bumble inc.

Q4 2022 Highlights

Stronger than expected Q4 Revenue and Adjusted EBITDA set the stage for a strong FY 2023



"We achieved strong results in 2022 by advancing our powerful products, technology and mission to create kind connections. By delivering unique and engaging product experiences built upon a foundation of trust and safety, our team is realizing the tremendous potential of our brands. The momentum of our business continues to strengthen our confidence in our long term opportunity."

Whitney Wolfe Herd
BUMBLE FOUNDER & CEO



"We delivered total revenue growth of 19% and an adjusted EBITDA margin of 25% in 2022. The resilience of our business is underscored by Bumble App's half a million paying user net additions and healthy 31% revenue increase for the full year. By meaningfully expanding our offerings and extending our reach across the globe, we believe we are on a path to scale our business and deliver profitable growth again in 2023."

Anu Subramanian
BUMBLE CFO

By The Numbers

Revenue
US DOLLARS IN MILLIONS

Total Revenue[1]
$241.6 ↑ 17%
Q4 2022 Y/Y % CHG

Bumble App Revenue
$190.8 ↑ 28%
Q4 2022 Y/Y % CHG

Badoo App & Other Revenue[3]
$50.8 ↓ 12%
Q4 2022 Y/Y % CHG

Paying Users
PAYING USERS IN THOUSANDS

Total Paying Users
3,409 ↑ 14%
Q4 2022 Y/Y % CHG

Bumble App Paying Users
2,221 ↑ 35%
Q4 2022 Y/Y % CHG

Badoo App & Other Paying Users[4]
1,188 ↓ 11%
Q4 2022 Y/Y % CHG

ARPPU
AVG. REVENUE PER PAYING USER IN US DOLLARS

Total ARPPU
$23.01 ↑ 1%
Q4 2022 Y/Y % CHG

Bumble APP ARPPU
$28.64 ↓ 6%
Q4 2022 Y/Y % CHG

Badoo APP & Other ARPPU[5]
$12.48 ↓ 6%
Q4 2022 Y/Y % CHG

Income & Margin
US DOLLARS IN MILLIONS

Adjusted EBITDA[2]
$60.5 ↑ 10%
Q4 2022 Y/Y % CHG

Adjusted EBITDA Margin[2]
25.0% ↓ 140
Q4 2022 BPS CHG

Net Loss
$(159.2) ↓ NA
Q4 2022 Y/Y % CHG

About Us

Bumble
Bumble enables people to connect and build equitable and healthy relationships. Founded by CEO Whitney Wolfe Herd in 2014, Bumble was one of the first dating apps built with women at the center.

Badoo
Badoo, which was founded in 2006, is one of the pioneers of web and mobile dating products.

Fruitz
Fruitz, founded in 2017, encourages open and honest communication of dating intentions through playful fruit metaphors.

Our Mission

To create a world where all relationships are healthy and equitable, through Kind Connections.

For the definitions of Bumble App Paying Users, Bumble App Revenue, Bumble App ARPPU, Badoo App & Other Revenue, Badoo App & Other ARPPU, Badoo App and Other Paying Users, Total Revenue, Total ARPPU and Total Paying Users, please refer to our Current Report on Form 8-K dated February 22, 2023 announcing our earnings results for the fourth quarter and full year ended December 31, 2022. Certain prior period amounts included in this communication have been revised. As reported in the Company's Quarterly Report on Form 10-Q for the quarter ended September 30, 2022 (the "Q3 10-Q"), the Company identified certain prior period adjustments, including with respect to the recognition and presentation of debt issuance costs and refunds from third-party aggregators, for the 2020 annual financial statements, 2021 quarterly and annual financial statements and quarterly financial statements for the three months ended June 30, 2022 and March 31, 2022. These revisions were not material to the prior periods and do not affect the ongoing operations of the Company or adjusted EBITDA. A quantification of the impact of these adjustments on each financial statement line item was included in the Q3 10-Q.

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

2 Adjusted EBITDA is defined as net earnings (loss) excluding income tax (benefit) provision, interest (income) expense, depreciation and amortization, stock-based compensation expense, employer costs related to stock-based compensation, foreign exchange (gain) loss, changes in fair value of contingent earn-out liability, interest rate swaps and investments in equity securities, transaction and other costs, litigation costs net of insurance reimbursements that arise outside of the ordinary course of business, tax receivable agreement liability remeasurement (benefit) expense and impairment loss. Adjusted EBITDA margin represents adjusted EBITDA as a percentage of revenue. For the reconciliation of Adjusted EBITDA to its corresponding GAAP measure, please refer to our Current Report on Form 8-K dated February 22, 2023, announcing our earnings results for the fourth quarter and full year ended December 31, 2022.

3 Includes revenue generated from Fruitz.

4 Excludes Fruitz paying users.

5 Excludes Fruitz paying users and revenue generated from Fruitz.