



“Our first chapter of the Bumble App launch delivered better women’s experiences and improved engagement. We are pleased with these early wins but it’s evident that to reignite the user growth engine for Bumble Inc. in the long term, we need to take a firm stance towards delivering customer value that goes beyond this launch. We are confident that the steps we are taking to strengthen our ecosystem, customer experience, and revenue strategy will revitalize our growth by making Bumble the best place for people to find successful and healthy connections in their lives.”

Lidiane Jones
BUMBLE INC. CEO



“We delivered second quarter results that were largely in line with our expectations. We are resetting our guidance today to reflect actions we are taking to position Bumble to reignite user growth, deliver improved customer value, and drive long-term revenue growth. We believe our strong balance sheet and cash flow generation give us the flexibility we need to return capital to shareholders while creating lasting value.”

Anu Subramanian
BUMBLE INC. CFO

By The Numbers

Revenue	Paying Users	ARPPU	Income & Margin
US DOLLARS IN MILLIONS	PAYING USERS IN THOUSANDS	AVG. REVENUE PER PAYING USER IN US DOLLARS	US DOLLARS IN MILLIONS
Total Revenue¹ \$268.6 ↑ 3% Q2 2024 Y/Y % CHG	Total Paying Users⁴ 4,139 ↑ 14% Q2 2024 Y/Y % CHG	Total ARPPU⁵ \$21.37 ↓ 8% Q2 2024 Y/Y % CHG	Adjusted EBITDA² \$75.0 ↑ 12% Q2 2024 Y/Y % CHG
Bumble App Revenue \$218.0 ↑ 5% Q2 2024 Y/Y % CHG	Bumble App Paying Users 2,817 ↑ 15% Q2 2024 Y/Y % CHG	Bumble App ARPPU \$25.79 ↓ 9% Q2 2024 Y/Y % CHG	Adjusted EBITDA Margin² 27.9% ↑ 200 Q2 2024 BPS CHG
Badoo App & Other Revenue³ \$50.6 ↓ 2% Q2 2024 Y/Y % CHG	Badoo App & Other Paying Users⁴ 1,321 ↑ 12% Q2 2024 Y/Y % CHG	Badoo App & Other ARPPU⁵ \$11.93 ↓ 7% Q2 2024 Y/Y % CHG	Net Earnings \$37.7 ↑ NA Q2 2024 Y/Y % CHG

About Us



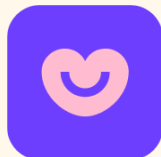
Bumble

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



BFF

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



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 2020, is an app for couples built to help them stay together.

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 filed on August 7, 2024 announcing our earnings results for the second quarter ended June 30, 2024.

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, net, depreciation and amortization expense, 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, impairment loss and restructuring costs, as management does not believe these expenses are representative of our core earnings. 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 filed on August 7, 2024 announcing our earnings results for the second quarter ended June 30, 2024.

3 Includes revenue generated from Fruitz and Official.

4 2Q24 includes Fruitz paying users, which are excluded from periods prior to 4Q23. Excludes Official paying users.

5 2Q24 includes Fruitz paying users and revenue generated from Fruitz, which are excluded from periods prior to 4Q23. Excludes Official paying users and revenue generated from Official.