



THE
MEET
GROUP

NASDAQ: MEET

August 2019



Cautionary Note Regarding Forward Looking Statements

Certain statements in this press release are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including whether our future revenue and Adjusted EBITDA will be in the projected outlook ranges; whether we will generate \$200 million of annualized video revenue by year end 2021; whether we will more than double video revenue in 2019 from 2018 and double it again by 2021; whether we will grow live revenue, live users, and the percentage of live users who gift as expected; whether live interaction is the future of content and community; whether an open social graph is required to make video successful; whether we will invest in our core business as anticipated; whether we will expand into adjacencies as anticipated; whether we will grow margins as anticipated; whether we can drive video through product development; whether we will launch new features as anticipated; whether our new products will drive monetization and engagement; whether our dating game will succeed as expected; whether our dating game will contribute to growing vDAU from existing users; whether vDAU will be 25% by Q1-2021; whether our dating game will drive virality beyond existing users; whether we will video-enable GROWLr this year; whether we will be among the first movers in gay livestreaming; whether we will execute on our video platform as a service strategy and whether it will attract new audiences and grow video revenue as expected; whether moderation expenses will contribute to flat y/y Adjusted EBITDA margins in Q319; whether we will achieve long term Adjusted EBITDA margins exceeding 20%; whether we will execute our stock repurchase program as expected; and whether we will execute on our product pipeline and whether it will provide continue growth as expected. All statements other than statements of historical facts contained herein are forward-looking statements. The words “believe,” “may,” “estimate,” “continue,” “anticipate,” “intend,” “should,” “plan,” “could,” “target,” “potential,” “project,” “outlook,” “is likely,” “expect” and similar expressions, as they relate to us, are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs. Important factors that could cause actual results to differ from those in the forward-looking statements include the risk that our applications will not function easily or otherwise as anticipated, the risk that we will not launch additional features and upgrades as anticipated, the risk that unanticipated events affect the functionality of our applications with popular mobile operating systems, any changes in such operating systems that degrade our mobile applications’ functionality and other unexpected issues which could adversely affect usage on mobile devices. Further information on our risk factors is contained in our filings with the Securities and Exchange Commission (“SEC”), including the Form 10-K for the year ended December 31, 2018 filed with the SEC on March 8, 2019 and our Quarterly Report on Form 10-Q for the quarter ended March 31, 2019 filed with the SEC on May 9, 2019. Any forward-looking statement made by us herein speaks only as of the date on which it is made. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

Regulation G – Non-GAAP Measures

The Company defines mobile traffic and engagement metrics (including MAU, DAU, vDAU, vARPDau chats per day, and new users per day) to include mobile app traffic for all properties and mobile web traffic for MeetMe, Skout and LOVOO.

The Company uses Adjusted EBITDA, which is not calculated and presented in accordance with U.S. generally accepted accounting principles (“GAAP”), in evaluating its financial and operational decision making and as a means to evaluate period-to-period comparison. The Company uses this non-GAAP financial measure for financial and operational decision-making and as a means to evaluate period-to-period comparisons. The Company presents this non-GAAP financial measure because it believes it to be an important supplemental measure of performance that is commonly used by securities analysts, investors and other interested parties in the evaluation of companies in our industry.

The Company defines Adjusted EBITDA as earnings (or loss) from operations before interest expense, benefit or provision for income taxes, depreciation and amortization, stock-based compensation, warrant obligations, non-recurring acquisition, restructuring or other expenses, gain or loss on cumulative foreign currency adjustment, gain or loss on disposal of assets, bad debt expense outside the normal range, and goodwill and long-lived asset impairment charges. The Company excludes stock-based compensation because it is non-cash in nature.

The reconciliation of historic Adjusted EBITDA to net income (loss), which is the most directly comparable financial measure calculated and presented in accordance with GAAP, can be found in the IR section of the Company’s website: <http://ir.themeetgroup.com/CorporateProfile/>. However, for guidance purposes, the Company does not provide reconciliations of projected Adjusted EBITDA (non-GAAP) to projected GAAP net income (loss), due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliations.

Non-GAAP financial measures should not be considered as an alternative to net income, operating income, cash flow from operating activities, as a measure of liquidity or any other financial measure. They may not be indicative of the historical operating results of the Company nor is it intended to be predictive of potential future results. Investors should not consider non-GAAP financial measures in isolation or as a substitute for performance measures calculated in accordance with GAAP.

This presentation shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or other jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or other jurisdiction.

All trademarks and service marks are the property of their respective owners.

An Ecosystem of Interactive Livestreaming Apps



MeetMe



LOVOO



Tagged



Skout



GROWLr

Revenue

\$199.7 million

Adjusted EBITDA

\$37.1 million

Free Cash Flow

\$30.0 million

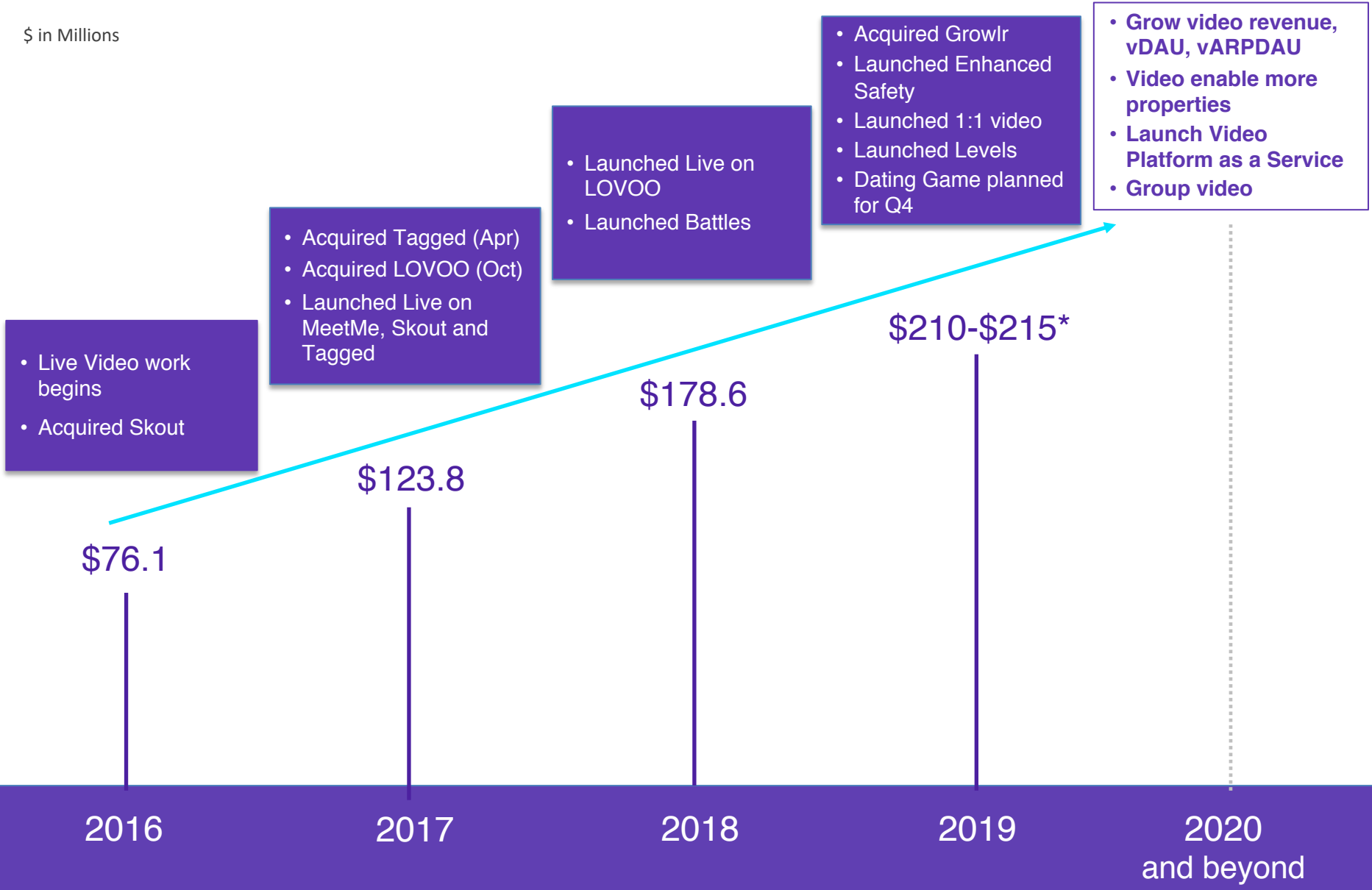
MAU/DAU

16.2/4.6 million



Significant Revenue Growth Driven by Livestreaming Video

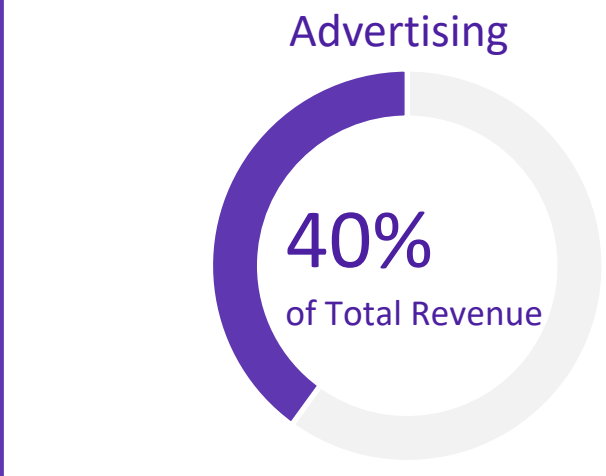
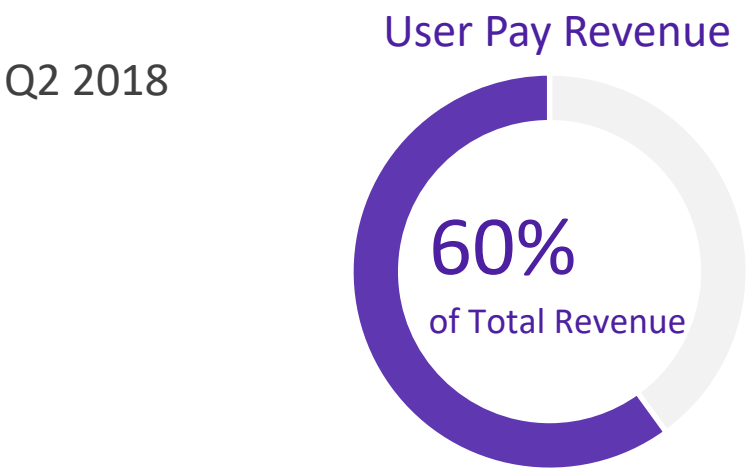
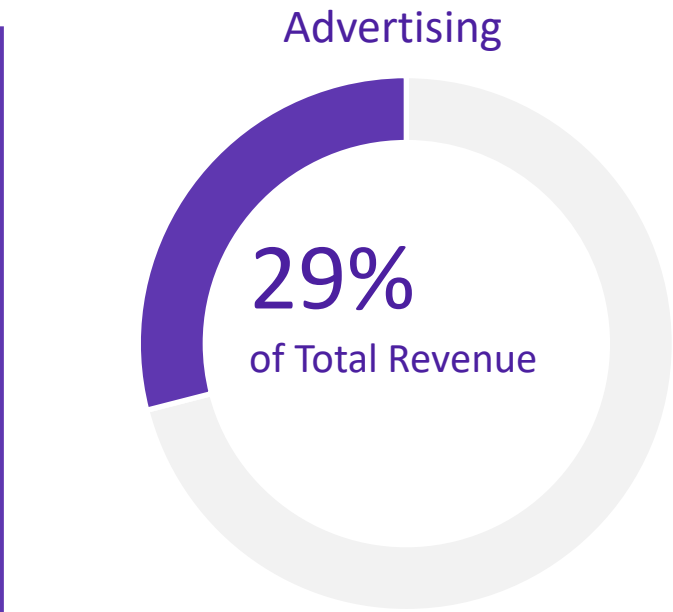
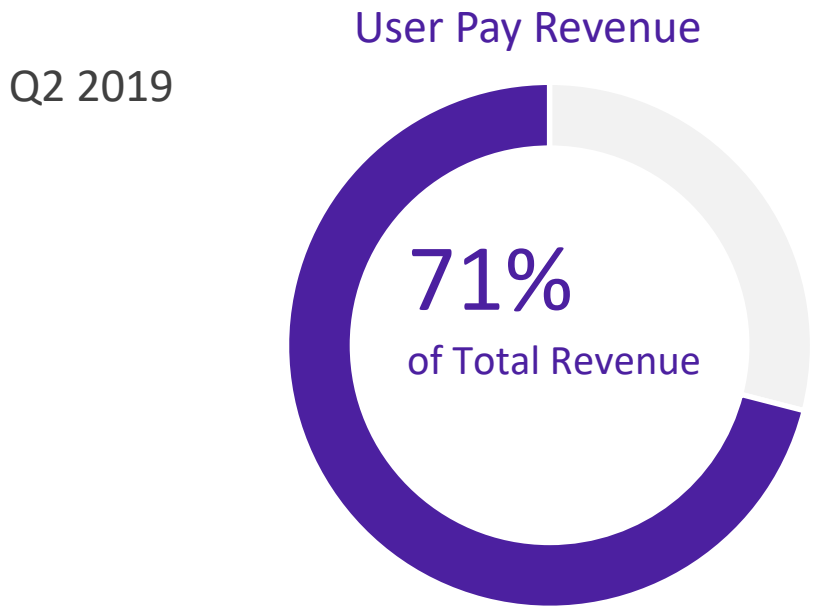
\$ in Millions



*Company guidance for low end of range as provided on July 31, 2019. vARPDau is average revenue per daily active video user. vDAU is daily active users of video



Growing Video Revenue Contributing to Shift in Revenue Mix

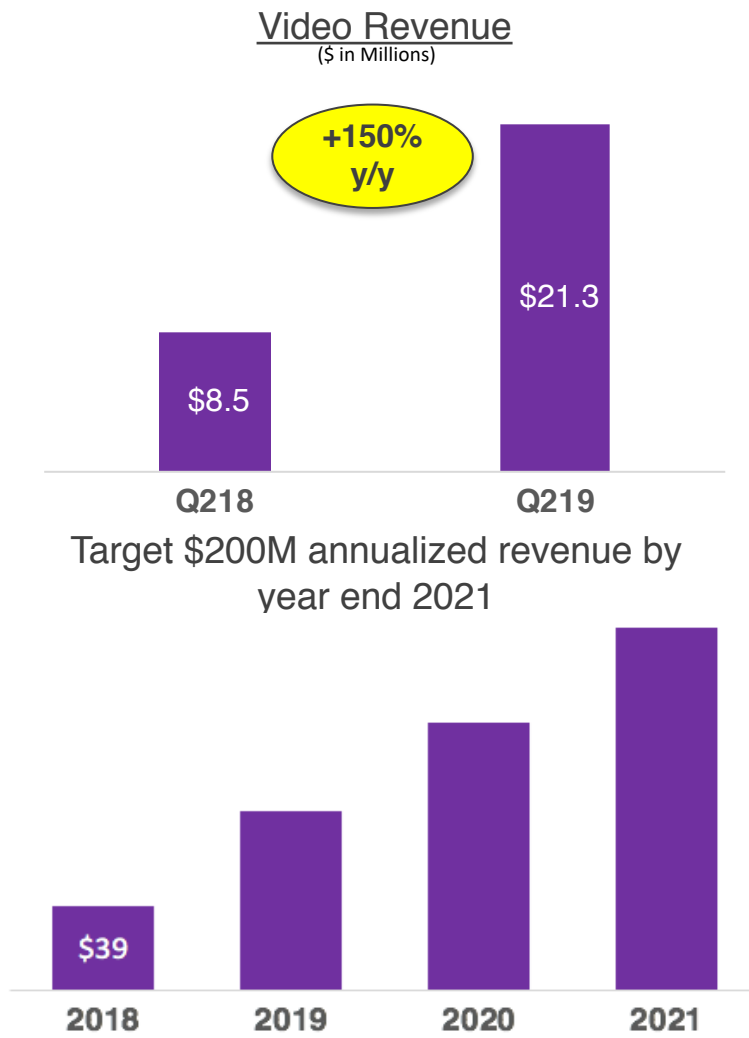




Live Video – The Fastest Growing Product in Our History

- \$80+ million in revenue since Live monetization launch on MeetMe in October 2017
- 892,000* daily active video viewers
- 134,000* broadcasters per day
- Tens of millions of video minutes per day
- New products expected to drive continued user engagement and monetization

*As of Q2 2019



Expect to More than Double Video Revenue in 2019...
And Double it Again by 2021



- ✓ Majority of workforce dedicated to user safety
- ✓ 24 x 7, 365 days a year
- ✓ All live broadcasts monitored
- ✓ Human & algorithmic review
- ✓ High content moderation standards

- ✓ The most prominent buttons for reporting abuse
- ✓ Safety education pledge requirement
- ✓ User acknowledgement of content standards
- ✓ Escalating strikes system encourages effective education on standards

- ✓ Partner/Board member of leading online safety organizations
 - Yoti
 - Family Online Safety Institute
 - Online Dating Association
 - Internet Dating Excellence Association



We view The Meet Group as one of the leaders in the space, investing millions of dollars annually to keep its users safe.”

George Kidd, CEO of the [Online Dating Association](#)



We commend The Meet Group’s proactive approach to sharing best practices with other leaders in the space, and focusing on the wellbeing of users.”

Stephen Balkam, CEO of the [Family Online Safety Institute](#)



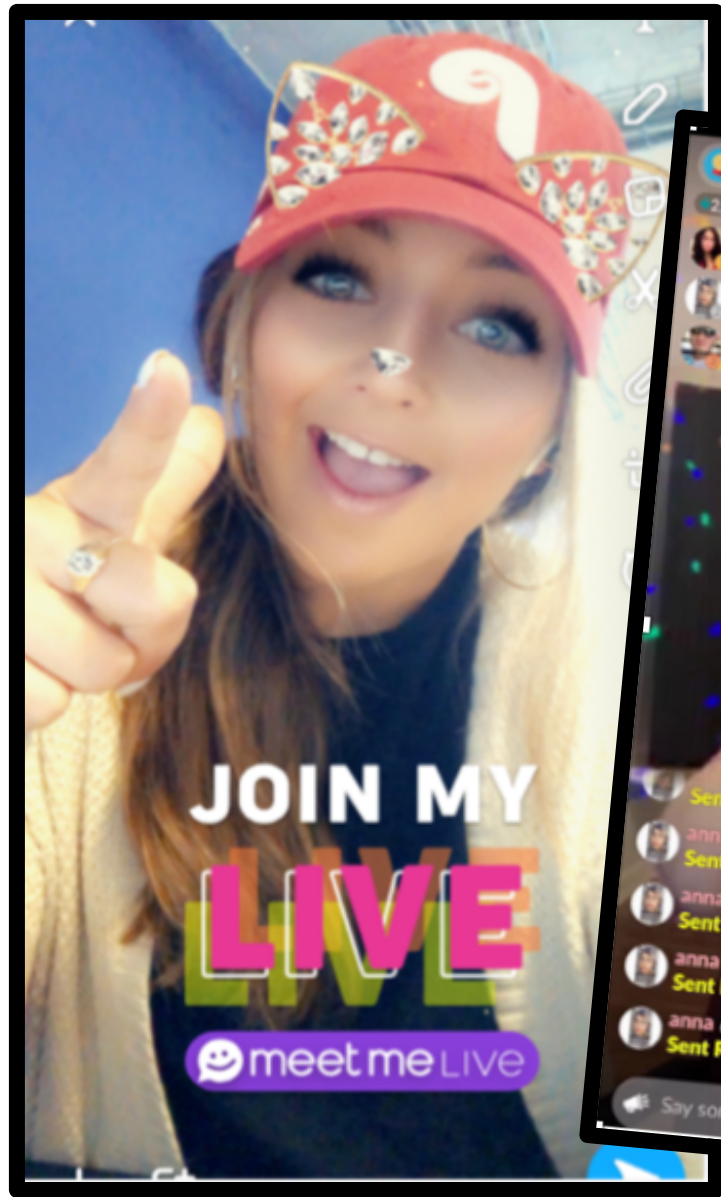
I’m delighted to announce our relationship with The Meet Group, which demonstrates its ongoing commitment and leadership to proactive safety measures and the protection of its members.”

Adam Grayson, US Regional Director at [Yoti](#)





Growing Live Users and Revenue

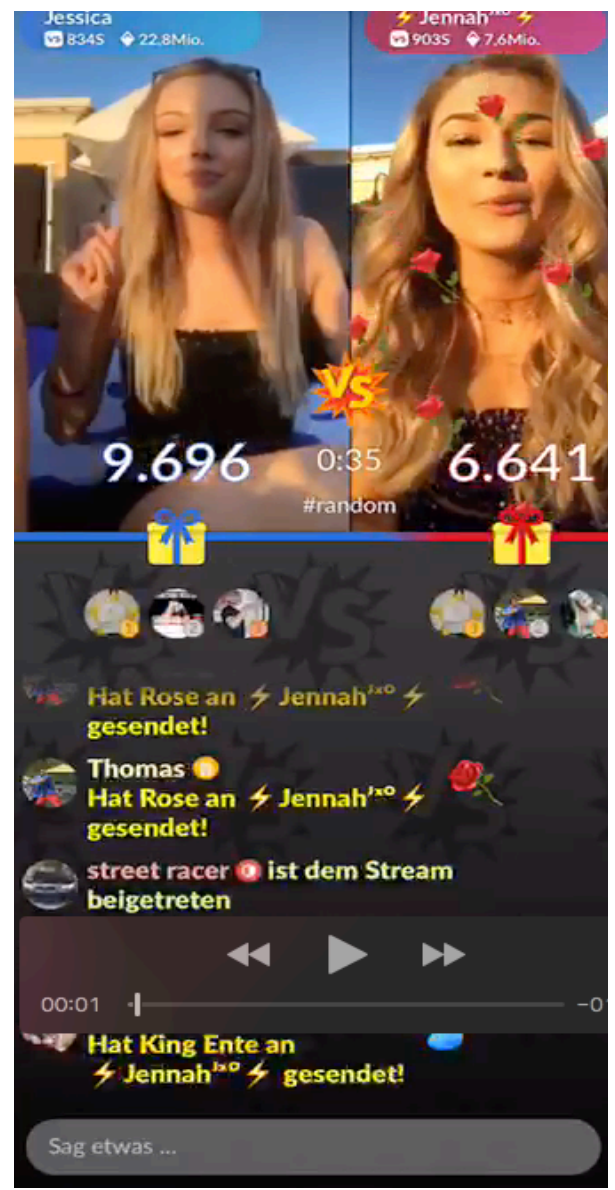




Improving Video Margins

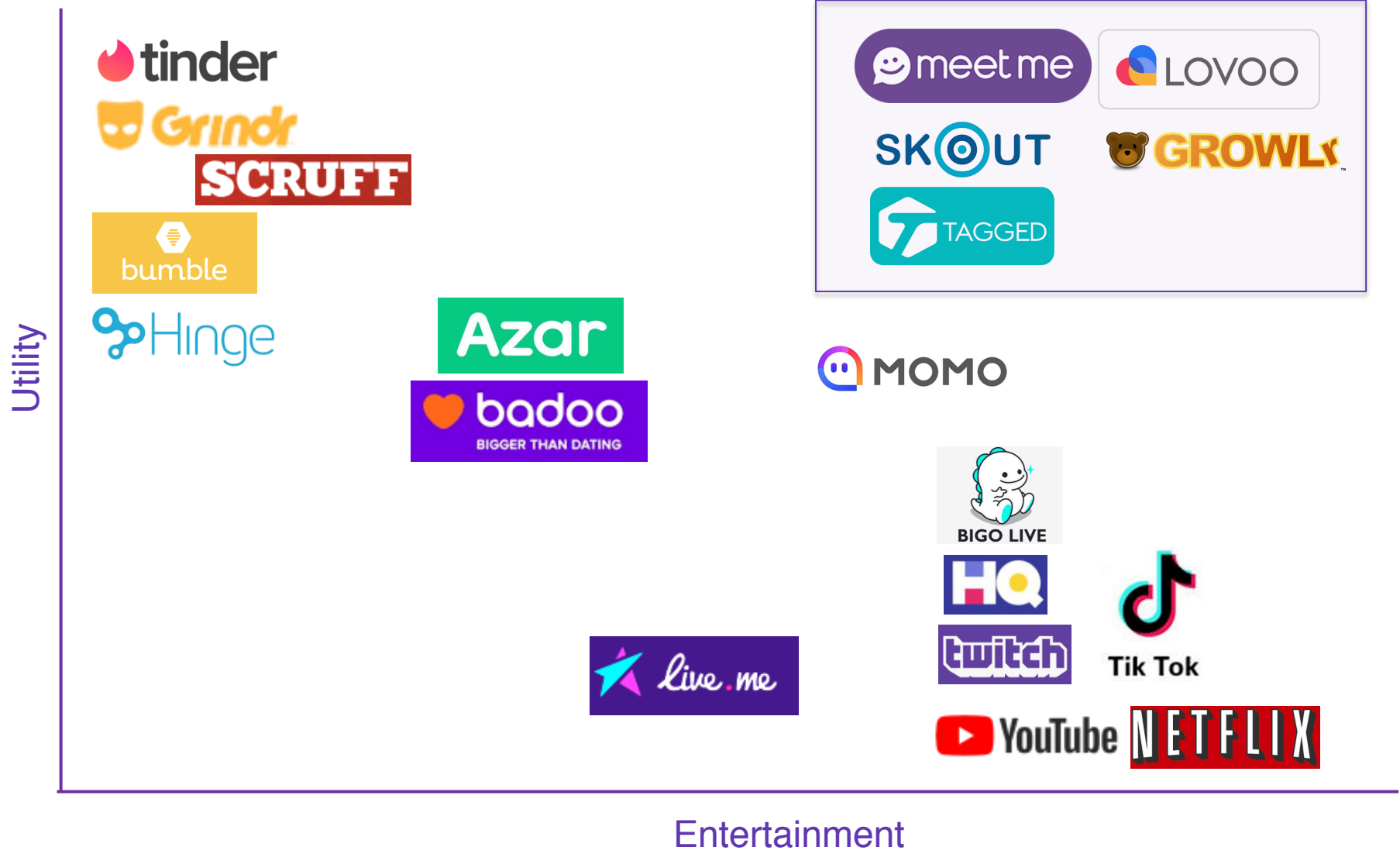
| Video Economics | % of Revenue |
|--|------------------|
| Revenue <ul style="list-style-type: none"> Viewers purchase credits to send virtual gifts to streamers | 100% |
| Costs <ul style="list-style-type: none"> Apple/Google fees Reward to Broadcaster | (30%) (35%) |
| Expense offsets <ul style="list-style-type: none"> Reward Breakage | +2% to 4% |
| Direct Margin to MEET | 37% - 39% |
| Additional Upside Opportunities <ul style="list-style-type: none"> Alternative Payment Options | |

Additional costs for moderation and video platform streaming approximately ~7% of revenue





Live Interaction is the Future of Content & Community



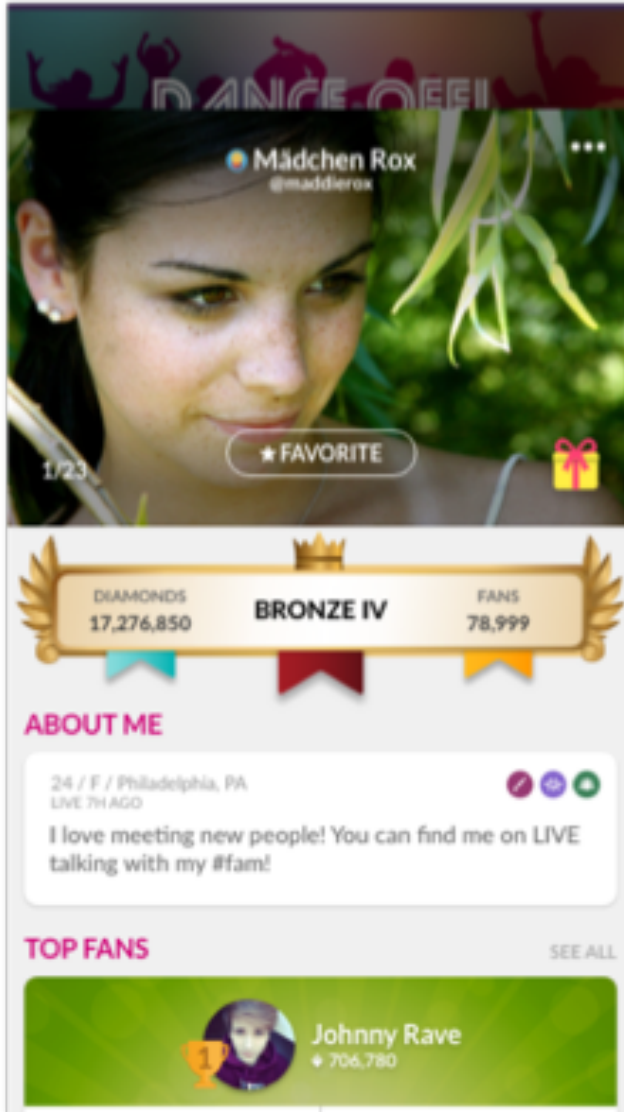
Mission: Deliver Meaningful Interactions Through Our Ecosystem of Interactive Livestreaming Apps

- 1) Invest in the core business
- 2) Expand into adjacencies to attract new audiences
- 3) Grow margins





#1: Grow the Core Video Business

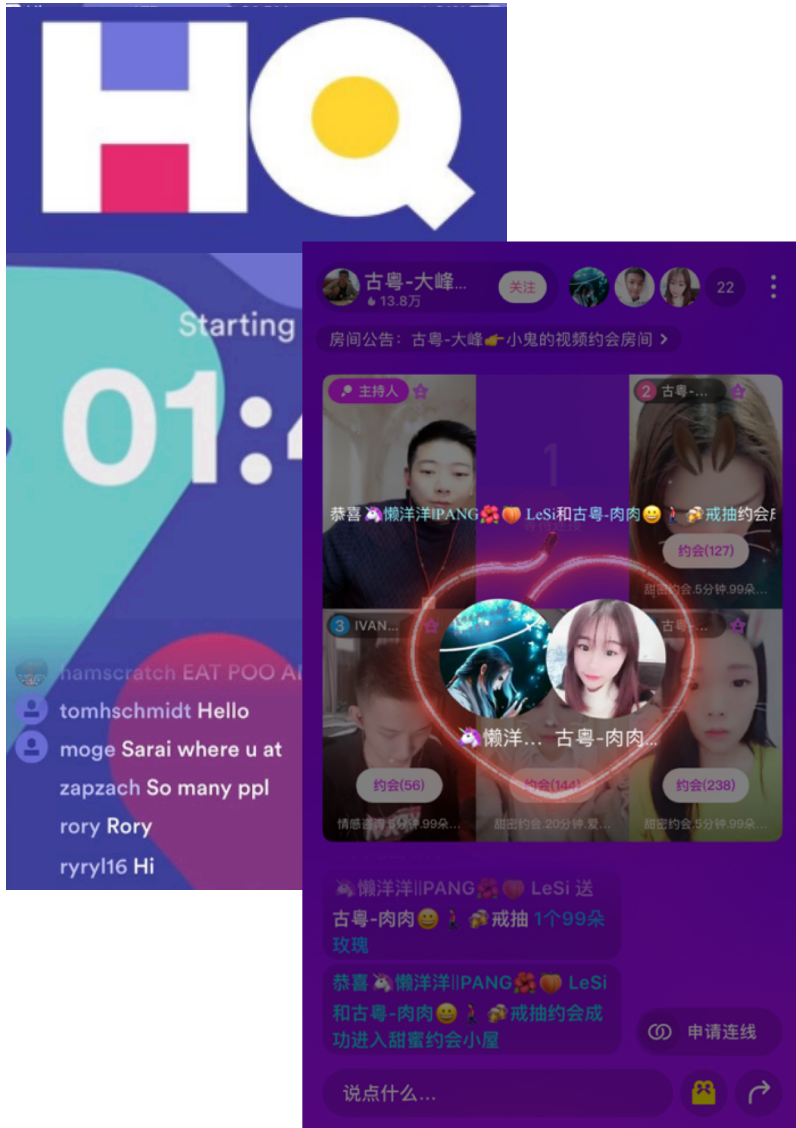


New features designed to drive monetization and engagement

- Streamer Levels
- 1:1 Video Chat
- Tiered VIP Badges
- Bosses of the Week
- Gifting in Miniprofile
- First-Time Buyer Bonus



#1: Grow the Core Video Business



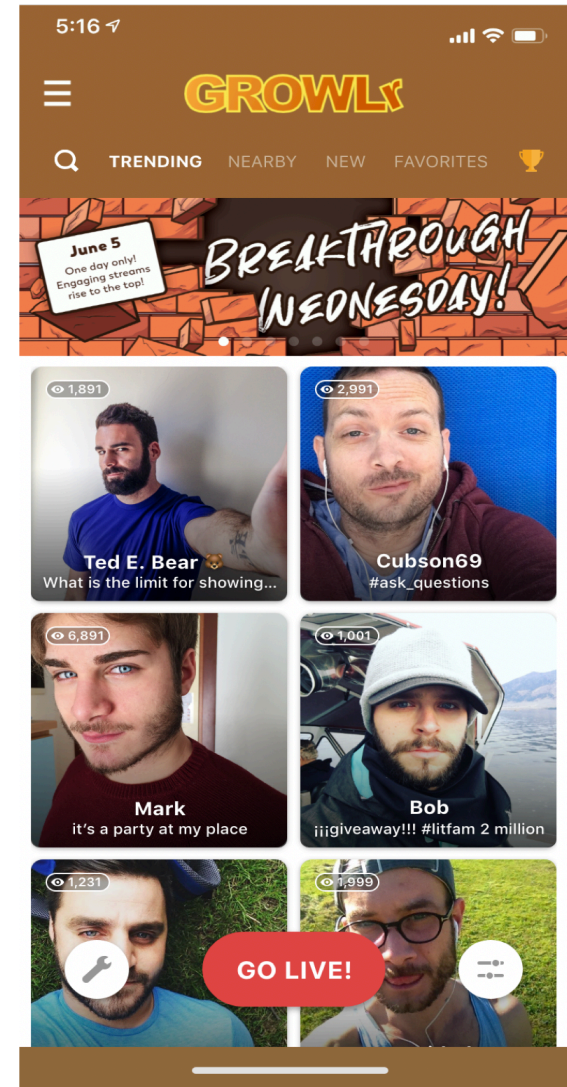
- HQ for dating?
- Everyone can be the star of their own dating show
- MOMO and other Chinese apps have found successful formats
- Expected primarily to contribute to growing vDAU from existing users
- Expect 25% vDAU by Q1-2020 (up from 20% in Q2-2019)
- Novelty drives virality beyond existing users



#2 Expand into Adjacencies



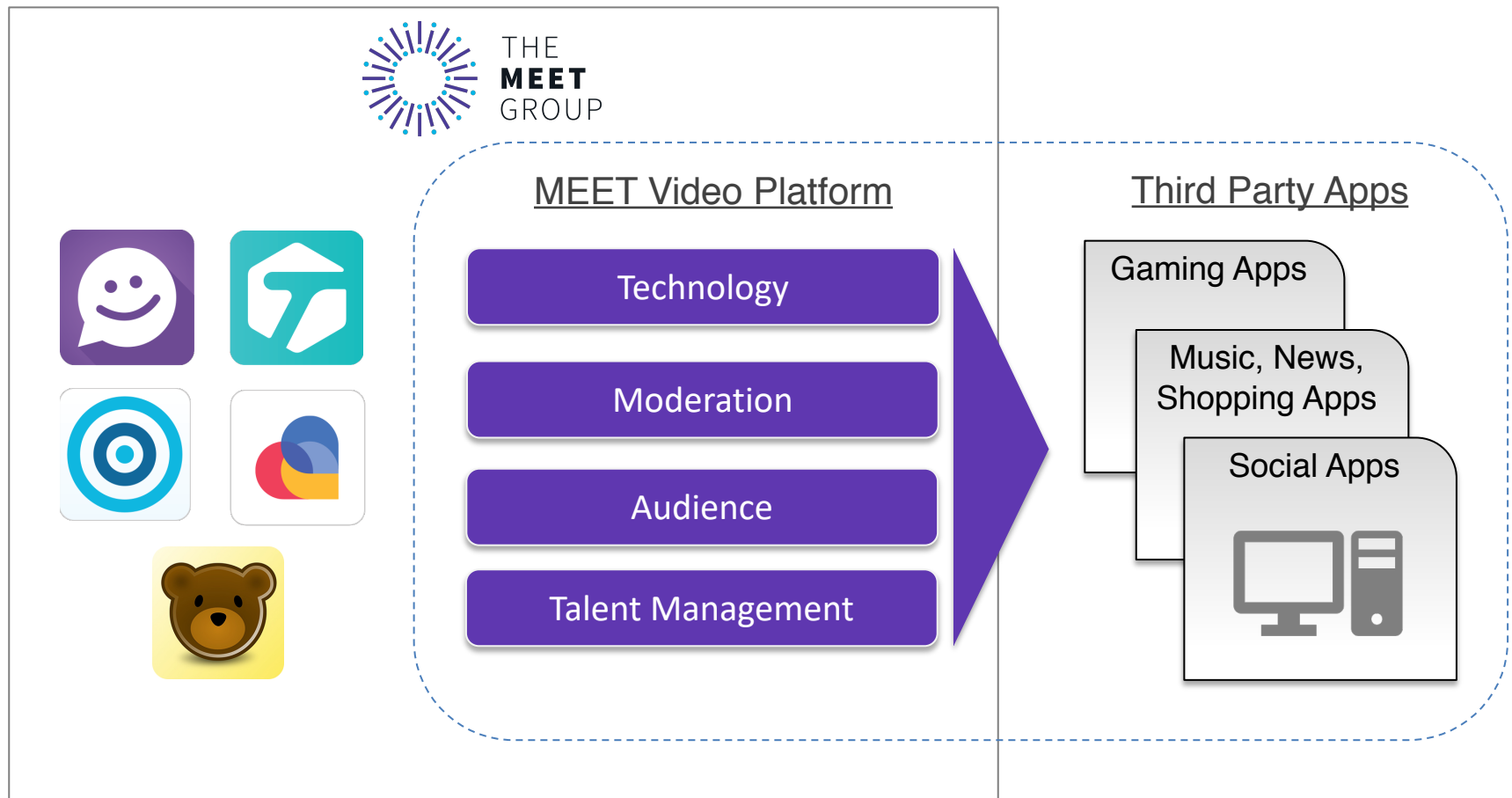
- A global same-sex dating and social media app
- Acquired March, 2019 for 4.5x 2019 Adjusted EBITDA
- Our first step into the gay dating space
- Work underway to live video-enable the app – our 5th app to have live video





#2 Expand into Adjacencies

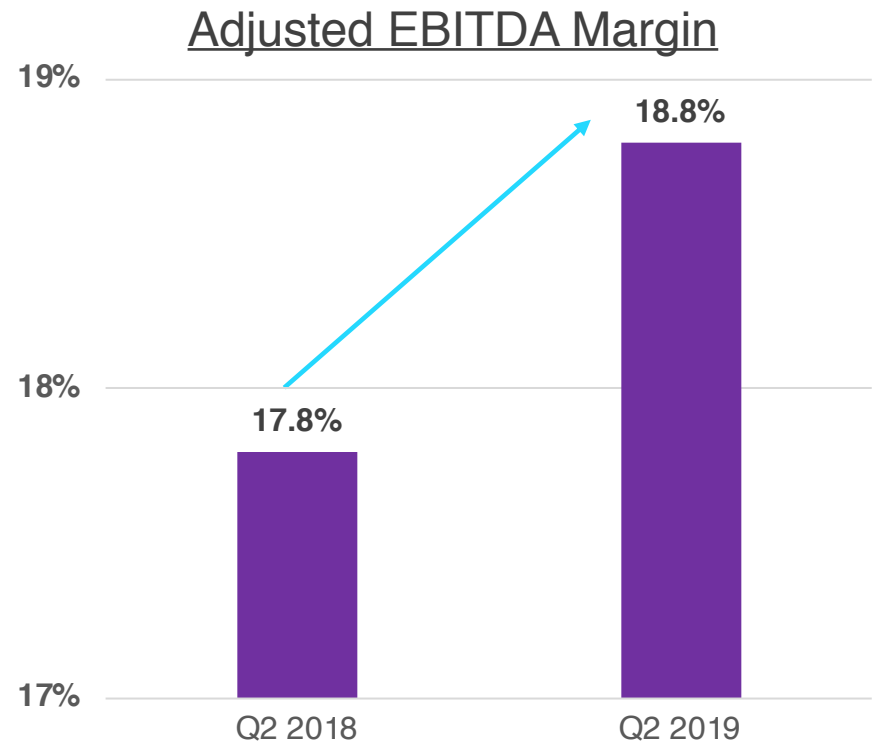
Video Platform as a Service (VPaaS)



Possible opportunity to attract new audiences and to grow video revenue in 2020 and beyond by not acquiring every app we seek to video enable

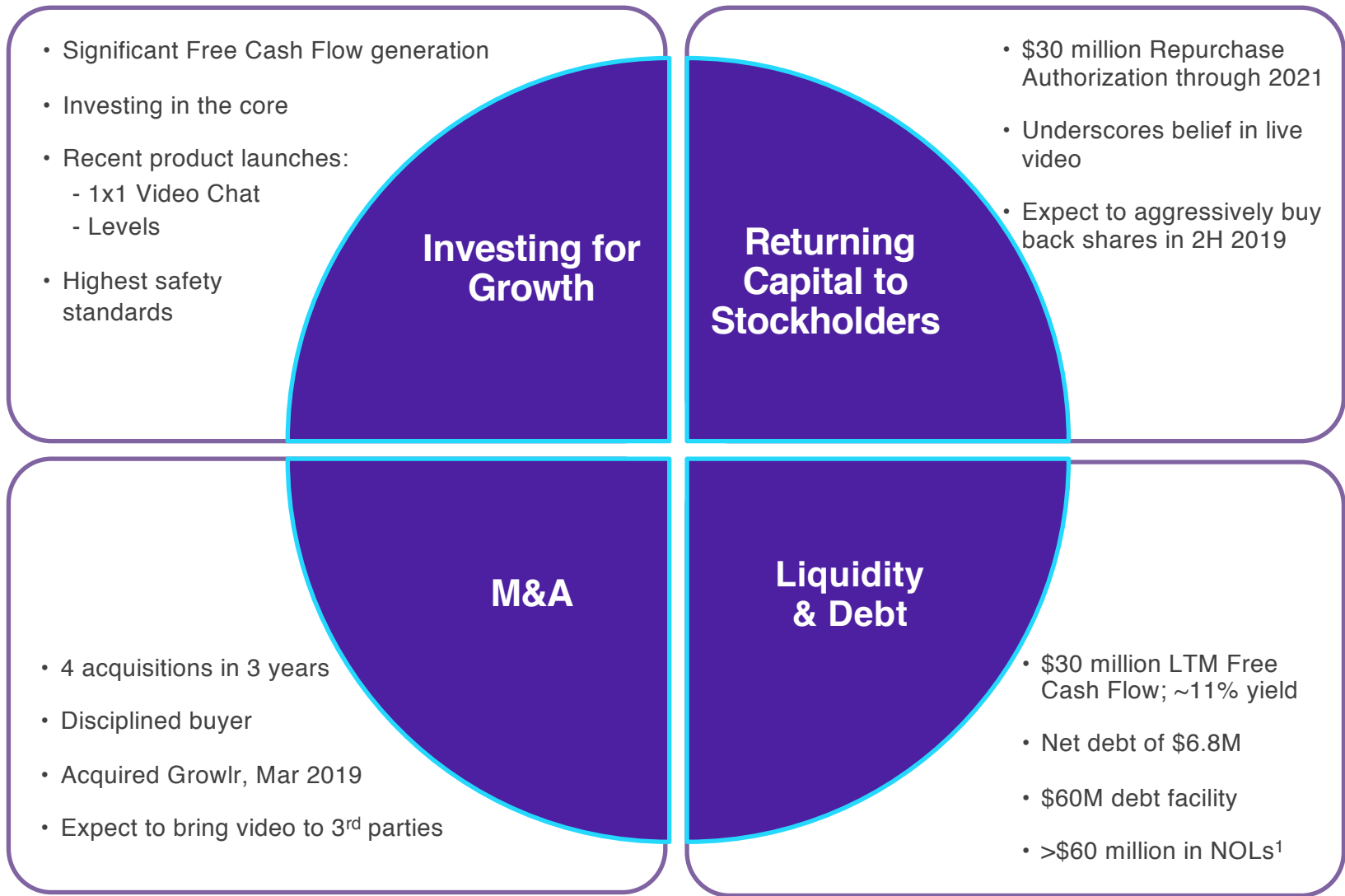
Adjusted EBITDA Margins Increased from the Year-ago Quarter

- Q2 2019 margin aided by video-related true-up
- Pricing optimizations (subscription, etc.)
- Providing users with more choices in payment methods
- Moderation-related expenses expected to contribute to flat y/y Adjusted EBITDA margins in Q319





A Balanced Strategy for Capital Allocation



1) As of 12/31/2018

- Livestreaming video product expected to more than double video revenue in 2019 from 2018, then double again in 2021
- Deep product pipeline for continued growth
- Large, monetizable adjacencies, including in the gay market and potentially by video-enabling third party apps
- High conversion of Adjusted EBITDA to free cash flow
- Scalable, livestreaming platform across an engaged user base of 15+ million MAU



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Thank you.