2025 IMPACT SCORECARD

A Word from Whitney

Bumble Inc. has always been about helping people create healthy, authentic, and meaningful relationships. That requires trust, including feeling respected and confident to show up as yourself. We continue to invest in the products, protections, and people that make those connections possible, because we believe technology should bring us closer together, not create more distance between us. This scorecard reflects how we're building a company, and a future, rooted in real connection.

Whitney Wolfe Herd
Founder & Chief Executive Officer
Bumble Inc.

ABOUT BUMBLE INC.

Bumble Inc. is the parent company of Bumble, BFF, and Badoo. Our platforms empower people to connect online and meet offline with confidence and ease.

BUMBLE | BFF | BADOO

BUMBLE INC. AT A GLANCE

~580 FULL-TIME EMPLOYEES*

$966M IN REVENUE IN 2025**

3.7M TOTAL PAYING USERS**

** Employee headcount as of December 31, 2025.*
*** Revenue and Total Paying Users for the year ended December 31, 2025.*

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 member 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 or Bumble For Friends app in a given month. A Badoo App and Other Paying User is a member 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 made a purchase on other third-party apps that used our technology in the relevant period.

OUR MISSION, CULTURE, & VALUES

We believe human connection is the foundation of a happy, healthy life. Bumble Inc.'s mission is to bring people together, face to face, to create more love in the world—whether that means finding a partner, building a friendship, or joining a community. Refreshed in 2025, our values of **Respect**, **Excellence**, **Curiosity**, **Courage**, and **Joy** guide everything we do—from what we build to who we hire.

IMPACT STRATEGY

Cultural relevance and impact have always been integral to our brand, platforms, and success as a business. Our leadership and collaborations are key to designing products and experiences that support the needs of our members and communities.

Learn more about Bumble Inc.'s impact vision, strategy, and material topics on the Responsible Business page of our investor relations website and in our 2026 Proxy Statement, 2023 Impact Report, and 2024 Impact Scorecard.

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A MORE RESPECTFUL, SAFER INTERNET

Creating tools for safer and more respectful dating is a core part of helping Bumble set the standard for online spaces where people can connect with confidence.

IN THIS SECTION

- SAFETY PRACTICES
- DATA PRIVACY & CYBERSECURITY
- PUBLIC POLICY
- PRODUCT STEWARDSHIP

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Trust & Safety

In 2025, we focused on maturing and scaling our trust and safety capabilities as part of our broader approach to product stewardship—enhancing detection and reduction of bad actors while continuing to invest in member transparency and support. We aim to create a safer experience for everyone, and believe that designing with a women-first lens helps raise the bar for all.

SAFETY & PRIVACY BY DESIGN

Safety and privacy considerations are assessed as part of the product development process. Our teams work together to identify and address potential risks related to harmful behavior through the product lifecycle, helping us identify, prevent, and resolve threats as proactively as possible.

PLATFORM SAFETY & INTEGRITY

We continued strengthening how we detect, prevent, and respond to harmful behavior across our platforms in 2025 by:

- Advancing proactive moderation for greater accuracy at scale
- Expanding efforts to remove inauthentic accounts
- Rolling out ID verification on the Bumble app

AI played a growing role in this work, helping teams identify and address harmful behavior more quickly and consistently.

We deepened collaboration with partners such as Tech Against Terrorism (TAT) to bolster our approach to preventing terrorist and violent extremist content, earning Bumble a TAT Trustmark. The Trustmark assessment validated that our policies, practices, and human rights safeguards are equipped to address these risks responsibly. We also continued our annual review and update of core safety policies—including those covering terrorism & violent extremism and child safety—to promote safety on all Bumble Inc. platforms and remain aligned with evolving regulations.

TRANSPARENCY

In 2025, we focused on making moderation decisions more transparent, and support more accessible for members. We provide in-app statements of reason globally to explain moderation actions taken on content or accounts, helping members better understand moderation decisions, and appeal them directly within the app if they believe a decision was made in error.

MEMBER SUPPORT

To create a more seamless in-app experience, we launched Help Hub on Bumble and Badoo, giving members direct access to support and report tracking so they can monitor the status of support requests and interactions with our team.

Beyond in-app tools, we partnered with Australia's National Anti-Scam Centre to pilot a support program for romance scam survivors. Building on this pilot, we expanded the Bloom program to better address scam-related trauma and help prevent re-targeting of survivors. Learn more about our partnerships and support programs in the Social Impact section.

For more information on our approach to moderation and platform safety, see our 2026 EU Digital Services Act Transparency Reports for Bumble, BFF, and Badoo.

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Data Privacy & Cybersecurity

Protecting member data remains a cornerstone of how we build and operate our platforms. In 2025, we continued to make strides across security engineering, data protection, and AI governance, striving to build privacy and responsible AI practices into our product development.

DATA PROTECTION

Bumble Inc. maintains ongoing compliance with evolving global privacy laws, such as the General Data Protection Regulation (GDPR) laws in the European Union and the UK, as well as state laws in the United States. In 2025, we:

- Completed an interactive data deletion project to remove data from members who had been inactive for more than three years, reducing stored data and lowering breach risk
- Redesigned our privacy policies to improve readability and transparency, making it clearer to members how their data is collected, used, and protected

For more details on our privacy practices, see our privacy policies for Bumble, BFF, and Badoo.

AI GOVERNANCE

As AI becomes increasingly central to Bumble's operations, we continue to update our governance framework and principles to ensure it is used responsibly and in ways that support real human connection. Our AI Governance Committee leads this work, bringing together leaders from our legal, security, product, and policy teams to oversee how AI is developed and deployed across the business.

RISK & SECURITY CULTURE

In 2025, we maintained mandatory annual security training for employees tailored to emerging threats. This included phishing simulations and internal "fire drills" to reinforce secure behaviors across the organization. We also continued our bug bounty program to identify and address external vulnerabilities, with no notable cybersecurity incidents reported in 2025.

SECURITY ENGINEERING & INFRASTRUCTURE

To further strengthen our cybersecurity posture in 2025, we scaled our global security team, streamlined our infrastructure, and leveraged AI across our operations to improve speed, efficiency, and threat detection.

We evolved our security model to improve incident response times through enhanced tooling and round the clock coverage. We also consolidated six separate security tools into a unified platform, sharpening threat detection and response.

AI played a central role in these advances. Internal tools like **PhishBot** enabled real-time phishing analysis—reducing response times from several hours to minutes—while AI-enabled threat modeling improved how we assess code and product designs before issues emerge. **HiveGuard** further streamlined incident response workflows, generating additional annual cost savings while decreasing time to detect and respond to threats.

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Public Policy

Bumble Inc. advocates for stronger protections against online harm. In 2025, we engaged with global regulators and policymakers as we navigated a rapidly changing regulatory environment.

ADVOCACY IMPACT

After years of advocacy by Bumble Inc., cyberflashing is now recognized as both a priority offense under the 2023 UK Online Safety Act and a criminal offense under the EU Directive on Combating Violence Against Women and Domestic Violence, adopted in 2024. In 2025, we kept that momentum by engaging with regulators and partners in the UK to support the implementation of guidance aimed at ensuring a safer online experience for women and girls.

POLICY ENGAGEMENT

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HEALTHY & RESPECTFUL RELATIONSHIPS

Bumble Inc.'s platforms help people build meaningful connections with confidence and authenticity. We're committed to supporting the people, communities, and culture that make those connections possible.

IN THIS SECTION

SOCIAL IMPACT | MEMBER ENGAGEMENT | BELONGING | EMPLOYEE MANAGEMENT & ENGAGEMENT

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Social Impact

Bumble Inc. is committed to supporting organizations that promote safety and provide resources for those affected by harm. In 2025, we focused on providing targeted support to communities in need and maintaining core partnerships with the National Domestic Violence Hotline and Refuge, drawing on the expertise of our partners to guide our approach to safety and member support.

NATIONAL DOMESTIC VIOLENCE HOTLINE

Refuge

GRANTS & GIVING

In response to urgent community needs, Bumble Inc. provided financial support following the 2025 Texas floods and Los Angeles area wildfires, donating to the Kerr County Flood Relief Fund and World Central Kitchen.

We also supported select initiatives aligned with online safety. This included sponsoring a roundtable hosted by the Internet Watch Foundation in the UK focused on advancing digital policy discussions and addressing technology-facilitated violence against women and girls.

Member Engagement

In 2025, we established Member Love, a new function dedicated to enhancing the member experience across every touchpoint. Member Love brings together insights from customer experience, social listening, product, and support teams to identify trends, inform product and policy decisions, and strengthen member trust and satisfaction. The function also focuses on proactive member support, surprise-and-delight initiatives, and fostering positive word-of-mouth by creating more meaningful, responsive, and human-centered experiences for our community.

Belonging

Cultivating belonging enables us to create trust and a sense of shared ownership at the heart of our business, empowering our teams to do their best work. We create spaces for employees to connect, share experiences, and shape the ways we work together. In 2025, we focused on expanding employee-led initiatives and opportunities for participation, giving employees more influence over how Bumble Inc.'s culture continues to grow.

EMPLOYEE RESOURCE GROUPS (ERGS)

Bumble Inc. doubled its ERG network to six groups in 2025, introducing three new communities: **Neurobees (Neurodiversity), The Village (Family & Caregivers),** and **La Familia (Hispanic/Latinx).** ERG leads were also given greater autonomy to set their own priorities and programming, with executive sponsorship available to all—and taken up by every group. The addition of new groups and the broader visibility of ERGs within the company drove an increase of 17 percentage points in participation.

EXPANDING PERSPECTIVES

In 2025, we invested in creating space for enriching, inclusive conversations at work. This included hosting guest speakers like restaurateur Will Guidara, who shared his perspective on hospitality and service, and Bumble Inc. board member and Google executive Sissie Hsiao, who shared her perspectives on innovation and responsible AI. These talks were complemented by Global All Hands sessions designed to bring in additional voices and perspectives from across Bumble Inc.

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Employee Management & Engagement

Bumble Inc. supports employee engagement by fostering a connected, flexible, and responsive workplace. We focused on enhancing in-person collaboration in 2025, introducing new tools and programs, and better equipping managers and employees to do their best work.

WORK MODEL & ENGAGEMENT

In 2025, Bumble Inc. formalized a hub-based workforce model centered around three primary locations—**Austin**, **London**, and **New York**—focusing hiring and engagement in these hubs to drive in-person connection while maintaining a flexible hybrid model. Across all three locations, in-person engagement expanded through a range of connection initiatives: Hive Weeks (weeks of scheduled events and activities designed to bring employees together at our hub locations), monthly Global All Hands meetings and post-meeting "gather hours."

EMPLOYEE EXPERIENCE & DEVELOPMENT

Bumble Inc. took an intentional approach to the employee experience in 2025 by prioritizing a formalized employee listening program and providing focused support for our managers and new hires. To capture more timely and actionable insights, we introduced a quarterly Hive Pulse survey to gather employee sentiment and expanded feedback channels across the organization.

BENEFITS, WELL-BEING & COMPENSATION

We expanded our employee benefits offering with a focus on proactive, whole-person well-being. This included adopting Unmind as our new global mental health platform, giving employees access to 12 annual counseling or coaching sessions to encourage more intentional proactive engagement with mental health resources. In parallel, we continued to prioritize the well-being and resilience of our Trust & Safety teams by evolving our partnership with Zevo Health to facilitate peer support groups and Mental Health First Aid training across multiple cohorts.

We also grew our benefits to include support for menopause care, weight management, and financial well-being—adding new financial coaching providers in both the U.S. and the UK, and transitioning to a new 401(k) provider to give U.S. employees access to a wider range of financial services. Beyond benefits, compensation at Bumble Inc. is tied to a global performance framework that recognizes and rewards employee contributions at every level.

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ENVIRONMENTAL STEWARDSHIP

We achieved our net zero target in 2025, marking an important milestone in our journey to reduce our environmental impact. Building on this success, we continue to seek opportunities to drive energy efficiency and emissions reductions while also refining how we measure and manage impact throughout our operations and value chain.

IN THIS SECTION

ENVIRONMENTAL SUSTAINABILITY

GREENHOUSE GAS EMISSIONS & CLIMATE CHANGE

ENERGY CONSUMPTION & CLEAN ENERGY

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Environmental Sustainability

In 2025, we achieved our net zero target for Scope 1 and Scope 2 emissions and for Scope 3 emissions associated with data processing. This reflects our sustained progress on energy efficiency, renewable energy procurement, and the transition of data center operations to lower-carbon solutions. We complemented these efforts by investing in high-quality carbon removal projects, such as Vaulted Deep's Great Plains carbon storage project and the Humbo assisted natural regeneration project. Moving forward, our focus will be on maintaining net zero emissions and working to further reduce emissions from our operations, value chain, and data centers.

SUPPLIER ENGAGEMENT

Because a significant portion of our emissions is tied to our broader value chain, engaging our suppliers is an important part of supporting emissions reductions beyond our operational footprint and creating opportunities to advance our shared sustainability goals. In 2025, we developed two supplier training modules focused on calculating GHG emissions and setting reduction targets. We then hosted workshops with key suppliers to review those modules and answer questions to continue supporting decarbonization progress.

OUR NET ZERO MILESTONES

2021 Set our ambition to achieve net zero emissions by 2025

2022 Powered our Austin headquarters with 100% renewable electricity

2023 Transitioned all but one data center to renewable electricity

2024 Strengthened our carbon accounting and measurement practices to support our net zero commitment

2025

Achieved net zero emissions for:

- Scope 1
- Scope 2
- Scope 3 emissions related to data processing

2025 PROGRESS TOWARD NET ZERO

	Location-Based Emissions (mtCO2e)	% Emissions covered by Renewable Energy	Market-Based Emissions (mtCO2e)
Scope 1	80	0%	80
Scope 2	129	100%	0
Scope 3 - Data Processing*	4,526	50%	2,278
Carbon Removals	(2,358)	N/A	(2,358)
Total Net Emissions	2,376	N/A	0

** Data processing includes emissions from co-located data centers (Scope 3 Cat 8: Upstream Leased Assets) and cloud service providers (Scope 3 Cat 1: Purchased Goods and Services).*

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GOVERNANCE

Good governance helps Bumble Inc. manage risk, uphold high ethical standards, and operate responsibly to maintain the trust of all our stakeholders. Our policies and practices keep us accountable and guide our decision-making across the business. Find out more about our Board, its structure and competencies, and how it manages risk, regulations, and business ethics in our 2026 Proxy Statement.

IN THIS SECTION

RESPONSIBLE SUPPLIER & VENDOR MANAGEMENT
BOARD COMPOSITION
BOARD COMPETENCIES
BUSINESS ETHICS
RISK MANAGEMENT
GOVERNMENTAL REGULATION

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Key Policies

The following policies guide how we do business, interact with our members and employees, and meet our regulatory obligations.

- Code of Conduct
- Information Security Policy
- Terms of Use
- Bumble App Privacy Policy
- BFF Privacy Policy
- Badoo Privacy Policy
- Bumble App Community Guidelines
- BFF Community Guidelines
- Badoo Community Guidelines
- Responsible AI Principles*
- Whistleblower & Non-Retaliation Policy*

* Internal policies

Vendor Management & Procurement

We take a structured, risk-informed approach to vendor management that prioritizes product fit, responsible spend, and the protection of member data.

STREAMLINING PROCUREMENT PROCESSES

In 2025, we implemented a centralized procurement workflow through Zip that brought together multiple existing processes into a single system that routes requests to the right stakeholders at the right time. This approach provides greater visibility into vendor relationships and procurement activity, helping teams better manage spend.

VENDOR SELECTION & RISK MANAGEMENT

Member data privacy and security are primary drivers of vendor selection and oversight, guiding our decisions around which partners we work with and how we manage risks.

Vendor onboarding and renewals are subject to structured risk reviews. These reviews cover information security and data protection assessments for vendors handling sensitive data, financial considerations, and reputational risk.

About This Impact Scorecard

This impact scorecard covers the period from January 1, 2025 to December 31, 2025, unless otherwise noted. References in this impact scorecard to "we," "us," "our," "ours," "Bumble," and "the company" refer to Bumble Inc. and its consolidated subsidiaries. Feedback and questions on this scorecard or our impact program can be sent to ir@team.bumble.com. We partnered with qb. consulting, an impact strategy and communications firm, to develop this scorecard.

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