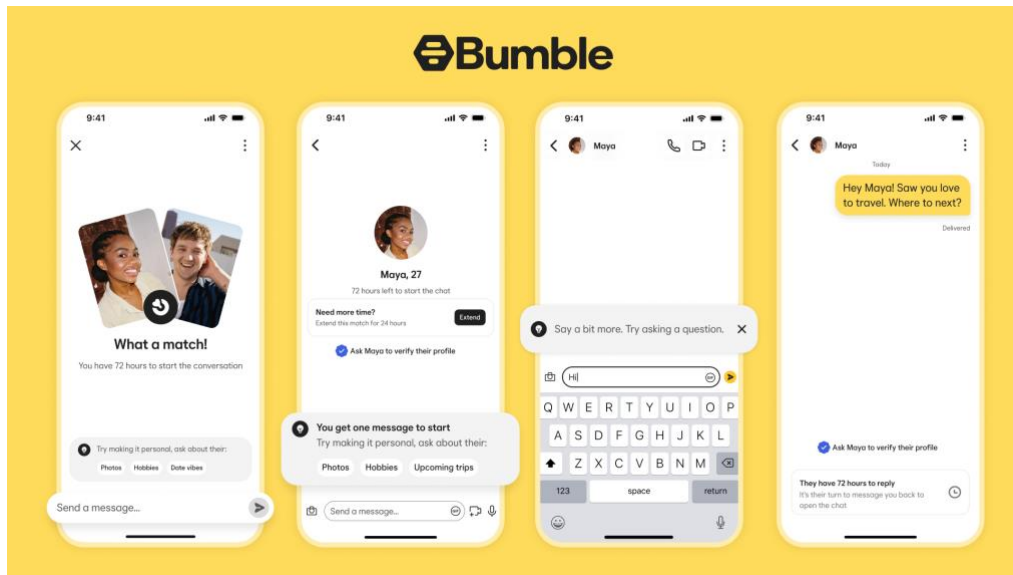


Bumble Unveils an Evolution to its Signature Chat Experience

Men and Women Can Now Send the First Message on Bumble



AUSTIN, Texas — August 11, 2026 — Bumble Inc. (NASDAQ: BMBL) today unveiled a global evolution to its signature conversation experience, introducing a more flexible way for connections to begin that reflects member-backed insights around how dating has grown over the past decade. Beginning today, anyone in a match can send the first message, while recipients will now have 72 hours, up from 24 hours, to respond, giving members greater opportunity to start conversations at their own pace.

This structured, time-bound experience supports Bumble's community in being more intentional with only one initial message allowed to be sent to make a strong first impression. Only when a match replies to the first message does the chat open. If a member sends a low-effort message, such as a one word opener, they will be prompted to be more thoughtful with their message before they send. During tests*, Bumble saw an increase in chat initiation, while opening messages became more evenly distributed between men and women.

Since launching in 2014, Bumble has continually evolved alongside women, keeping their experiences at the center of every decision. Today, nearly two-thirds** (66%) of women surveyed on Bumble say they prefer men to send the first message, with many sharing that this would make dating feel less pressured. This evolution reflects a continued commitment to creating an experience that alleviates pressure and delivers greater confidence and better outcomes for our community informed by years of member feedback, product testing, and behavioral insights.

This evolution also addresses a growing reality of modern dating as people are busier than ever and meaningful opportunities to connect are often lost due to timing, not lack of

interest. As part of initial testing*, more than half of members surveyed agreed that lengthening the reply window improved their experience on Bumble and a vast majority of women (92%) said they still felt in control of their dating experience.

Testing also showed that women experienced an increase in mutual chat rate, defined as when both parties respond and the chat is opened, more than twice that of men, resulting in more conversations and more opportunities to build meaningful connections and potential offline dates. Additionally, Bumble saw early signals of healthy interaction improvements with a decline in chat expiration and unmatching among members within the test.

"We built Bumble around the belief that when you make dating better for women, you make it better for everyone and that remains true today. While women making the first move was a radical idea, being women-first was never about prescribing just one way to connect. It was about designing an experience with women's needs in mind to create better outcomes for everyone," said Whitney Wolfe Herd, Founder and CEO of Bumble. "Today, our community is asking for more flexibility, less pressure, and more opportunities to create real, meaningful connections and that is what this new experience provides. This evolution isn't a departure from our founding vision, but the realization of it."

Built on Bumble's foundational commitment to trust and safety, this new chat experience is supported by the company's moderation tools and safeguards to help foster respectful conversations that lead to in-person dates.

Bumble's latest research*** also reflects how dating expectations have evolved. While women making the first move remains an empowering option, many, particularly Gen-Z women, say they also appreciate the flexibility for men to start the conversation. Nearly two-thirds of both men and women say they feel more confident when they have a choice in how and when a conversation begins.

Today's update builds on a series of recent product innovations designed to improve every stage of the dating journey. From refreshed Profile Prompts and AI-powered profile feedback, Bumble has invested in helping members present themselves authentically before a conversation even begins. Together, these experiences create the foundation for better conversations, stronger connections, and more opportunities to meet in real life. As Bumble continues to innovate, the company will introduce additional experiences focused on helping members move beyond the match and into real dates.

*Internal Bumble data from members in Canada between June-July 2026.

**Internal Bumble data from 2,267 women on Bumble in the US in August 2024.

***Research commissioned by Bumble between February and March 2025 of 2000 single respondents ages 18-35 who are actively using dating apps in the US.

ABOUT BUMBLE INC.

Bumble Inc. is the parent company of Bumble, Badoo, and BFF. The Bumble platform brings people closer to love by enabling them to build healthy relationships. Founded in 2014 by Whitney Wolfe Herd, who serves as CEO, Bumble was one of the first dating apps built with

women at the center and connects people across dating (Bumble Date) and friendship (BFF). Badoo, founded in 2006, was one of the pioneers of web and mobile dating products. BFF is a friendship app made to help you find your people.