety, kindness, and genuine connections.

About this report

This report covers the period from January 1, 2023 to December 31, 2023, unless otherwise noted. References in this impact report to “we,” “us,” “our,” “ours,” “Bumble,” and the “company” refer to Bumble Inc. and its consolidated subsidiaries.



Bumble

Bumble connects people across dating (Date mode), friendship (Friends mode) and professional networking (Bizz mode). Bumble is built on the importance of equitable relationships and how crucial they are to a healthy, happy life.



Bumble For Friends

Bumble for Friends, which was launched in 2023, is the dedicated friendship app from Bumble, made to help create new, meaningful friendships.



Badoo

Badoo helps daters be authentic and meaningful in every action they take, so they can be more confident in finding connections that matter. The app boasts one of the world’s largest and most geographically diverse communities.



Fruitz

Fruitz encourages open and honest communication of dating intentions through four playful fruit metaphors: cherries, grapes, watermelons, and peaches.



Official

Official creates fun ways for couples to build healthy and lasting habits in their relationships, with easy-to-use features that promote communication, self-reflection, memory sharing, and quality time.

¹ In July 2024, Bumble Inc. acquired Geneva, the popular Gen Z community app that is the “online place to find your offline people.”

Mission, Culture, & Values


Our mission has been clear from the beginning: to create a world where all relationships are healthy and equitable. We strive to create an inclusive environment across our portfolio that empowers everyone to be their authentic selves. As part of this mission, we continuously update our platform to build a welcoming community where everyone can feel comfortable and included.

Bumble's mission-first strategy enables our business performance to drive positive impact and allows our values to guide our business decisions. Our strategic efforts are anchored in our powerful brand, product leadership, operational excellence, and impact initiatives.


We support our mission with a company culture anchored in Growth, Kindness, Accountability, Equity, and Honesty. These core values guide everything we do, and embodying them in every aspect of our work and development is a defining feature of who we are. This strong cultural foundation is a natural draw for exceptionally talented individuals whose values align with ours and who aspire to contribute to our shared goals. Those who join our team are in good company: Bumble employees form a global community of cross-industry experts that bring our mission to life every day with genuine conviction and teamwork.




Bumble Inc. at a Glance



879
full-time
employees¹



\$1,051.8
million
in revenue in 2023²



3.72
million
Total Paying Users^{3 4}

¹ As of July 1, 2024

² For the year ended December 31, 2023

³ Total Paying Users is the sum of Bumble App Paying Users and Badoo App and Other Paying Users.

A Bumble App Paying User is a user that has purchased or renewed a Bumble app or Bumble for Friends 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.

A 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 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.

⁴ Excludes paying users from Official and, for periods prior to Q4 2023, excludes paying users from Fruitz.

ESG Vision & Strategy

Bumble believes that certain ESG (Environmental, Social, and Governance) topics are crucial indicators for measuring the societal impact and sustainability of our company and business practices. We’re laying the groundwork to build best-in-class ESG strategies, programs, and product features to carry us forward.

In 2022, we partnered with an external consultant to conduct our first materiality assessment, which enabled us to identify the topics most relevant to Bumble’s mission and stakeholders.



Materiality Assessment

The insights we gleaned from this in-depth analysis allow us to improve the way we design and operationalize our impact strategies and grow our business sustainably. Our assessment identified the following topics:

Environment

- Greenhouse gas (GHG) emissions & climate change
- Energy consumption & clean energy
- Responsible supplier & vendor management

Social

- Data privacy & cybersecurity
- Diversity, equity, inclusion & belonging
- Employee management & engagement
- Social impact
- Public policy
- Safety practices
- Product stewardship
- Member engagement

Governance

- Board composition
- Board competencies
- Business ethics
- Risk management
- Governmental regulation

Drawing from these material topics, we established the following high-priority areas, which we have incorporated into our developing ESG strategy:

Bumble’s ESG Strategic Priorities



Safety practices

Practices that promote the safety and well-being of all employees and members, online and offline.



Diversity, equity, inclusion & belonging

Accessibility and inclusivity across gender, ethnicity, sexual orientation, age, ability, and other markets of equity-seeking groups for employees and members.



Data privacy & cybersecurity

Policies and practices covering the rights and use of customer data. Technologies, processes, certifications and training to safeguard sensitive data.



GHG emissions & climate change

How the company manages long-term shifts in temperatures and weather patterns from greenhouse gases (GHG) emitted as a result of human activities.



Responsible supplier & vendor management

Integration of environmental and social considerations into procurement and supplier decision-making.



Product stewardship

Integration of ESG priorities and strategy into in-app features and design.

ESG Progress

Across all our platforms, Bumble is committed to creating a place where people can meet in a kind, safe, and inclusive way. In 2023, we deepened this commitment by refining our efforts to drive positive environmental, social, and governance (ESG) outcomes.



Environment

We made progress on our strategy to achieve our net zero goal (as described on page 29) through the procurement of renewable energy for our office spaces and data centers. By the end of 2023, all but one of our data centers operated on 100% renewable energy sources, significantly lowering our environmental impact.

Social

We expanded our community engagement programs, launching new partnerships with nonprofits aligned with our mission to empower women and promote safety. This included growing our partnerships and introducing programs aimed at supporting healthier and safer relationships.

Governance

We maintained our strong governance framework with continued focus on transparency and accountability in our corporate practices. We are updating our Code of Conduct and implementing more rigorous compliance training for all employees, bringing our business practices and ethical standards into even greater alignment.

Prioritizing these topics through our ESG strategy keeps us true to who we are, ensuring we thread our vision of Kind Connections™ into our strategies, teams, and products.

Product Stewardship

Through continuous improvement and innovation, we work to integrate our ESG priorities into our apps’ product features and designs. This approach to product stewardship is inherently linked to our mission and values, aligning our development with the needs and lived experiences of our members. While our mission and values drive us to provide inclusive spaces for women and members of other underrepresented communities, we consciously aim to avoid features that may benefit one group while harming another. Balancing aggregate impact with specific group experiences is complex work; however, we strive to make decisions that prioritize the well-being of all our members.

Member Engagement

Bumble’s products exist to support our members and provide healthy, safe, and meaningful ways to make connections.

We shape our apps around the diverse needs of our communities through active listening, meaningful dialogue, and by partnering with experts, thought leaders, and advocacy organizations.

Likewise, we actively retrieve member feedback across our apps through multiple touchpoints, engaging with our members via our Member Support team, email, app store reviews, and other channels. This type of engagement deepens our understanding of our members’ evolving needs and provides insight into how people connect online so that we can improve their experiences. By keeping our finger on the pulse of emerging product trends and member preferences, we serve and meet the needs of the wide range of people that use our products.

A Kinder, Safer Internet



A Kinder, Safer Internet

We believe that kindness is essential to connection, and one of the greatest aspects of the human experience. From member protection procedures to data privacy and cybersecurity measures, Bumble aims to set the standard for safety in online dating, socializing, and networking by creating safe spaces conducive to kind, genuine interactions.

Safety Practices

We anchor our vision for healthy and equitable relationships in thoughtful safety strategies, policies, features, and programs, relying on the expertise of multi-disciplinary teams to implement it. In keeping with our groundbreaking advocacy initiatives to increase safety in online dating, we work to provide supportive platforms where violence, harassment, and hate speech are not tolerated. Our members trust us to deliver on this commitment.

Safety by Design

Bumble’s product development process is guided by the principle of safety by design with the goal of fostering safe interactions rooted in kindness and respect. In addition to conducting regular safety and vulnerability reviews of all new and existing products,

we work to enhance member safety education, launching new safety content and localizing crisis support information via our in-app resource hubs on Bumble and Badoo in 2023. These Safety and Wellbeing Centers provide members with easy access to tools and resources that educate them on how to date safely and confidently, including information on digital consent and recognizing romance scams.

Prevention & Reduction

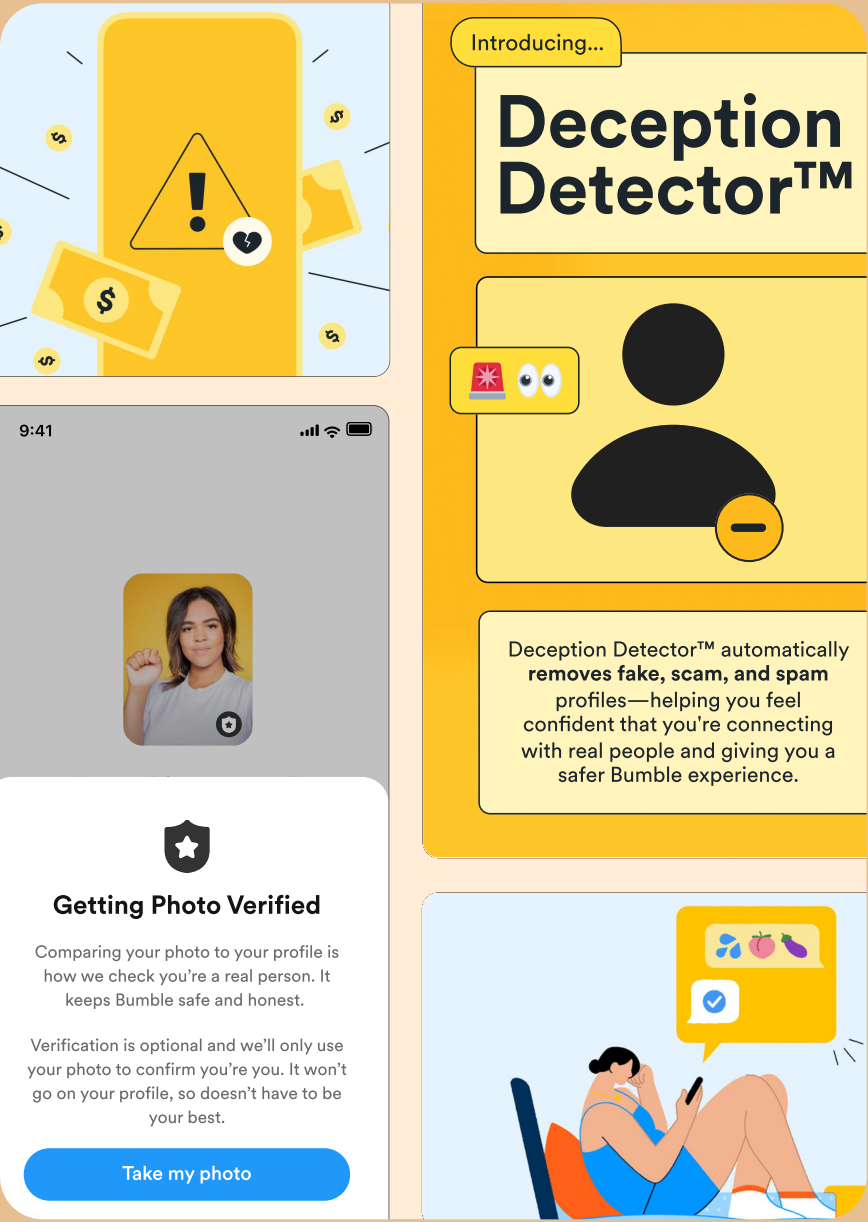
Bumble invests in technology on an ongoing basis to prevent and reduce harmful behavior and content across our platforms. We deploy machine learning technology to proactively detect harmful text in over 100 languages across our apps. This increases our ability to identify and remove users who violate our Community Guidelines even before members report them.

Our apps offer a variety of user-facing safety functionalities, such as Block, Unmatch, and Photo Verification, empowering members to manage their interactions safely. Private Detector™, a proprietary tool, uses AI to automatically blur potential lewd images on Bumble and Badoo. Members can decide if they wish to view the blurred images and are provided with an easy path to report any inappropriate content and its sender. To foster a safer online environment for all, we have made Private Detector™ open-sourced on GitHub, enabling other tech companies to incorporate its benefits into their own safety measures. In the same spirit, our Data Science team published a white paper in 2022 detailing the technology that powers this tool.

Review & Remediation

Bumble’s Community Guidelines are designed to create safe, empowered communities across all our platforms, setting clear, high standards for members’ conduct. Actions like using scripts or other automation to artificially influence connections, doxxing or other malicious information sharing are prohibited. Our sexual harassment policy reinforces the importance of consent and defines unwelcome sexual behaviors. Meanwhile, our identity-based hate policy strictly prohibits discrimination or hate speech against protected groups based on race, ethnicity, gender identity, sexual orientation, and other attributes. These policies help guide enforcement actions and ensure our community interactions remain inclusive and respectful.

Our Newest Safety Features

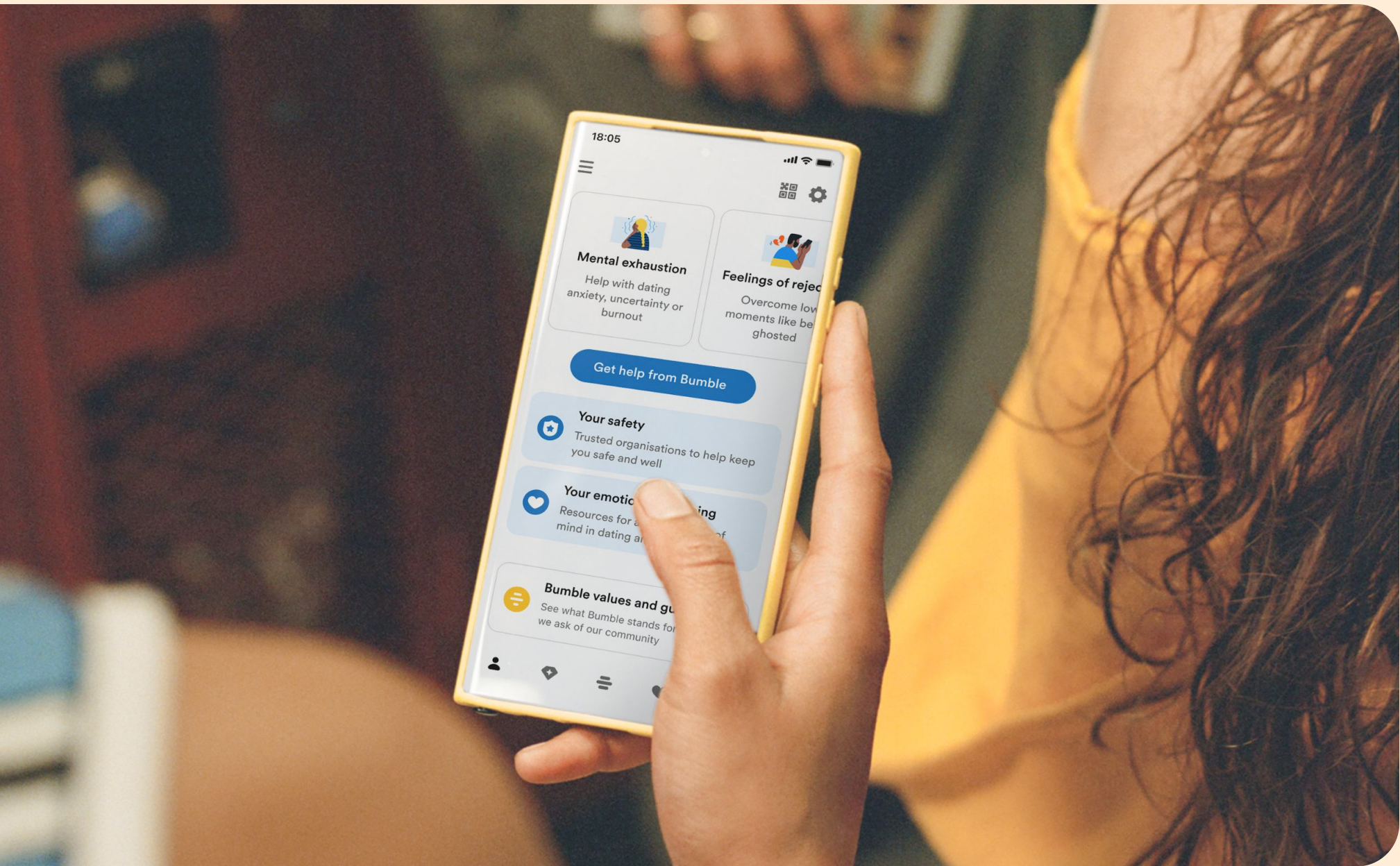


Guides to safety features can be found here:

-  [Bumble Safety Handbook](#)
-  [Badoo Safety Handbook](#)

Trust & Safety

Bumble’s commitment to providing safe platforms is upheld by our multidisciplinary, cross-functional Safety teams with a global scope that support all platforms under the Bumble umbrella.



We employ a robust combination of automated features and dedicated human teams to enforce our Community Guidelines. Our Safety teams are central to preventing, reducing, and responding to safety incidents and harmful content. This team develops policies, standards, and products centered around responsible, inclusive, and respectful behavior, and enact trauma-informed, empathetic responses for our members.

In 2023, we introduced Deception Detector™, which uses AI technology to identify spam, scam, or fake profiles, aiming to take action on these accounts before they reach our community. Initially launched on Bumble, Badoo, and Bumble For Friends, this tool reflects our decade-long commitment to building genuine connections on our apps.

Partnerships for Safety

We demonstrate our commitment to internet safety governance and member well-being through programs and partnerships that align with our mission. In 2022, Bumble became the first dating app to join the **Tech Coalition**, an alliance of global tech companies working in concert to combat child sexual exploitation and abuse online.

Our Law Enforcement Operations and Incident Management team handles data requests that may require us to proactively report matters to law enforcement in accordance with applicable laws. In 2022, we began working with **Kodex**, a secure data portal that manages all information requests from global law enforcement agencies and enables verified, streamlined, and secure communications when cooperating with law enforcement.

We **expanded our partnership** with Kodex in 2023 to include a dedicated referral tipline. Nonprofit and charitable organizations working closely with survivors of sexual violence, physical abuse, technology-facilitated abuse, and violent discrimination can use this tipline to report dangerous individuals who may be trying to use Bumble or Badoo.

Consistent Safety Governance

Bumble monitors our members’ perception of safety in our apps with the goals of establishing consistent safety governance across all of our products and driving informed decision making in future product development. In 2023, we continued to bolster our safety data program, enabling us to better assess the likelihood and severity of different harms.

Expanding Safety Initiatives

We operate a number of initiatives that support a safer experience for all our members. In the past few years, we have expanded our safety education program. We’ve created multiple safety-oriented touchpoints and channels across Bumble’s platforms, each adapted to the needs and preferences of our varied user bases.

Bloom, a key component of our safety strategy, is available to members of Bumble, Badoo, and, as of May 2023, Fruitiz. This program offers a suite of support tools to members who have experienced sexual or relationship abuse. Through Bloom, members can take advantage of self-guided courses, one-on-one chat features, affirmational WhatsApp messages, and, in some instances, free therapy sessions. Operated in partnership with **Chayn**, a charity that aids survivors of gender-based violence, Bloom is designed by survivors and allies, ensuring its support is both insightful and rooted in empathy.



Bloom Partnership

Bloom was also made available to Fruitz members in May 2023.

Our Current Partners:⁶

- HandsAway
- Hally
- Kodex
- Mental Health Innovations
- Tech Coalition
- Thorn
- National Domestic Violence Hotline
- Trust and Safety Professional Association
- Chayn
- Full Stop Australia
- Internet Watch Foundation

⁶ These partnerships are current as of December 31, 2023

In August 2023, we updated our Community Guidelines to go beyond industry norms, introducing new policies to prohibit victim-blaming and shaming, and failing to show up to an agreed meetup. Our updated guidelines provide a comprehensive definition of sexual assault, ensuring clarity around unacceptable behaviors and reinforcing the importance of consent in all interactions. To read Bumble Inc.'s Community Guidelines in full, you can find them on the relevant page at [Bumble](#), [Bumble For Friends](#), and [Badoo](#).

Looking Ahead

Bumble is committed to maintaining and enhancing a best-in-class safety platform as a foundation for all our apps. We aim to further optimize our safety practices and procedures with the following objectives:

- Improving the internal tooling that supports efficiency in moderation and reduces our moderators' exposure to harmful content
- Optimizing the member verification experience to reduce friction for good-faith users while increasing screening requirements for bad actors that may attempt to utilize our platforms
- Implementing increased age assurance methods in order to protect minors from accessing our platforms inappropriately
- Improving in-app communications concerning moderation actions taken on a person's account to increase transparency
- Publishing our first transparency report in 2025



Data Privacy & Cybersecurity

Bumble’s members trust us with their data and expect us to keep it safe. To honor this trust, we offer an array of protections through both technical and organizational measures that respond to the ever-evolving nature of our sector and regulatory environment. In 2023, we improved our security posture by enhancing incident response capabilities, strengthening application security, and maintaining keen security awareness.

policies are accessible on the **Governance page** of our Investor Relations website. Our internal **Data Protection Policy** is reviewed annually to support our commitment to providing our employees with privacy education.

In 2023, we began laying the foundations for enhanced privacy tools and policies. This work remains a priority as we continue to enhance transparency and members’ control over their personal information. Our commitment to the principle of privacy by design is upheld by a close collaboration between the Privacy and Safety teams, creating mutual reinforcement between these two functions.

Data Privacy

Led by our Global Head of Privacy, Bumble’s Privacy team works across all stages of product development—from ideation to deployment. This team ensures that privacy is central to our operations in accordance with applicable laws like the **General Data Protection Regulation** as well as state-specific privacy regulations in the U.S. Our external Data Protection Office, which provides independent Data Protection Officer services, helps boost our compliance monitoring. Regular updates about our data protection

AI Governance

Bumble has been a pioneer in using AI to improve our members’ journey in finding love, connection, and friendship. We leverage AI to enhance various aspects of our products, including our safety features, content moderation, data security, and more. Our AI Committee, established in 2022, oversees our strategy for responsible AI. The committee is tasked with navigating the complexities of AI development to ensure that our AI applications align with Bumble’s values of respect and privacy.

In 2023, the AI Committee focused on revamping our Principles of Responsible AI to better reflect our mission. This involved extensive cross-functional collaboration to incorporate input from the Data Science, Safety, Public Policy, Legal, and Communications teams. Their work identified a few areas to work on around AI model training data. As a result, we are developing transparent processes that help ensure fairness in our AI systems as a key focus area for the future.

Information Security & Cybersecurity

Our Information Security team, led by our Chief Information Security and Trust Officer, is at the forefront of our commitment to keep our apps and information safe.

In 2023, our Information Security team made significant enhancements to Bumble’s digital defenses. Keeping pace

with the shifting cyber threat landscape, we prioritized strengthening our Security Operations Center (SOC) and bolstering our incident response capabilities. To bolster our internal authentication and access control measures, we implemented an industry-leading identity provider and multi-factor authentication for corporate networks and software systems, enabling seamless identity lifecycle management and a stronger security profile. We also sought deeper integration with various security systems and services to ensure a more robust and cohesive defense strategy.



Security Operations In Focus

We continuously monitor cybersecurity threats and strive to pre-emptively eliminate vulnerabilities. Bumble’s vulnerability management program conducts multiple layers of vulnerability discovery such as third-party software component analysis, static and dynamic security testing, continuous infrastructure vulnerability scanning, cloud infrastructure scanning, penetration testing, and a public bug bounty scheme. Our threat detection capabilities include an automated detection and alert system, complete with automated response protocols that support rapid analysis and provide additional context for our security analysts in the event of a breach.



Looking Ahead

Moving forward, we will continue to advance and enhance user experience, compliance, and security across our operation by:

- Making our privacy policy more transparent and user-friendly, simplifying legal language and redesigning it for easier use
- Continue to educate our employees on the importance of privacy for our users
- Keeping a close watch on developments in international, U.S.-state, and sector-specific privacy laws to adapt our practices accordingly
- Furthering our commitment to “shift security left” in the software development lifecycle, in order to integrate that security measures at the earliest stages of software development to enhance overall cybersecurity resilience
- Maintaining an “always-on” security assessment posture where we continually assess our systems against threats
- Integrating our Principles of Responsible AI and our AI Fairness Framework into our processes, driving efforts to ensure fairness and mitigate bias in AI training data; we will also continue to monitor upcoming AI legislation and industry practices to maintain robust and efficient AI governance



“

By advocating for stronger laws and safer digital spaces, we’re not just shaping policy, we’re shaping a culture of empowerment and respect, and a future where everyone can thrive online.

Liz Monteleone
Chief Legal Officer, Bumble Inc.

bumble inc.

Public Policy

Bumble’s commitment to creating safer experiences extends beyond our platforms. We work closely with lawmakers and advocates around the globe to make real-world guardrails available online. Led by our Public Policy and Legal teams, we collaborate with like-minded partners and government officials to strengthen legislation that supports healthy, equitable relationships. We work to remain at the forefront of the fight against intimate image abuse, contributing research that informs regulatory considerations and discussions around the future of the internet. Bumble also advocates for legal protection from the misuse of technologies to harm women and underrepresented communities.


Our advocacy work also reflects our recognition that reproductive rights are fundamental to gender equality and bodily autonomy, especially in light of the Supreme Court’s historic overturning of *Roe v. Wade* in 2022. We will continue to show up boldly in defense of reproductive healthcare, including in our home state of Texas, where we were the first business to sign on to an amicus brief highlighting the negative impact of abortion bans on businesses and the economy.

Leading Against Cyberflashing

A nationally representative survey we conducted in 2018 found that one in three women have received unsolicited explicit photos; 96% expressed that these images were not welcome. We also found that there were no laws in place to deter these actions. In light of this, Bumble is leading the fight against cyberflashing both in the U.S. and abroad by advocating for safer spaces for women on the Internet.


We believe the rules for online behavior should align with acceptable real-world conduct. Since 2019, we have been active in the development of state-level legislation in the U.S. that deters and penalizes the sending of unsolicited lewd images. Our work to empower women with legal recourse against cyberflashing has resulted in new laws being passed in California, Texas, and Virginia, and we have also introduced bills in Maryland, Michigan, New York, Washington D.C., and Wisconsin.

Bumble Led U.S. Legislation




Texas

In September 2019, House Bill 2789, which was passed unanimously by the state senate, became law. It classifies cyberflashing as a misdemeanor punishable by a fine of up to \$500.



Virginia

Virginia’s House Bill SB 493, backed by Bumble, established a civil penalty for cyberflashing in April 2022. The law awards the greater of actual damages or \$500, in addition to reasonable attorney fees and costs, to those who have been cyberflashed.



California

In January 2023, California enacted the FLASH Act, a law making it possible to file civil complaints and lawsuits against perpetrators of cyberflashing.

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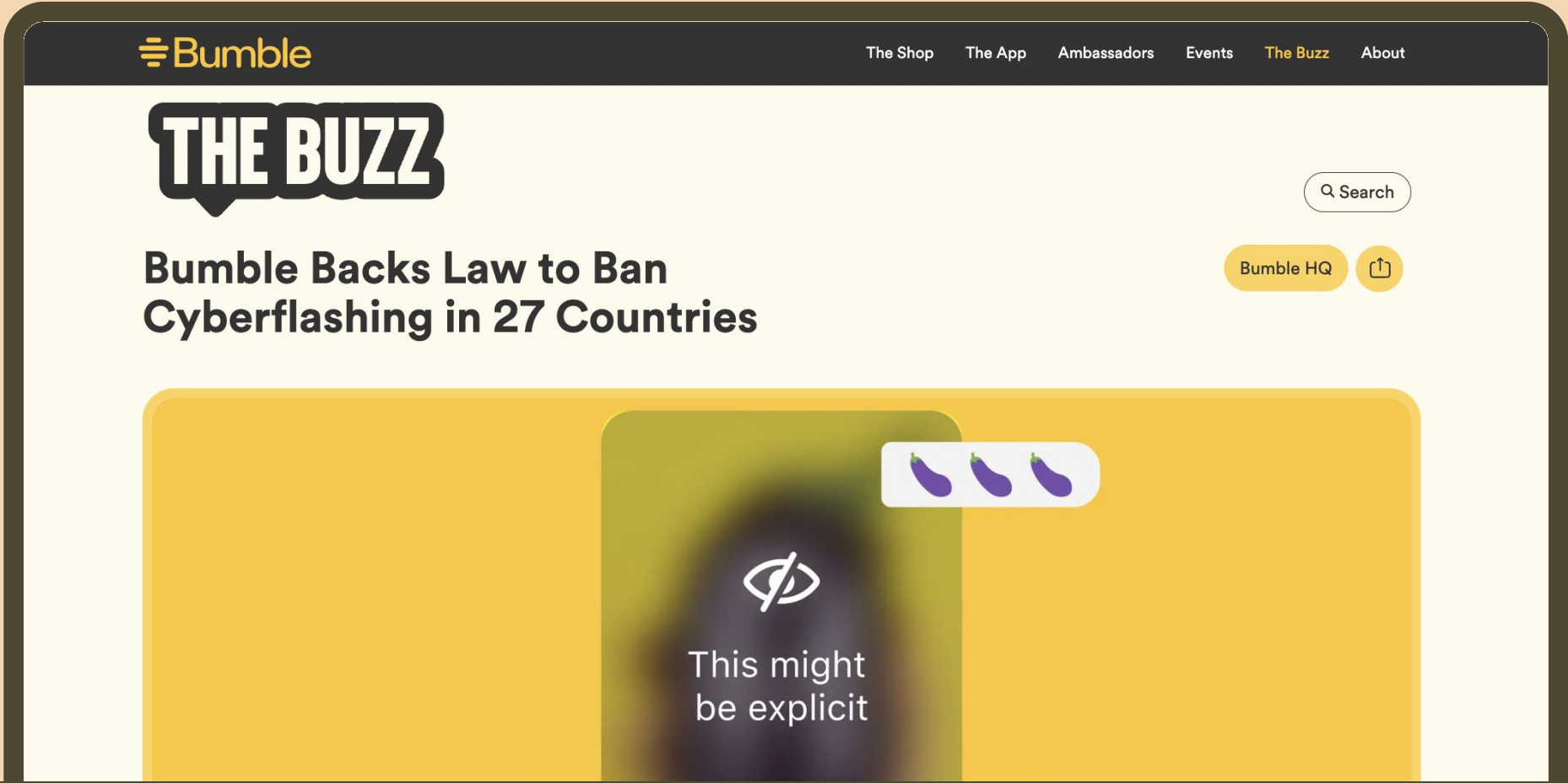
Exploring Solutions to AI Misuse Against Women

We have incorporated AI use into various aspects of Bumble’s apps, including our safety features, content moderation, recommendations engine, and our monetization and personalization efforts. This has resulted in tangible improvements to user experience.

However, as AI continues to evolve, it also brings new challenges, with recent years seeing the emergence of AI-enabled applications that exploit and endanger women. For this reason, we expanded our advocacy efforts into the burgeoning AI space. Our goal is to help define problems stemming from new AI tools and identify potential solutions that prioritize the well-being of our community members. In 2023, Bumble continued to shape responsible AI practices through collaborative initiatives, such as the development of the Partnership on AI’s Responsible Practices for Synthetic Media framework.

As an extension of this work, we facilitated a roundtable discussion in Brussels that included members of the European Parliament, representatives of the European Commission, and other organizations. Bumble shared insights from our advocacy work and presented proposals that informed the Commission’s landmark Directive to Combat Violence Against Women and Domestic Violence, contributing to the establishment of E.U.-wide standards that protect women online. We urged policymakers to recognize cyberflashing as a serious form of online violence and to broaden the scope of what is classified as non-consensual image sharing and harmful communication. We were proud to see the Directive adopted by the European Parliament in April 2024 and approved by EU member States in May 2024.

We continue to monitor legislative developments, particularly those targeting dating app operators, and seek opportunities to contribute meaningfully to discussions surrounding AI ethics and regulation. As we navigate this dynamic landscape, our priorities remain clear: safeguarding the interests of our community, complying with the evolving legislation we are helping to spearhead, fostering responsible AI practices, and advocating for a safer digital world.



Launching Support to Survivors of Intimate Image Abuse

Bumble has been working to tackle non-consensual intimate image (NCII) abuse since 2018 in the US and 2021 in the UK through our cyberflashing campaigns and proactive policy interventions. Continuing our advocacy to curb all types of NCII harms and to support survivors, in August 2023 our partners at Chayn expanded the educational courses available through Bloom, a complimentary suite of trauma-informed healing and support tools available to members of Bumble, Badoo, and Fruitz.

This new course, titled “Image-based abuse and rebuilding ourselves,” explores the social context of image-based abuse, such as receiving unsolicited pictures or having intimate images shared without consent. It helps members gain tools for understanding their responses, processing their emotions, and healing from trauma — all while reinforcing that they are not to blame for what happened to them.

As part of releasing this new course, Bumble hosted an onsite launch event in October 2023, *Unpacking the Realities of Image-Based Abuse and Moving Forward With Hope*. During the event, experts and survivors came together to highlight the challenges survivors face, discuss what can be done about non-consensual intimate image abuse, and promote educational resources for healing.

Expanding our Advocacy Across the Globe

In 2023, Bumble helped accelerate the fight against cyberflashing in the U.K. After securing the inclusion of an amendment against cyberflashing in the Online Safety Bill in 2022, we joined forces with our U.K. partners—including [U.N. Women U.K.](#), [Refuge](#), [End Violence Against Women](#), and [Glitch](#), among others—to advocate for additional amendments that would center the legislation on non-consent rather than the motives of the perpetrator. From January to May 2023, we engaged with policymakers in the House, holding roundtable discussions as well as launching a [media campaign](#) to galvanize people across the U.K. to [support](#) a consent-based approach to cyberflashing. Though we were ultimately unable to achieve the inclusion of consent-based offense, we were successful in introducing guidance to combat violence against women online, which was a win for our coalition partners. More details about our advocacy efforts to combat cyberflashing in both the U.K. and the E.U. can be found in the Exploring Solutions to AI Misuse Against Women section.

In India, we expanded our efforts to combat cyberflashing and technology-facilitated gender-based violence. In 2023, we collaborated with [The Dialogue](#), a New Delhi-based think tank, to support research and policy initiatives aimed at fostering a safer digital space for women. Together, we spearheaded the development of [#BreakTheSilo: Streamlining Gender Safety in the Digital Space](#), a comprehensive framework addressing various stages of harm perpetuation—from prevention to reporting—and facilitated multi-stakeholder dialogues. As part of our ongoing efforts to present this framework to the Indian government, we held a launch event in Delhi that was attended by regulators, diplomats, and national authorities, marking what we believe to be a pivotal moment in advancing safety in the region.

Reproductive Rights Advocacy

Bumble is committed to defending bodily autonomy and reproductive rights, including the right to abortion. Curtailing these rights has a profound effect on individual freedoms and represents a major step backward for gender equality. In 2023, we were the first company to sign an amicus brief in *Zurawski v. State of Texas* supporting 22 plaintiffs—20 of whom were pregnant women—that were denied medical procedures in Texas despite severe and dangerous complications that put their health, fertility, and lives at risk. We were ultimately joined by dozens of other companies statewide who share our belief that restrictive abortion laws and limited access to reproductive healthcare negatively impact the cultural and economic landscapes of Texas as a whole.

Our 2023 Partners

U.S. Partners	U.K. & EU Partners
National Organization For Women	Refuge
National Women's Political Caucus	European Women's Lobby
National Domestic Violence Hotline	U.N. Women UK
	End Violence Against Women

🔍 Looking Ahead

Bumble remains dedicated to advancing our advocacy efforts on all fronts. In the future, we will focus on:

- Continuing to keep pace with the evolution of online toxicity and social isolation, exploring innovative strategies to enhance safety and well-being for our members
- Enhancing our efforts to tackle NCII sharing and AI-enabled violence against women by collaborating with governments and international agencies to develop and implement robust policies that safeguard our community members
- Remaining steadfast in our commitment to advocate for and defend bodily autonomy and reproductive rights to help ensure continued access to safe and legal reproductive healthcare

Healthy & Equitable Relationships



Healthy & Equitable Relationships

Bumble’s platforms emphasize healthy and equitable relationships across all facets of a person’s life. Enabling our members to relate to each other and grow in mutually enriching ways is reflective of how we approach our place in society, foster diverse communities, and engage with our members and employees.

Social Impact

We believe that respect and equity are the hallmarks of great relationships. Bumble’s commitment to social impact is brought to life through the partnerships we build with nonprofits. We go beyond donations to support our partners by providing expertise and resources that drive meaningful progress for the causes we champion, particularly those related to women and underrepresented groups. Working closely with our partners not only enables us to contribute to their mission, their specialized knowledge also expands our own understanding of our focus areas. This continuous learning helps us navigate key cultural moments thoughtfully as we pursue sustainable practices that advance our commitment to healthy, equitable relationships.

Growing Our Partnership With The Hotline

Bumble’s partnership with the National Domestic Violence Hotline (The Hotline) began in 2019 through their *love is respect* program. We continue to expand our support with the goal of empowering people to recognize and prevent relationship abuse.

In 2020, we reaffirmed our commitment with a multi-year pledge, responding to the increased risk of more severe and frequent relationship abuse during the COVID-19 pandemic. As the world regained a sense of equilibrium in the wake of the pandemic, survivors began reaching out to The Hotline in record numbers; the organization experienced the highest call volume in their history.



In response, we evolved our partnership to include an innovative volunteer program during National Domestic Violence Awareness Month. Launched in 2023, the program allows Bumble employees to volunteer their personal time to assist The Hotline by responding to noncrisis inbound chats and texts, matching their volunteered hours with paid time off. Participating employees receive specialized training, enabling The Hotline’s crisis advocates to concentrate on more critical calls and messages.

In addition to direct support, we shared healthy relationship content on the Bumble app during Domestic Violence Awareness Month in 2023. We also sponsored the National Conference on Domestic Violence, where we promoted discussions around domestic violence prevention. The Hotline has also become a core partner of our Moves Making Impact initiative.

“



In the nonprofit sector, many organizations, including The Hotline, face increasingly limited resources and overwhelming demand for services.

Innovative partnerships with collaborators bold enough to try something new are a catalyst for sustainable impact. Bumble models what it looks like when a funder and partner comes alongside an organization to co-create a space where thinking outside the box is not only welcomed but encouraged—and that is when something very special happens.

Katie Ray-Jones
CEO National Domestic Violence Hotline

Bumble promotes safe and healthy relationships through strategic global partnerships. Historically centered in the U.S., we began broadening our efforts in 2021, when our Social Impact team collaborated with our Member Safety and Public Policy teams to engage with international nonprofit organizations. In late 2023, we forged key partnerships with **The Survivor Hub** in Australia, **Refuge** in the U.K., and **AWARE** in Singapore. These organizations are leaders in their regions in providing crucial support and advocacy for safe, healthy, and equitable relationships. Partnering with them enhances our global impact and furthers our commitment to safe interactions on our platforms.

“

Bumble values safety, inclusivity, and respect.

Our work isn’t confined to the digital space, it influences real-world change and yields tangible positive impacts.

Heather Venard
Director of Social Impact & Sustainability
bumble inc.

Making Moves to Make an Impact

Moves Making Impact™ is a Bumble app feature designed to harness women’s empowerment for positive change: each time a woman makes the first move with a new match on Date mode, Bumble contributes to an important cause. At the program’s inception in 2019, our donations supported initiatives like human rights, women’s health, and inclusive arts and culture through **Vital Voices Global Partnership**, a nonprofit that works with women leaders in 185 countries.

In November 2023, we relaunched Moves Making Impact with a new structure that better aligns with our evolving social impact goals. This update enables members to choose from three cause areas: promoting healthy and safer relationships through the **National Domestic Violence Hotline**, advancing economic equity for women via the Vital Voices social entrepreneurship program, or supporting the environmental conservation of important pollinators through **Save the Bees**, in collaboration with the **National Geographic Society**.


We have also deepened our partnership with Vital Voices through the **Next Movers Program**™, which accelerates the impact of emerging women leaders worldwide. In addition to providing direct funding to the organizations these leaders represent, Next Movers supports enriching programming that includes community-building dialogues and mutual learning opportunities.

<

Moves Making Impact


Choose a cause you care about and we’ll donate every time you Make the First Move.

I’d like Bumble to donate to:



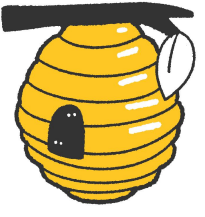
Healthy and safer relationships

The National Domestic Violence Hotline helps people experiencing abuse, and shifts power back to survivors.



Equity for women

The Vital Voices entrepreneurship programme supports women-led organisations offering innovative solutions to the world’s greatest challenges.



Save the bees

Support the National Geographic Society to help women and under-represented scientists conserve and protect important pollinators.

bumble inc.

A Word from Whitney

About Bumble Inc.

A Kinder, Safer Internet

Healthy & Equitable Relationships

Environmental Stewardship

Governance

Appendix

Pride Initiatives & LGBTQ+ Support

We are committed to creating safe, inclusive spaces for everyone across our platforms. To this end, the Bumble app strives to enable members to accurately express their gender identities and sexual orientations. Features allowing selections such as “trans woman,” “intersex man,” “genderfluid,” and more, empower members to represent themselves authentically. Members have the freedom to update and display this information on their profiles as often as they choose. We collaborated closely with [GLAAD](#) in 2022 to ensure that we remain inclusive and continue to thoughtfully serve the needs of our communities.

In 2023, Bumble adopted a global, portfolio-wide approach to Pride as an evolution of our commitment to the LGBTQ+ community. This approach deepened our allyship through participation in major Pride events worldwide and was seamlessly integrated into our marketing and social impact initiatives. Our efforts in 2023 also extended beyond Pride Month through our partnership with the [Human Rights Campaign](#).

These initiatives involved both financial contributions and collaborations to deliver actionable advice for our members and provide training and education for our workforce.

As part of our long-term strategy to support and empower LGBTQ+ organizations worldwide throughout the year, we have expanded our global outreach by establishing new partnerships with LGBTQ+ organizations in key countries, including India and Spain. In 2023, we collaborated with local partners in India to create the Healthy Queer Dating Guide, a resource that helps LGBTQ+ community members navigate the complexities of dating there. The guide offers practical advice and insights from those who have experienced the highs and lows that come with relationships. Covering essential topics like initiating conversations, setting boundaries, and expressing needs clearly, the guide emphasizes kindness and mutual respect in order to foster equitable connections.

Strengthening Equitable Dating Dynamics

As part of our commitment to empowering women, in 2023 we introduced additional flexibility for initiating connections in matches with men. While women are still making the first move™, they now have a choice on how to do so: the Opening Moves feature allows them to pose a question that all their matches can respond to, lightening the load of starting the conversation while still maintaining control over their interactions.

Enhancing user experience for all our members continues to be a priority. To create more inclusive opportunities for connection between nonbinary people in Bumble Date, either person in a nonbinary match is able to make the first move. For matches between individuals of the same gender, either person is able to initiate connection.

Meeting Cultural Moments

Bumble’s Social Impact team partners cross-functionally to amplify and highlight our initiatives through strategic branding, targeted marketing campaigns, and media engagement that resonate with current cultural trends. Our impact over the last few years has spanned a range of focus areas, demonstrating our continued commitment to upholding our values and supporting our communities around the globe. Recent key initiatives include:

2022	2023
<ul style="list-style-type: none">Supported the International Rescue Committee by highlighting their work with refugees from the war in Ukraine on the Nasdaq building and donating iHeart radio spotsContributed to the Australian Red Cross’s efforts to provide essential aid to communities severely affected by extreme flooding in Australia from February to May 2022Increased support for Planned Parenthood and the American Civil Liberties Union following the U.S. Supreme Court’s decision to overturn Roe v. Wade, reaffirming our commitment to women’s reproductive rights and bodily autonomy	<ul style="list-style-type: none">Sponsored the Unite the Fight Gala in October 2023, providing both funding and creative support to promote inclusion and celebrate diversityContinued support for reproductive rights through donations to the Repro Legal Defense Fund, reaffirming our stance on the importance of equitable access to healthcareActivated our crisis management team, updated our products to enhance member safety, and provided philanthropic support to Magen David Adom and the Palestine Red Crescent Society in response to the conflict in the Middle East that began in October 2023. These efforts were aimed at delivering humanitarian relief to civilians affected by the war

Looking Ahead

We remain dedicated to aligning our social impact initiatives with the evolving cultural landscape. Moving forward, we will focus on:

- Exploring new opportunities to expand the Moves Making Impact program that will involve collaborative efforts from our Product, Engineering, and Social Impact teams to boost flexibility and user engagement
- Strengthening our existing partnerships to maximize their effectiveness. Our collaboration with the National Domestic Violence Hotline will expand to include new strategies such as enhanced campaigns for healthy relationships, and working on the next phase of the volunteer program
- Having established initial donations, we are now deepening our work with our global safety partners by focusing on refining our collaboration strategies with Bumble’s Social Impact, Safety, and Public Policy teams. This effort seeks to ensure that our global safety initiatives are transparent and seamlessly integrated across the business



Diversity, Equity, Inclusion & Belonging

Our employees are our greatest asset; our members are the reason we exist. We’re a human-centric company committed to DEI&B, both internally and externally, for the benefit of all our stakeholders.

Kindness and respect are inherent to our culture, and Bumble strives to nurture work environments where everyone can thrive. Our employees can bring their authentic selves to work knowing that their unique skills and perspectives are valued. We believe that highlighting diverse perspectives leads to more inclusive products, and that drawing on a diversity of talents fosters creativity and more informed decision-making. Bumble embraces DEI&B by providing opportunities for all members of our communities to be heard and by cultivating a work environment rooted in a sense of belonging.

Building a company that can represent and connect with the diverse communities we serve worldwide is central to our DEI&B mission. We appreciate and celebrate all employees, regularly creating opportunities for employee expression and feedback.

Our DEI&B team works cross-functionally to consult on equity-related topics, provides feedback for inclusive product development, facilitates global employee-facing speaking and educational programs, and executes mission-aligned projects.



46%

of our workforce were women



73%

of our board were women



50%

of our management team were women

“

We cultivate a culture where people are given the tools to thrive. Allowing everyone to embrace their full identities fosters innovation and growth.

Monica Bankston

Senior Director of DEI&B

bumble inc.

Our work to advance DEI&B is never done, and we continually invest in attracting, developing, promoting, and retaining exceptional people. Reflecting our commitment to gender equity, as of December 31, 2023, Bumble featured a strong representation of women, who made up approximately 46% of our workforce. Additionally, 73% of our board and more than 50% of our management team were women.

As Bumble broadens its global reach, we are scaling our demographic data collection and processing to further support our increasingly diverse employee population. As of 2023, around 80% of Bumble’s employee base was located outside of the United States. While this global perspective provides numerous competitive advantages for our product innovation and overall workplace culture, it can also create challenges when attempting to use one set of shared definitions for race and ethnicity. After receiving employee feedback on the topic of racial, ethnic, and cultural identity in 2023, we began the work to reconfigure our employee data systems to include an expanded racial demographics section that is more reflective of our global workforce. We plan to launch our voluntary self-identification campaign in 2024, enabling employees to better share their ethnic identity using classifications that acknowledge cultural nuances.

Executive Leadership and DEI&B Engagement

In 2023, we strengthened our DEI&B initiatives by increasing executive leadership involvement, which is key to maintaining sustainable, effective strategies. Our executives are vocal supporters and active participants in our DEI&B programming, reflecting their commitment to embedding these values across Bumble. Heightened engagement also helps ensure leadership remains accountable and deeply involved in fostering a culture of inclusivity and belonging. This strong commitment from the top enhances our ability to implement meaningful changes and drives our progress.



Defining Our DEI&B Values

In early 2023, we conducted a listening tour with executives and teams throughout our company. This process was crucial to the design of our first comprehensive DEI&B strategy. Launched in August 2023, our strategy is built on three foundational pillars:

-  Unique individuals working together to create a powerful inclusive culture
-  Embracing our differences so that everyone feels a sense of belonging
-  Expanding our brand to become an employer of choice in the tech industry

Bumble’s values are key strategic assets, developed based on extensive feedback gathered during our listening tour. Weaving our values into the fabric of our organization helps provide employees with a connected, inclusive, and supportive workplace culture.

Celebrating Diversity in 2023

Diversity is a fundamental aspect of our dedication to create a welcoming and inclusive community. Throughout 2023, we engaged in initiatives that put a spotlight on the rich diversity of cultures and identities within our community, with special focus on the following:

- Black History Month**
In February (U.S.) and October (U.K.), we celebrated Black history and culture through educational events, such as trivia, yoga sessions, panel discussions, musical performances, and culinary experiences with Chef **Alex Hill**. We also introduced the Love Letters to Black Women campaign in collaboration with ethnographic marketing company **WORTH!**. Aimed at challenging negative media portrayals of Black women, the campaign featured influencers and creators from the Black community expressing their admiration and respect. It was recognized with a Gold Honor in the Diverse-Owned Businesses Campaign by the Shorty Impact Awards and a Silver Anthem Award in Diversity, Equity & Inclusion. More details are available under the Bumble for Black Love section below.
- Women’s History Month**
In March, we highlighted women’s achievements globally through educational courses, a keynote speech at NASDAQ, and discussions about Bumble’s Women’s Experience roadmap. We also promoted engagement with our GET() Employee Resource Group, which advocates for gender equity in engineering.
- Hispanic Heritage Month**
From September 15th to October 15th, we connected with the Latine community through campaigns and podcasts that facilitated open discussions on love and dating, breaking down taboos, and bridging generational gaps within Latine households.

We will continue to recognize and embrace the diverse backgrounds and experiences of our employees, growing our solidarity with our communities through thoughtful celebration.

Bumble for Black Love

Promoting inclusive platforms that diverse groups can trust with their dating journeys is a foundational goal for Bumble. According to a survey we conducted in June 2022, nearly half (45%) of Black or African American respondents agreed that dating apps like ours play a significant role in shaping societal perceptions of Black love. We take this responsibility seriously, working to elevate the depiction of Black love and romance within society and providing spaces where they can flourish.

In 2023, we expanded our efforts by integrating successful campaigns with in-person engagements to deepen impact and reach. Building on our foundational series, Luv2Seelt and My Love is Black Love, we celebrated the complexity of and enriched the narrative around Black love through special events and media. Notably, we evolved our Love Letters to Black Women campaign, which was initially focused on social media, to include real-world opportunities for connection through **Bumble IRL**. Partnering with the **James Beard Foundation**, we hosted mix-and-mingle events at Black women-owned and led restaurants across major U.S. cities, including New York, Miami, Washington DC, Dallas, San Francisco, and Los Angeles. Bumble also contributed to the **Black Women’s Health Imperative’s Fair Work Initiative**, which is led by Black women and promotes equitable workplace practices. This global initiative represents a sustainable investment that progressive organizations can adopt to benefit from a fair and inclusive workplace.

Fostering Awareness & Inclusivity

There is no better place to demonstrate our values than at work. We are dedicated to creating a supportive environment, free from harassment, where everyone is treated with dignity.

We recognize that misgendering and the experience of being referred to by the wrong pronouns negatively affect transgender and gender-nonconforming people who are already at heightened risk of experiencing discrimination, violence, and suicide. For International Pronouns Day in October, we encouraged employees to share their pronouns across our internal communication channels. Our goal was to promote the normalization of this practice, foster respect for personal pronouns, and educate employees on their importance by hosting dedicated panels. We will continue to tackle this issue by cultivating respectful, kind, and welcoming teams while providing avenues for employees to engage in meaningful conversations about bias, microaggressions, and inclusion.

Growing Our ERGs

In 2023, we enhanced our support for Employee Resource Groups (ERGs) under our Diversibees program, which is crucial to fostering Bumble’s intersectional, employee-led initiatives and collective learning. To structure and govern our ERGs more effectively and better complement our broader DEI&B goals, in 2023 we partnered with **Jennifer Brown Consulting** to establish clear guidelines and strategic frameworks.

We continued to invest in our ERGs in 2023, which are open to all Bumble employees, including Pride @ Bumble for LGBTQ+ community members and allies, Asian Pride for our Asian and Asian Pacific Islander teammates, and Melanin Hive for our Black employees. We further broadened inclusivity through our affinity groups:

Neurobees for the neurodivergent; Bumble Parents and Caregivers, for employees doing the incredible work of caring for children and other dependents; and Bumble.GET(), for women, trans, and nonbinary people in engineering.

Looking Ahead

We are dedicated to expanding our efforts to recruit, retain, and develop top diverse talent. As we make progress, we will focus on:

- Increasing the representation of women and marginalized groups across all levels of our organization. This remains a central goal as we strive to enhance diversity and inclusion within our workforce
- Continuing to provide our employees with the tools necessary to foster an inclusive culture. This includes building strategic partnerships that support both our members and employees, and broadening our DEI&B reputation
- Fostering close collaboration between the DEI&B team and the Social Impact team to build key relationships. These efforts will be leveraged to enhance our brand, crisis management, communications, and marketing strategies
- Launching a voluntary self-identification campaign in 2024 that allows our employees to share their ethnic identity using classifications representative of their respective cultures. This initiative builds on our work to provide inclusive self-identification options

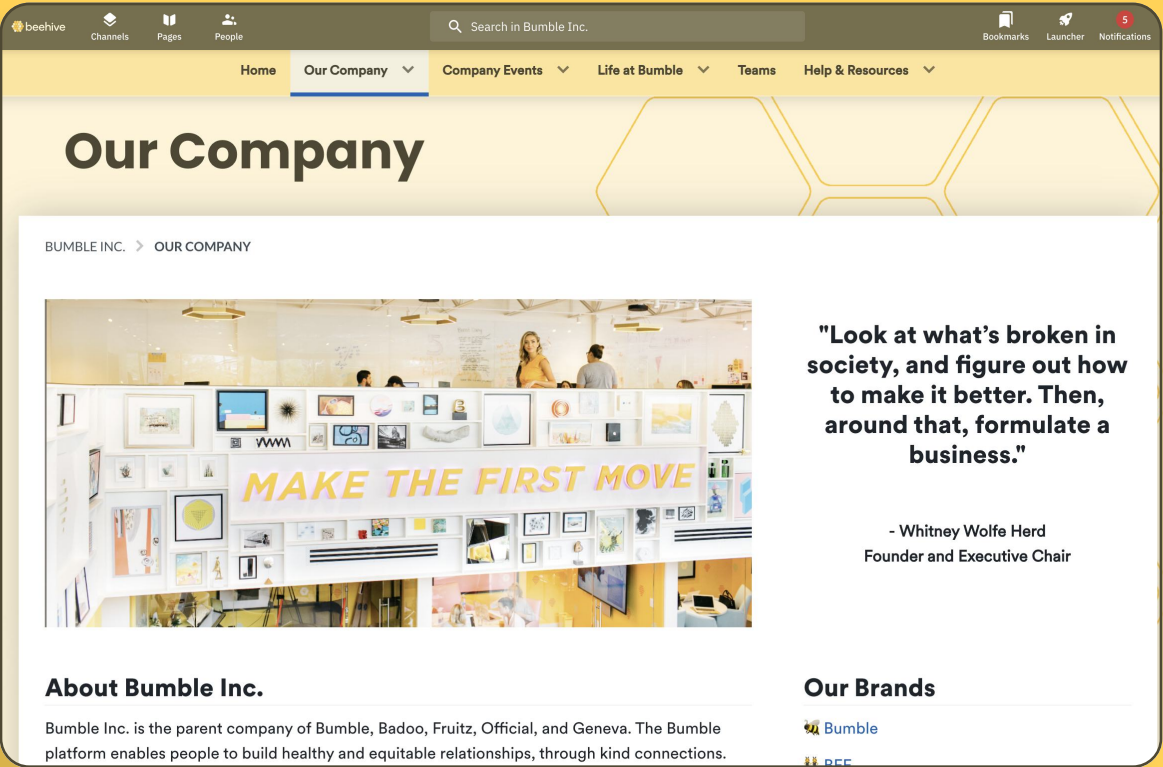


Employee Management & Engagement

We deeply respect our employees and take concrete steps to ensure our values of kindness and empathy are consistently reflected throughout their time with us. As such, employee feedback and input is highly important at Bumble. To gauge employee sentiment, we conduct employee surveys at least once a year, providing a direct platform for our workforce to express what’s going well and areas where we can improve their experience. Our dedication to deep listening extends to making sure we foster a work environment that supports our people’s ability to build balanced, well-rounded lives.

Strategic Work Arrangements

Bumble operates under a working model called “office for your day.” This strategy supports the attraction and retention of talent by providing considerable personal flexibility for work locations while maintaining physical office infrastructure for in-person collaboration and intentional gathering. Bumble’s strategic work arrangements are designed to create opportunities for our diverse team members to tailor work to their individual needs within guidelines. This promotes the well-being, retention, long-term productivity and stability of our workforce.



Employees can stay up to date on the latest news and information globally through our intranet, “the beehive,” which is always buzzing with employee spotlights and activity, as well as updates on our processes, global benefits, and wellness programs.

Performance-Enabling Well-Being

Bumble provides a number of well-being programs designed to reduce employees’ stress and burnout, helping them consistently perform at their best. Alongside offering time off for employees to disconnect and recharge, we facilitate “no-meeting” Focus Fridays, allowing time for catching up, deep thinking, or advancing project work. We also provide a wide range of mental health support services to assist employees when they need it. These services include 24/7 confidential employee assistance programs and, as of early 2024, paid therapy and personal coaching sessions annually for both employees and their dependents.

Values-Driven Benefits

Supplemental to our traditional insurance benefits, Bumble provides a broad range of wellness benefits that internally reinforce our brand, mission, and values. We have adopted a whole-person approach to supporting employees across the multiple dimensions of well-being: physical, mental, financial, family, and community. In 2023, we bolstered our commitment

to global health by launching the **SafetyWing** Remote Health program, which extends more comprehensive private health insurance coverage to our international employees. We also introduced a global Wellbeing Champions program, appointing 29 champions who spearhead various well-being initiatives, including global walk-a-thons, virtual yoga sessions, and local wellness events.

Our holistic benefits support employees through various life stages and personal journeys. We offer path-to-parenthood and reproductive health benefits, which include an up to \$10,000 reimbursement for family planning and reproductive health services not fully covered by our insurance programs. This support covers a wide range of services, such as in vitro fertilization, egg freezing, surrogacy, adoption, pregnancy termination, lactation support, breast milk shipping, and travel costs for related care. Our phased return-to-work benefits support employees returning from parental leave by allowing them to re-enter Bumble part-time, facilitating a smoother transition back to work.

We continue to enhance our paid leave offerings, including through a flexible paid time off program that allows employees to take leave as needed



with their manager’s approval. Our specialized paid leave programs provide up to six months of paid parental leave for eligible employees and paid safe leave for survivors of domestic violence and other crimes.

Employee Mental Health & Well-Being

In early 2023, we deepened our partnership with **Chayn** to launch Diya, a program designed to support the emotional resilience and mental health of our employees who manage sensitive content. Named after the oil lamp that lights up darkness, symbolizing hope and change, Diya offers:

- **Group discussions:** Facilitated sessions addressing the potential impact of vicarious trauma on safety moderators handling reports of abuse, violence, and other distressing content daily

- **Workshops and digital learning:** Interactive workshops and a digital hub providing mental health resources and support
- **Manager Clinics:** Peer-led sessions facilitated by Chayn where managers share best practices and learn trauma-informed ways to support their teams

The Diya program complements the onsite support offered by our internal wellness liaison, who provides 1:1 and group processing sessions to address a range of workplace stressors that can exacerbate potential burnout and affect recovery from vicarious trauma.

Holistic Wellness Benefits

We also introduced free access to a mental health platform that provides personalized care and support for our employees and their families in 2023.

This benefit includes:

Personalized care plans: Based on individual mental health assessment to ensure the right care for each person

Wellness exercises: On-demand library of self-guided wellness exercises covering issues such as anxiety, burnout, and better sleep

Therapy and coaching sessions: Helping employees and their dependents manage stress, relationships, parenting, and more

Small-group virtual sessions: Facilitating conversations that promote curiosity, connection, and support around mental health stressors

Prioritizing ESG

Our Vice President of Global Total Rewards helps secure employee engagement and wellness. In 2023, we aligned our ESG goals with executive compensation through an annual incentive plan, tying executive rewards not only to Bumble’s financial performance but also to our ability to build and develop the executive leadership team, champion our values, and enhance our public profile through relations and policy initiatives.

In 2021, we launched the Bumble Tech Academy in partnership with CodeOp. This six-month technical training program, designed to help women, trans, and nonbinary individuals transition into tech careers, culminates in a potential job opportunity at Bumble as a junior software developer. The Bumble Tech Academy remained a cornerstone of our strategy to address gender disparity within the tech industry in 2023, reflecting our ongoing commitment to diversity and inclusion in all facets of our business.

We continue to focus on increasing the representation of women and underrepresented communities within our technology and engineering roles.



Employee Surveys and Engagement

Bumble leverages biannual employee engagement surveys to capture honest feedback from our workforce. These surveys are essential tools that help us understand the efficacy of our internal strategies and adjust our approaches to enhance our workplace culture. Our surveys also keep us committed to listening, adapting, and improving, ensuring that our workplace meets and exceeds the expectations of the people who make our success possible.

In 2023, our surveys highlighted areas of improvement in employee perception, especially regarding compensation fairness. This jump represents the largest year-over-year improvement among all surveyed items, demonstrating the impact of our targeted compensation adjustments. The rollout of Bumble’s new company values also received strong approval, with high scores on employees’ awareness and understanding of the values, as well as agreement with them, indicating clear communication within our organization and internal buy-in.

🔍 Looking Ahead

In 2024, we will continue to expand Bumble’s Diya program to include:

- Creative arts-based therapeutic sessions, enhancing traditional support methods with more engaging and reflective activities
- Advanced topical training on vicarious trauma and case impact review sessions, offering deeper insight and practical strategies for dealing with workplace stress
- Development of individualized care plans for each team member, ensuring personalized support
- A more consistent feedback loop, allowing for real-time improvements based on employee feedback

We will also explore further opportunities for our global team by:

- Expanding our Focus Fridays program from bi-weekly to weekly to enhance employee flexibility, wellbeing, and productivity

Environmental Stewardship



Environmental Stewardship

Our core values of Growth, Kindness, Accountability, Equity, and Honesty compel us to act to limit our impact on climate change. That’s why, in 2021, we set a goal to reach net zero for our scope 1 and scope 2 greenhouse gas emissions, as well as our scope 3 emissions that relate to our cloud computing and data centers, by the end of 2025. We are on track to meet that goal, and are now exploring how to increase our level of commitment—and ambition.

Lowering our carbon footprint




In October 2022, we closed one of our leased offices, eliminating our scope 1 emissions at all but one of our locations. Our scope 2 emissions from purchased electricity, heating, and cooling are largely offset by renewable energy sources procured through our energy providers, with further reduction efforts ongoing.

The end of 2023 marked the half-way point to our first ever net zero target. As of 2023, all but one of Bumble’s data centers have offset 100% of emissions through Renewable Energy Certificates (RECs) and green energy products, such as Green-e wind RECs and guarantees of origin from hydro sources. Each of our cloud computing operations have also reached majority carbon-free energy usage, with our largest providers making progress towards offering 100% renewable energy.



As we move forward, we will continue to prioritize energy efficiency measures and renewable energy procurement in our leased office spaces, data centers and cloud computing. By the end of 2025, we plan to invest in high quality carbon removal projects to offset any remaining emissions from these operations.

2023 Progress Towards our Net Zero Goal (in MTCO₂e)

	Gross Emissions ¹	% Offset with Renewable Energy	Net Emissions
 Scope 1	8 ²	0%	0
 Scope 2	103 ³	33%	70 ⁴
 Scope 3 - Data Management	5,775	62%	2,213
• Data centers (Cat 8: Upstream Leased Assets)	4,757	59%	1,971
• Cloud Computing (Cat 1: Purchased Goods & Services)	1,018	76%	242

¹ Emissions before accounting for renewable energy

² One of our leased offices uses natural gas for heating. Due to limited access to energy data at this office, we estimated our Scope 1 emissions using location and office usage data

³ Location-based emissions

⁴ Market-based emissions

Our 2025 net zero progress to-date

Achieving 100% renewable energy at Bumble Inc. headquarters

Contracting a third-party to calculate our 2022 and 2023 carbon emissions footprint

Updating our data center infrastructure by retiring approximately 200 outdated and inefficient servers, deactivating about 150 unused servers, and replacing them with around 100 new energy-efficient servers to cut energy consumption

Evaluating carbon removal services for 2025 to offset any remaining emissions from our leased offices, data centers, and cloud computing

Next steps on climate

Climate change is a critical challenge for our generation. For this reason, we are taking the time to carefully develop a long-term net zero strategy that is both mission-based and supported by science.

Our work over the past two years to analyze and reduce our carbon footprint has deepened our understanding of how best to address our scope 3 emissions beyond data management and offices. Our initial takeaways are as follows:

Supplier Engagement

Our supply chain represents the largest percentage of our Scope 3 emissions. Therefore, our first priority is to deploy a supplier engagement program in 2025 that will help us better quantify our Scope 3 emissions and set strategic reduction targets.

Partnerships for Success

The decarbonization landscape is growing and evolving, including some ambitious efforts that may inform our goal-setting and accelerate our future reductions. As we develop our long-term climate strategy, we will evaluate ways to incorporate partnership-based, additive climate solutions that make an impact both within and outside of the Bumble ecosystem.



2021

Announce 2025 net zero target



2022

Achieve 100% renewable energy at Bumble Inc. headquarters in Austin, TX



2023

All but one data centers use 100% renewable energy



2024

Improve GHG calculation methodology



2025

Achieve 2025 net zero target for scope 1, scope 2, and scope 3 emissions related to data centers and cloud computing

Launch supplier engagement program and announce long-term net zero target

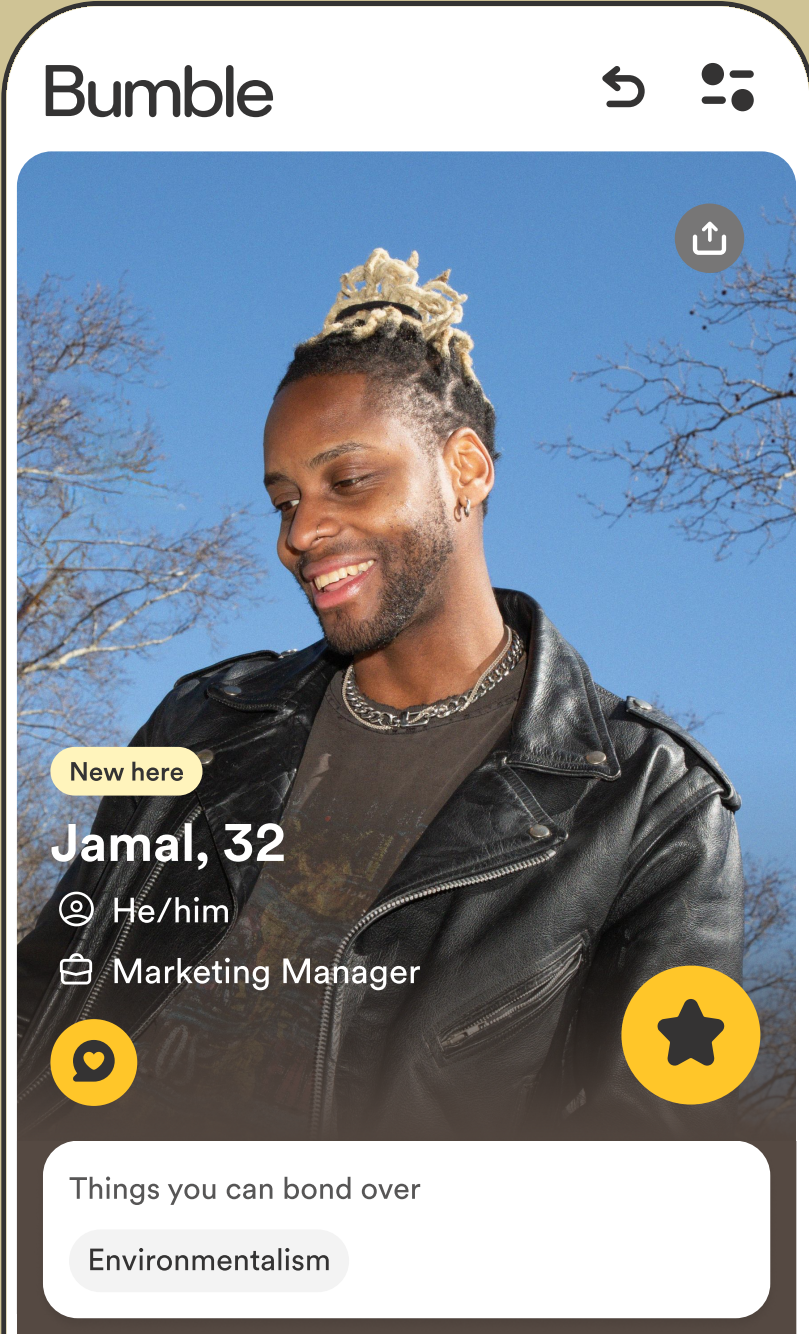
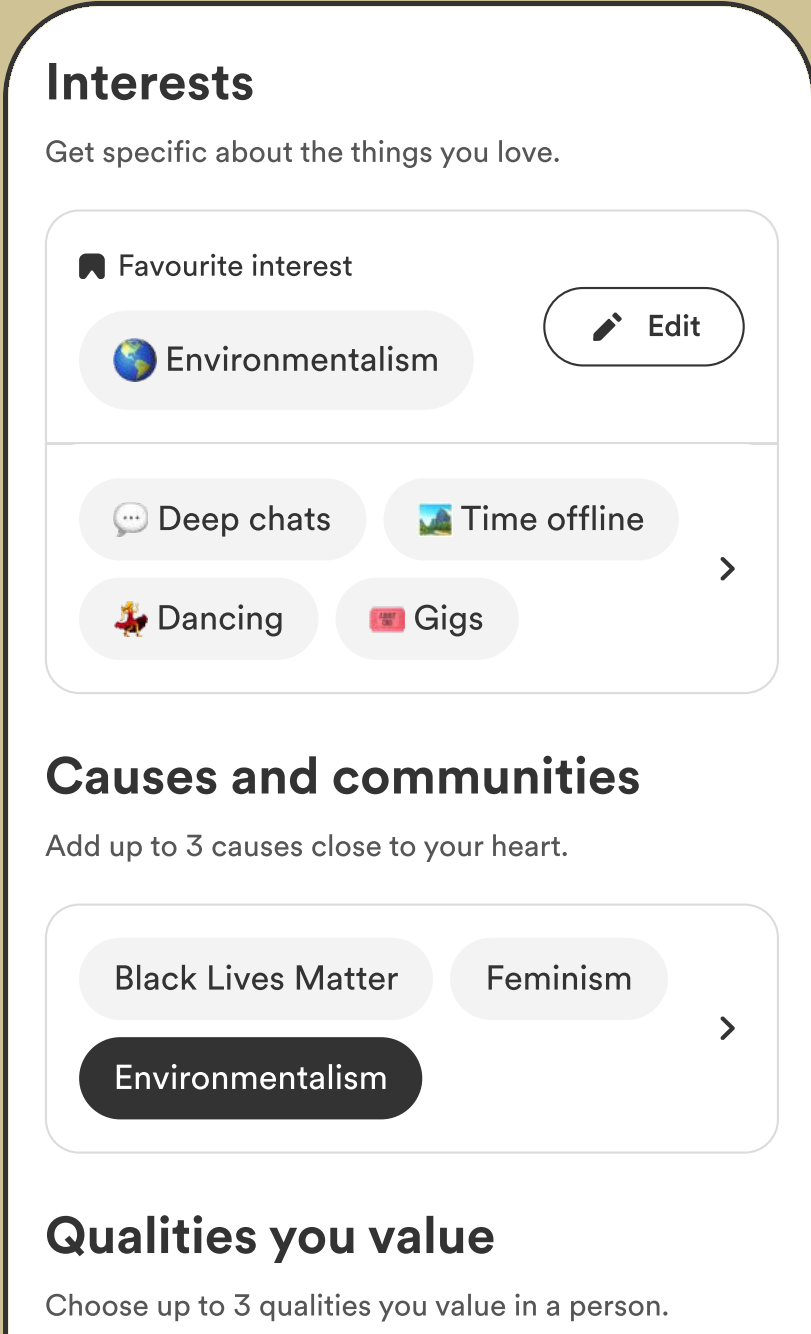
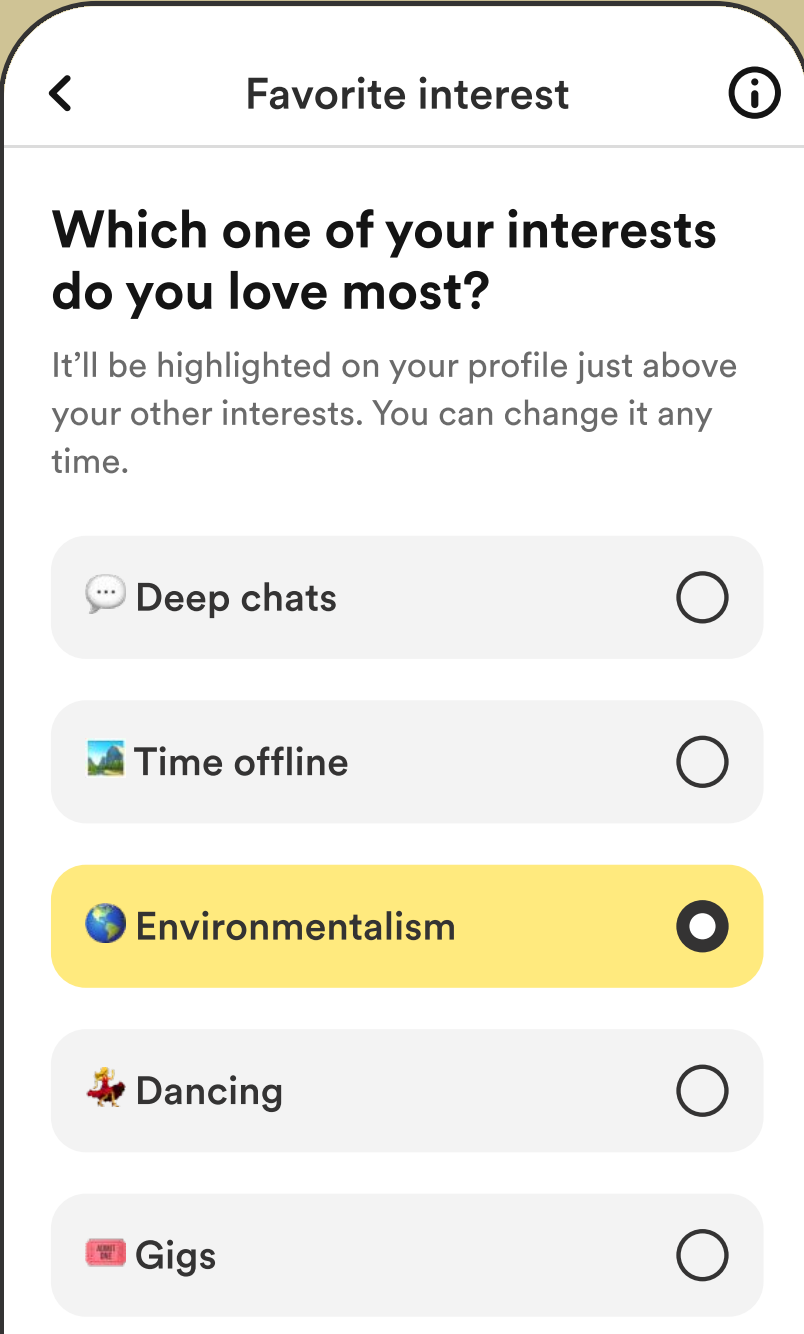
Environmental Community Programs

Our commitment to the environment extends beyond our climate strategy to encompass initiatives that prioritize the health of the planet.

Eco-Friendly Dating

In August 2022, over half (55%) of Bumble Date members in the U.S. had an ‘Environmentalism’ badge displayed on their profile. Additionally in 2022, a Bumble survey found that 91% of respondents were open to sparking connections over eco-friendly date activities with Gen Z sharing they felt most drawn to potential matches who cared about the environment (79%) and climate policy reform (63%).

In 2023, we published our survey findings in an effort to foster an eco-conscious dating culture and help daters connect over shared values. We also provided members with creative date ideas that emphasized sustainability, including hiking, volunteering at animal shelters, visiting farmers’ markets, and participating in local clean-up events.



Governance



Governance

Bumble’s commitment to good corporate governance anchors our business strategy in transparency and accountability.

Business Ethics

Bumble’s mission to create a world where all relationships are healthy and equitable is powered by our high ethical and corporate governance standards. We operate with integrity and hold ourselves accountable for our actions wherever we operate.

Our **Corporate Governance Guidelines** outline our Board of Directors’ principles and practices on a wide range of governance issues and are reviewed by the Nominating and Corporate Governance Committee on a periodic basis to ensure compliance with applicable laws, regulations, and stock exchange requirements.

Bumble’s **Code of Conduct** sets forth expectations for ethical conduct, to which all of our directors, officers,

and employees must adhere. It addresses compliance with laws, conflicts of interest, use of our assets, business conduct, and fair dealing, as well as our commitment to providing a safe, inclusive, and supportive workplace environment free from harassment. Our **Supplemental Code of Ethics for Senior Financial Officers** governs matters specific to senior financial positions, including responsibility for maintenance of the Company’s financial books and records, preparation of its financial statements, disclosures made in filings with the U.S. Securities and Exchange Commission, and a general obligation to promote honest and ethical conduct within the Company.

Bumble’s Code of Conduct also details how to ask questions or raise concerns about ethical business practices or non-compliance and how to access our ethics hotline anonymously. Those who raise concerns are protected by our anti-retaliation policy.

Our employees are trained on the rules and standards in our Code of Conduct,



with new hires learning them as part of their onboarding process and current employees completing mandatory supplemental training once a year.

Bumble’s Corporate Governance Guidelines, Code of Conduct, and other corporate governance information can be found in the **Governance section** of our investor relations website.



As of December 31, 2023, 10 out of 11 directors were independent, and 73% of our Board members were women

Board Composition & Competencies

Our Board of Directors guides and oversees the management of our business and affairs and has three standing committees: the Audit and Risk Committee, the Compensation Committee and the Nominating and Corporate Governance Committee. Our Board Committee Charters, available in the **Governance section** of our investor relations website, describe the purpose, authority, structure, and processes of each committee. The members of our Board of Directors possess broad expertise, skills, experience, and perspectives that facilitate the strong oversight and strategic direction required to govern Bumble’s business and strengthen and support senior management.

Risk Management

The Board exercises direct oversight of strategic risks to Bumble in regular coordination with management. It delegates certain risk oversight responsibilities to its committees. Each committee reports to the Board on risk oversight related to the topics within its purview:

- The Audit and Risk Committee reviews our compliance with legal and regulatory requirements, as well as the effectiveness of our risk management processes. This Committee reviews the guidelines, policies, and practices that govern how senior management handles our exposure to financial and operational risks, including data privacy and technology security-related risks.
- The Compensation Committee oversees risks related to the Company’s compensation policies and practices; it also promotes an environment that discourages unnecessary and excessive risk-taking by our employees, including our senior executives.
- The Nominating and Corporate Governance Committee oversees and evaluates risks associated with Board organization, membership, structure, and corporate governance, as well as assists the Board with oversight of risks related to relevant ESG topics.

ESG Oversight

Our commitment to ESG starts at the top, beginning with our Board of Directors and executive management.



Our Nominating and Corporate Governance Committee is responsible for reviewing and advising on material ESG topics, and assisting the Board in overseeing our programs related to ESG matters. Our ESG Steering Committee of cross-functional senior leaders reviews the development and execution of our ESG objectives and oversees our ESG disclosures. In 2023, this team used the findings from Bumble’s materiality assessment to lay the foundation of our ESG disclosure strategy, including increased disclosures on the Bumble investor relations website, alignment to the SASB framework, and an established cadence of public impact reporting.

Shareholder Engagement

We periodically conduct a shareholder outreach program to facilitate an ongoing two-way dialogue on topics our shareholders find most important. Members of our senior leadership team are regular participants in these important conversations, in which we discuss a diverse range of topics that include Board governance, ESG, and executive compensation practices.

Responsible Supplier & Vendor Management

Bumble’s approach to vendor management supports our ESG objectives and helps cultivate partnerships that reflect our values and commitment to being a force for good. We strive to safeguard the human rights of individuals and communities in everything we do and expect our business partners to share this commitment. Our **Modern Slavery and Human Trafficking Statement**, updated in 2023, reflects our commitment to compliance with the U.K. Modern Slavery Act and other anti-slavery laws. We also prioritize sourcing from independent women and minority-owned businesses, and actively seek to contract with vendors whose practices align with our net zero pledge and social impact priorities. This includes vendors’ use of sustainable materials, renewable energy, and their support for healthy and equitable relationships.

In 2023, we modernized our purchasing system through the implementation of enterprise cloud software. This software improved process efficiency and expanded reporting capabilities, strengthening our visibility into our global partnerships. Upgrading our purchasing systems was an important milestone in our broader, business-wide systems transformation program that will ensure potential partners are evaluated both on cost, as well as on their ESG practices and commitments.



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Appendix | SASB Disclosure Table

Topic	SASB Code	Accounting Metric	Bumble Inc. Disclosure
Activity metrics	TC-IM-000.A	Entity-defined measure of user activity.	In 2023, Bumble Inc. had 3.721 million Total Paying Users. ¹ ²
	TC-IM-000.B	(1) Data processing capacity, (2) percentage outsourced	This information is not currently part of our public reporting.
	TC-IM-000.C	(1) Amount of data storage, (2) percentage outsourced	This information is not currently part of our public reporting.
Environmental Footprint of Hardware Infrastructure	TC-IM-130a.1	(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	(1) 40,170 gigajoules ³ (2) 29.7% ³ (3) 70.3% ³
	TC-IM-130a.2	(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	Bumble Inc. does not maintain operational control at our leased data centers. Water usage data is therefore not available for public reporting.
	TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	Bumble Inc. prioritizes working with third-party service providers that offer carbon neutral services for their colocation data centers or cloud hosting platforms. In 2023, all but one of our data centers utilized 100% renewable energy. We are considering data transition plans and carbon removal services to offset any emissions not already neutralized through our service providers.
Data Privacy, Advertising Standards & Freedom of Expression	TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	Bumble Inc.'s user-facing privacy policies listed in the Policies section of our Governance documents describe the way we process personal data for online advertising. Also, as alluded to in our Data Protection Policy Summary, we have specific privacy by design procedures in place which will prompt, when required, a privacy review when there are changes to existing or there are new online advertising projects.
	TC-IM-220a.2	Number of users whose information is used for secondary purposes	Bumble Inc. does not collect nor calculate a metric as outlined by this standard. We disclose the purposes for which we process our users' personal information upon signing up for our service through our comprehensive user-facing privacy notices, as well as through other relevant information provided to our users in their onboarding journey.

¹ Includes Bumble, Badoo and Other Paying Users. Total Paying Users is the sum of Bumble App Paying Users and Badoo App and Other Paying Users. A Bumble App Paying User is a user that has purchased or renewed a Bumble app or Bumble for Friends 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. A 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 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.

² Excludes paying users from Official and, for periods prior to Q4 2023, excludes paying users from Fruitz.
³ Does not include cloud computing

Appendix | SASB Disclosure Table

Topic	SASB Code	Accounting Metric	Bumble Inc. Disclosure
Data Privacy, Advertising Standards & Freedom of Expression (cotd.)	TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	No privacy related fines were paid by Bumble Inc. in 2023.
	TC-IM-220a.4	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Details about data requests and Bumble Inc.'s support to law enforcement and government partners will be included in our upcoming app-specific transparency report, scheduled to be published beginning in 2025.
	TC-IM-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Given the global nature of Bumble Inc., we may adjust certain offerings if legally required to do so in certain countries or states.
	TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	Details about data requests and our support to law enforcement and government partners will be included in our upcoming app-specific transparency report, scheduled to be published beginning in 2025.
Information Security	TC-IM-230a.1	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	(1) To our knowledge, no material data breaches in 2023. (2) Not applicable. (3) Not applicable.
	TC-IM-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Bumble Inc.'s business plan and risk management framework provide the context for identifying, assessing, evaluating, communicating, treating, and monitoring information asset related risks through the establishment and maintenance of a program following the technical guidance of the appropriate NIST SP 800-53 Security and Privacy Controls standards where applicable. Bumble Inc. is also independently assessed on an annual basis to PCI-DSS Level 1 Merchant requirements for payment acceptance and processing of payment information.
Employee Recruitment, Inclusion & Performance	TC-IM-330a.1	Percentage of employees that require a work visa	As of December 31, 2023, 17% of our employee population uses a work visa.
	TC-IM-330a.2	Employee engagement as a percentage	Bumble Inc. offered two employee engagement surveys in 2023. The April engagement survey had a survey response rate of 73% and an engagement favorability score of 61% positive. The September engagement survey saw a response rate of 69% and an engagement score of 57%.

Appendix | SASB Disclosure Table

Topic	SASB Code	Accounting Metric	Bumble Inc. Disclosure
Employee Recruitment, Inclusion & Performance (cotd.)	TC-IM-330a.3	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	<p>Global gender representation of Bumble Inc.:46.4% female / 50.1% male / 3.5% not provided</p> <p>Global gender representation of Exec management¹: 63.6% female / 36.4% male / 0% not provided</p> <p>Global gender representation of Non-Exec management²: 57.5% female / 40.0% male / 2.5% not provided</p> <p>Global gender representation of Tech employees: 23.7% female / 74.5% male / 1.8% not provided</p> <p>Global gender representation of All other (Non-Tech) employees: 70.3% female / 24.5% male / 5.2% not provided</p> <p>Diversity group representation of all U.S. employees: 21.4% non-white / 53.4% white / 25.2% not provided</p> <p>Diversity group representation of all U.S. Exec management:0.0% non-white / 28.6% white / 71.4% not provided</p> <p>Diversity group representation of all U.S. Non-Exec management: 28.6% non-white / 47.6% white / 23.8% not provided</p> <p>Diversity group representation of all U.S. Tech employees: 21.4% non-white / 42.9% white / 35.7% not provided</p> <p>Diversity group representation of all U.S. All other (Non-Tech) employees: 21.4% non-white / 54.0% white / 24.6% not provided</p> <p>Read more about our efforts to encourage employees to voluntarily self-identify their gender, race and ethnicity in the Diversity, Equity, Inclusion, and Belonging section of this report.</p>
Intellectual Property Protection & Competitive Behavior	TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	<p>There were no losses associated with anti-competitive legal proceedings in 2023.</p>

¹ Includes Executive Leadership Team

² Includes Senior Leadership Team

Special Note Regarding Forward-Looking Statements

This report contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements reflect the current views of management of Bumble with respect to, among other things, statements regarding Internet safety, environmental stewardship and governance, and Bumble’s operations, financial performance, industry, and business. Forward-looking statements include all statements that are not historical facts. 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 factors set forth in our filings made with the Securities and Exchange Commission (SEC) from time to time, including our Annual Report on Form 10-K and Quarterly Reports on Form 10-Q.

For more information regarding these and other risks and uncertainties that we face, see Part I, “Item 1A—Risk Factors” of our most recent Annual Report on Form 10-K and our subsequent periodic filings which are accessible on the SEC’s website at www.sec.gov. These factors should not be construed as exhaustive and we caution you that the important factors referenced above may not contain all of the factors that are important to you. Bumble undertakes no obligation to publicly update or review any forward-looking statements, whether as a result of new information, future developments or otherwise, except as required by law.




About This Report

Publishing our first impact report represents an important milestone on the road towards building a more sustainable company. It allows us to be transparent about our impact now, and be accountable to our goals and progress moving forward. Reporting also helps us lay the groundwork for more sophisticated ESG programs that benefit our community, people, and planet.

This inaugural report, published on November 21, 2024 covers the period from January 1, 2023 to December 31, 2023 unless otherwise indicated. References in this impact report to “we,” “us,” “our,” “ours,” “Bumble,” and the “company” refer to Bumble Inc. and its consolidated subsidiaries.

We have reported against SASB Standards to guide our disclosure, and plan to report on an annual basis.

We value and welcome input from our stakeholders on this document and our ESG program in general. Feedback and questions can be sent to ir@team.bumble.com. In line with our diversity-driven mission, we partnered with **qb. consulting**, a small, women-owned ESG strategy and communications firm, to develop this report.

A large yellow geometric shape, resembling a stylized arrow or a chevron, pointing towards the right. It occupies the left half of the image.

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