

bumble inc.

Private Lender Supplemental Information

May 2026

Quality Reset Impact

Metric	Pre-Quality Reset	Post-Quality Reset
Bumble App Registrations	Approximately 6 million	Stable at approximately 4 million despite significantly reduced performance marketing spend ¹ and strict trust & authenticity requirements
Bumble App US Week 1 Retention	Baseline	Increased 7 percentage points driven by improved member base quality
Bumble App Monthly Active Users	Approximately 22 million	Stable at approximately 18 million despite lower registrations
Bumble App Payer Penetration Subscription / Consumables	10% / 3%	Improved to 11% / 1% following a shift away from lower-value consumables

Note: Pre-Quality Reset represents the average for each metric for the period from January 2024 through March 2025.
Post-Quality Reset represents the average for each metric for the period from October 2025 through January 2026.

1. Performance marketing spend reduced by as much as 85% during Quality Reset. Paid registrations reduced to as few as 2% of total registrations.