



“Since I returned in mid-March, we have set an accelerated path to return to sustainable, long-term growth. We are strengthening our member base and delivering a more intentional experience with more quality and relevant matches, enhanced by technology and product innovation. We’ve also strengthened our team and are working to drive greater productivity and efficiency across the organization. Our path forward is clear and we are focused on maximizing long-term value for both our members and shareholders.”

Whitney Wolfe Herd

BUMBLE INC. Founder & CEO



“The Bumble team executed with discipline in the first quarter and reached the high end of our financial outlook. We believe Bumble is a strong business with solid cash flow and a healthy balance sheet. We will continue to prioritize efficiency, with short-term margin benefits expected as we optimize our marketing spend during this phase of our member base and product improvement initiatives. We remain focused on optimizing profitability as we work to reignite sustainable growth and value creation.”

Ron Fior

BUMBLE INC. Interim CFO

By The Numbers

Revenue

US DOLLARS IN MILLIONS

Total Revenue¹
\$247.1 ↓ 8%
 Q1 2025 Y/Y % CHG

Bumble App Revenue
\$201.8 ↓ 6%
 Q1 2025 Y/Y % CHG

Badoo App & Other Revenue
\$45.3 ↓ 13%
 Q1 2025 Y/Y % CHG

Paying Users

PAYING USERS IN THOUSANDS

Total Paying Users^{3,4}
4,015 ↓ 0%
 Q1 2025 Y/Y % CHG

Bumble App Paying Users
2,708 ↓ 1%
 Q1 2025 Y/Y % CHG

Badoo App & Other Paying Users³
1,306 ↑ 1%
 Q1 2025 Y/Y % CHG

ARPPU

AVG. REVENUE PER PAYING USER
 IN US DOLLARS

Total ARPPU^{3,4}
\$20.24 ↓ 7%
 Q1 2025 Y/Y % CHG

Bumble App ARPPU
\$24.84 ↓ 6%
 Q1 2025 Y/Y % CHG

Badoo App & Other ARPPU³
\$10.72 ↓ 13%
 Q1 2025 Y/Y % CHG

Income & Margin

US DOLLARS IN MILLIONS

Adjusted EBITDA²
\$64.4 ↓ 13%
 Q1 2025 Y/Y % CHG

Adjusted EBITDA Margin²
26.1% ↓ 160
 Q1 2025 BPS CHG

Net Earnings
\$19.8 ↓ 41%
 Q1 2025 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, was one of the pioneers of web and mobile dating products.

Our Mission

To bring people closer to love.

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 May 7, 2025 announcing our earnings results for the first quarter ended March 31, 2025.

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 and derivative (gains) losses, 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 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 losses 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 Net Earnings (Loss), please refer to our Earnings Supplemental Presentation for the first quarter ended March 31, 2025.

3 Excludes Official.

4 As of March 31, 2025, Geneva had not generated any revenue, and therefore, is excluded from our key operating metrics.