

Robust Revenue and Adjusted EBITDA in Q2 driven by paying user growth



“We believe our ability to deliver another strong quarter is a direct reflection of our commitment to creating Kind Connections for the millions of people using our products around the world. In addition to attracting a record number of paying users on Bumble, we’ve successfully launched BFF as a standalone offering, further stabilized Badoo, and expanded our portfolio of apps to meet the evolving needs of our members throughout their relationship journeys.”

Whitney Wolfe Herd

BUMBLE INC. FOUNDER & CEO



“We exceeded our second quarter outlook by continuing to execute on our strategic priorities while maintaining strong financial discipline. We believe the momentum we are experiencing across our family of apps sets us up to deliver profitable growth for our shareholders.”

Anu Subramanian

BUMBLE INC. CFO

By The Numbers

Revenue

US DOLLARS IN MILLIONS

Total Revenue¹
\$259.7 ↑ 18%
 Q2 2023 Y/Y % CHG

Bumble App Revenue
\$208.0 ↑ 23%
 Q2 2023 Y/Y % CHG

Badoo App & Other Revenue³
\$51.8 ↑ 2%
 Q2 2023 Y/Y % CHG

Paying Users

PAYING USERS IN THOUSANDS

Total Paying Users
3,633 ↑ 20%
 Q2 2023 Y/Y % CHG

Bumble App Paying Users
2,458 ↑ 28%
 Q2 2023 Y/Y % CHG

Badoo App & Other Paying Users⁴
1,175 ↑ 7%
 Q2 2023 Y/Y % CHG

ARPPU

AVG. REVENUE PER PAYING USER
 IN US DOLLARS

Total ARPPU
\$23.23 ↓ 1%
 Q2 2023 Y/Y % CHG

Bumble App ARPPU
\$28.21 ↓ 3%
 Q2 2023 Y/Y % CHG

Badoo App & Other ARPPU⁵
\$12.83 ↓ 5%
 Q2 2023 Y/Y % CHG

Income & Margin

US DOLLARS IN MILLIONS

Adjusted EBITDA²
\$67.3 ↑ 23%
 Q2 2023 Y/Y % CHG

Adjusted EBITDA Margin²
25.9% ↑ 90
 Q2 2023 BPS CHG

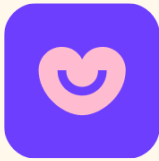
Net Earnings
\$9.3 ↑ NA
 Q2 2023 Y/Y % CHG

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.



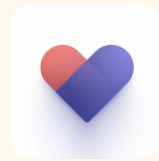
Badoo

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.



Official

Official, which was founded in 2021, is an app for couples built to help them stay together.



BFF

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

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 August 8, 2023 announcing our earnings results for the second quarter ended June 30, 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 August 8, 2023, announcing our earnings results for the second quarter ended June 30, 2023.

³ Includes revenue generated from Fruitz.

⁴ Excludes Fruitz paying users.

⁵ Excludes Fruitz paying users and revenue generated from Fruitz.