



“Our second quarter results demonstrate how we are moving decisively and with conviction to build a durable foundation for Bumble’s future. We are executing a clear framework to strengthen our member base with higher quality and more intentional members, and we have significantly streamlined our cost structure while accelerating innovation across AI, product, and technology. We are committed to delivering safer, smarter, and more personalized experiences that foster real love and connection. The early signals are clear: our renewed focus on quality is resonating, and we are building momentum.”

**Whitney Wolfe Herd**

BUMBLE INC. Founder & CEO



“We exceeded our Adjusted EBITDA guidance in the second quarter as we significantly reduced our cost structure and realigned our marketing strategy with our organic growth focus. These moves have greatly improved our operational efficiency and created room to reinvest in brand, trust, talent, and product innovation while protecting cash generation. We have more work ahead but we’re confident that we have put Bumble on a sustainable path to unlock long-term value.”

**Ron Fior**

BUMBLE INC. Interim CFO

## By The Numbers

### Revenue

US DOLLARS IN MILLIONS

Total Revenue<sup>1</sup>  
**\$248.2** ↓ 8%  
 Q2 2025 Y/Y % CHG

Bumble App Revenue  
**\$201.4** ↓ 8%  
 Q2 2025 Y/Y % CHG

Badoo App & Other Revenue  
**\$46.8** ↓ 7%  
 Q2 2025 Y/Y % CHG

### Paying Users

PAYING USERS IN THOUSANDS

Total Paying Users<sup>3,4</sup>  
**3,777** ↓ 9%  
 Q2 2025 Y/Y % CHG

Bumble App Paying Users  
**2,500** ↓ 11%  
 Q2 2025 Y/Y % CHG

Badoo App & Other Paying Users<sup>3</sup>  
**1,277** ↓ 3%  
 Q2 2025 Y/Y % CHG

### ARPPU

AVG. REVENUE PER PAYING USER  
 IN US DOLLARS

Total ARPPU<sup>3,4</sup>  
**\$21.69** ↑ 1%  
 Q2 2025 Y/Y % CHG

Bumble App ARPPU  
**\$26.85** ↑ 4%  
 Q2 2025 Y/Y % CHG

Badoo App & Other ARPPU<sup>3</sup>  
**\$11.57** ↓ 3%  
 Q2 2025 Y/Y % CHG

### Income & Margin

US DOLLARS IN MILLIONS

Adjusted EBITDA<sup>2</sup>  
**\$94.6** ↑ 26%  
 Q2 2025 Y/Y % CHG

Adjusted EBITDA Margin<sup>2</sup>  
**38.1%** ↑ 1,020  
 Q2 2025 BPS CHG

Net Loss  
**\$367.0** ↓ NA  
 Q2 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 August 6, 2025 announcing our earnings results for the second quarter ended June 30, 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, 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, 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 Net Earnings (Loss), please refer to our Earnings Supplemental Presentation for the second quarter ended June 30, 2025.

3 Excludes Official.

4 As of June 30, 2025, Geneva had not generated any revenue, and therefore, is excluded from our key operating metrics.