bumble inc.

Q1 2023 Highlights

Solid revenue and higher than expected adjusted EBITDA in Q1 provides strong start to 2023



"In Q1, we delivered solid revenue growth and strong Bumble App paying user additions. Our results demonstrate the power of our unique family of apps that help people connect with each other amid a global epidemic of loneliness. We believe we are well positioned to drive continued growth by building compelling user experiences, leveraging AI and machine learning technology, and delivering on our mission with our differentiated brands."

Whitney Wolfe Herd
BUMBLE FOUNDER & CEO



"We executed efficiently against our strategic priorities, enabling us to deliver stronger than expected adjusted EBITDA in the first quarter. We believe the momentum in our business sets us up well to continue delivering profitable growth and we are reiterating our guidance for the full year."

Anu Subramanian
BUMBLE CFO

By The Numbers

Revenue
US DOLLARS IN MILLIONS

Total Revenue[1]
$242.9 Q1 2023 — ↑ 16% Y/Y % CHG

Bumble App Revenue
$194.3 Q1 2023 — ↑ 26% Y/Y % CHG

Badoo App & Other Revenue[3]
$48.7 Q1 2023 — ↓ 13% Y/Y % CHG

Paying Users
PAYING USERS IN THOUSANDS

Total Paying Users
3,460 Q1 2023 — ↑ 15% Y/Y % CHG

Bumble App Paying Users
2,319 Q1 2023 — ↑ 31% Y/Y % CHG

Badoo App & Other Paying Users[4]
1,141 Q1 2023 — ↓ 7% Y/Y % CHG

ARPPU
AVG. REVENUE PER PAYING USER IN US DOLLARS

Total ARPPU
$22.83 Q1 2023 — ↑ 1% Y/Y % CHG

Bumble App ARPPU
$27.93 Q1 2023 — ↓ 4% Y/Y % CHG

Badoo App & Other ARPPU[5]
$12.47 Q1 2023 — ↓ 7% Y/Y % CHG

Income & Margin
US DOLLARS IN MILLIONS

Adjusted EBITDA[2]
$59.3 Q1 2023 — ↑ 19% Y/Y % CHG

Adjusted EBITDA Margin[2]
24.4% Q1 2023 — ↑ 70 BPS CHG

Net Loss
$(2.3) Q1 2023 — ↓ NA 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 May 4, 2023 announcing our earnings results for the first quarter ended March 31, 2023.

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 May 4, 2023, announcing our earnings results for the first quarter ended March 31, 2023.

3 Includes revenue generated from Fruitz.

4 Excludes Fruitz paying users.

5 Excludes Fruitz paying users and revenue generated from Fruitz.