



“In 2025, we made the deliberate choice to return Bumble to its women-first foundation, raising the bar on trust and authenticity while addressing pain points our members experience with online dating. We believe that when women feel safe, confident, and intentional about who they meet, the entire ecosystem works better. With the heavy lift of our quality reset behind us, we are accelerating product innovation and prioritizing member experience enhancements. We are building from a stronger base and positioning Bumble for its next chapter of product-led growth.”

Whitney Wolfe Herd

BUMBLE INC. Founder & CEO



“We executed according to plan in the fourth quarter, delivering results at the high end of our guidance ranges while completing the most intensive phase of our member base reset. We continue to generate strong cash flow, and as we move into 2026, we are focused on maintaining financial discipline, thoughtfully investing in product innovation and preserving operating flexibility.”

Kevin Cook

BUMBLE INC. CFO

By The Numbers

Revenue

US DOLLARS IN MILLIONS

Total Revenue¹
\$224.2 ↓ 14%
 Q4 2025 Y/Y % CHG

Bumble App Revenue
\$181.0 ↓ 15%
 Q4 2025 Y/Y % CHG

Badoo App & Other Revenue
\$43.2 ↓ 12%
 Q4 2025 Y/Y % CHG

Paying Users

PAYING USERS IN THOUSANDS

Total Paying Users^{3,4}
3,322 ↓ 21%
 Q4 2025 Y/Y % CHG

Bumble App Paying Users
2,185 ↓ 22%
 Q4 2025 Y/Y % CHG

Badoo App & Other Paying Users³
1,136 ↓ 17%
 Q4 2025 Y/Y % CHG

ARPPU

AVG. REVENUE PER PAYING USER
 IN US DOLLARS

Total ARPPU^{3,4}
\$22.20 ↑ 8%
 Q4 2025 Y/Y % CHG

Bumble App ARPPU
\$27.61 ↑ 10%
 Q4 2025 Y/Y % CHG

Badoo App & Other ARPPU³
\$11.80 ↑ 6%
 Q4 2025 Y/Y % CHG

Income & Margin

US DOLLARS IN MILLIONS

Adjusted EBITDA²
\$71.6 ↓ 1%
 Q4 2025 Y/Y % CHG

Adjusted EBITDA Margin²
31.9% ↑ 422
 Q4 2025 BPS CHG

Net Loss
\$611.1 ↓ NA
 Q4 2025 Y/Y % CHG

About Us



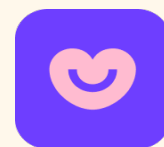
Bumble

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 March 11, 2026 announcing our earnings results for the fourth quarter ended December 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, 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, changes in fair value of 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 fourth quarter ended December 31, 2025.

³ Excludes Official.

⁴ Although Bumble For Friends app was relaunched as BFF in the United States in September 2025, the Company continues to generate revenue from the legacy Bumble For Friends app. As of December 31, 2025, BFF app has not generated any revenue and therefore is excluded from our key operating metrics. Please refer to the Definitions section for more information.