INVESTOR PRESENTATION

Grindr

MARCH 2024

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This presentation contains "forward looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995 regarding Grindr's current views with respect to our industry, operations and future business plans and performance. These forward-looking statements can generally be identified by the use of forward-looking terminology, such as "anticipates," "approximately," "believes," "continues," "could," "estimates," "expects," "intends," "may," "outlook," "plans," "potential," "predicts," "seeks," "should," "will" or the negative version of these words or other comparable words or phrases, but the absence of these words does not mean that a statement is not forward-looking. These forward-looking statements include, among others, statements about our growth opportunities, expectations regarding new product launches, our strategic priorities, our plan to generate sustainable revenue growth and our profitability. Forward-looking statements, including guidance related to revenue growth and adjusted EBITDA margin, are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are not guarantees of future performance and are subject to risks and uncertainties that may cause actual results to differ materially from our expectations discussed in the forward-looking statements. Many factors could cause actual future events to differ materially from the forward-looking statements in this presentation, including but not limited to: (i) our ability to retain existing users and add new users; (ii) the impact of the regulatory environment and complexities with compliance related to such environment, including maintaining compliance with privacy, data protection, and user safety laws and regulations; (iii) our ability to address privacy concerns and protect systems and infrastructure from cyber-attacks and prevent unauthorized data access; (iv) our success in retaining or recruiting our directors, officers, key employees, or other key personnel, and our success in managing any changes in such roles; (v) our ability to respond to general economic conditions; (vi) competition in the dating and social networking products and services industry; (vii) our ability to adapt to changes in technology and user preferences in a timely and cost-effective manner; (viii) our dependence on the integrity of third-party systems and infrastructure; and (ix) our ability to protect our intellectual property rights from unauthorized use by third parties; (x) whether the concentration of our stock ownership and voting power limits our stockholders' ability to influence corporate matters; and (xi) the effects macroeconomic and geopolitical events on our business, such as health epidemics, pandemics, natural disasters and wars or other regional conflicts. The foregoing list of factors is not exhaustive. Further information on these and additional risks, uncertainties and other factors that could cause actual outcomes and results to differ materially from those included in or contemplated by the forward-looking statements contained in this presentation are included in the section titled "Risk Factors'' included under Part I, Item 1A in our Annual Report on Form 10-K for the year ended December 31, 2022, and updates in our Quarterly Reports on Form 10-Q through the quarter ended September 30, 2023. Any forward-looking statement speaks only as of the date on which it is made, and you should not place undue reliance on forward-looking statements, and Grindr assumes no obligation and does not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise.

Non-GAAP Financial Measures

Grindr uses Adjusted EBITDA and Adjusted EBITDA margin, which are non-GAAP measures, to understand and evaluate our core operating performance. These non-GAAP financial measures, which may differ from similarly titled measures used by other companies, are presented to enhance investors' overall understanding of Grindr's financial performance and should not be considered a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP. Grindr defines Adjusted EBITDA as net (loss) income excluding income tax provision, interest expense, net, depreciation and amortization, stock-based compensation expense, severance expenses, transaction-related costs, litigation-related costs for matters unrelated to the Company's ongoing business, including those matters incurred as part of the business combination pursuant to which on May 9, 2022, Grindr Group LLC and its subsidiaries ("Legacy Grindr") entered into that certain Agreement and Plan of Merger (as amended on October 5, 2022) with Tiga Acquisition Corp. ("Tiga"), in which Legacy Grindr would become a wholly owned subsidiary of Tiga ("Business Combination"), Legacy Grindr management fees, loss on extinguishment of debt, (loss) gain on change in fair value of warrant liability and other expense that is unrelated to Grindr's core ongoing business operations. Grindr's management uses this measure internally to evaluate the performance of our business, and this measure is one of the primary metrics by which our internal budgets are based and by which management is compensated. Grindr excludes the above items as some are non-cash in nature, and others may not be representative of normal operating results. Adjusted EBITDA adjusts for the impact of items that Grindr do not consider indicative of the operational performance of our business. Adjusted EBITDA Margin is calculated by dividing Adjusted EBITDA for a period by revenue for the same period. While Grindr believes that Adjusted EBITDA and Adjusted EBITDA Margin are useful in evaluating our business, this information should be considered as supplemental in nature and is not meant as a substitute for the related financial information prepared and presented in accordance with GAAP.

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01

OUR COMPANY

Grindr is the premiere social connector serving the gay community.

Our brand is global and ubiquitous. Our mission is to make the world free, equal, and just for the LGBTQ+ community.

A Compelling, Market Leading Business

REACH

85%

Brand U.S. awareness[1]

~190

Countries and territories we're in

ENGAGEMENT

~60 MIN

Average daily time spent[2]

+121 BILLION

Chats sent per year[4]

FINANCIALS

33%

2023 Revenue growth[3]

42%

2023 Adj. EBITDA margin[5]

1. Morning Consult brand tracking research commissioned by Grindr, May 2022. 2. Grindr time spent statistic is defined as number of minutes, on average, a profile spent on the Grindr app on a specific day; As of year ended December 31, 2023. 3. Revenue growth between FY 2023 and FY 2022. 4. Over 121 billion chats were sent on the Grindr platform in 2023. 5. Adjusted EBITDA margin for FY 2023. Adj. EBITDA margin is a non-GAAP measure. For reconciliation to GAAP net income margin, see Appendix.

Differentiated from *Traditional* Dating Apps

Differentiation	Benefits for Users	Benefits for Grindr
Unmatched **Reach & Engagement**	User density	Reinforces defensible moat
Location-Based Interface	**Immediacy** with no swiping	Streamlines product enhancement
Open Chat Architecture	Strong sense of **community**	Opens doors for **future monetization**

Best-in-Class Performance vs. Peers[1], with Opportunity to Grow

METRIC[2,3]	Grindr	DATING | Peers	SOCIAL MEDIA | Peers
Revenue Growth	33%	11%	6%
Indirect Rev % of Total Rev	13%	2%	--
Gross Profit Margin	74%	71%	67%
Adj. EBITDA Margin	42%	32%	18%
Average Paying Users Growth	19%	6%	N/A
ARPPU Growth	16%	5%	N/A
Average Paying User Penetration	7%	13%	N/A

1. Dating Peers include Bumble and Match Group; Social Media Peers include Snap, Pinterest, and Etsy; financial metrics represent FY 2023; Match Group does not publically report adjusted EBITDA so their metric in the Dating Peers average represents adjusted operating income, which adds back interest expense, other income (net), and taxes to operating income. 2. We define Gross Profit as GAAP revenue less GAAP cost of revenue. Adj. EBITDA is a non-GAAP number. For reconciliation to GAAP Net Income, see Appendix. 3. Paying User Growth represents the average paying users in FY 2023 vs. FY 2022; ARPPU growth represents the ARPPU in FY 2023 vs. FY 2022; Paid Penetration represents average paying users divided by monthly active users in FY 2023. Paid Penetration for Dating Peers includes Bumble, Hinge, and Tinder with monthly active users based on Sensor Tower data estimates for the quarter ending Q4’23.

Our TAM is Large and Growing[1]

SEGMENTATION	PEOPLE IN 2023	PEOPLE IN 2026
Population, Excluding Selected Markets	5.7B	5.9B
Male Population	2.9B	3.0B
Male Population, Aged 18-65	1.6B	1.7B
Male Population, Aged 18-65, Owns Smartphone	1.3B	1.4B
TAM | Male Population, Aged 18-65, Owns Smartphone, Identifies LGBTQ+	105M	135M

1. The first row in the table is calculated by taking the global population from the World Bank in 2022 and assuming it grows by ~1% each year, then removing selected markets including China, Indonesia, Pakistan, Iran, Turkey, Sudan, Ukraine, Saudi Arabia, North Korea, Syria, Cuba, UAE, and Qatar. The second row is ~50% of the first row. The third row is ~57% of the second row. The fourth row is ~80% of the third row. The TAM row is assumed to be 8% of the fourth row in 2023, and 10% of the fourth row in 2026.

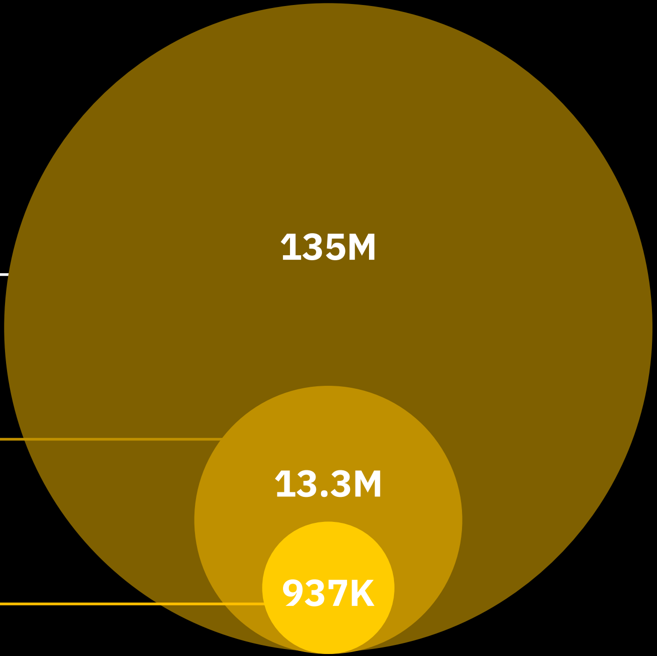
Significant Headroom in Paying Users

Grindr Headroom in TAM

2026E
TAM[1]

Grindr FY’23
Average Monthly Active Users

Grindr FY’23
Average Paying Users



1. 2026E TAM represents the estimated male population, aged 18-65, that owns a smartphone and identifies as LGBTQ+ in 2026. For further discussion on TAM derivation, please see the footnote on slide 8.

US LGBTQ Population: Attractive, Affluent Demo[1]

$128k

median HH income for male-male couples ($75K for total population)

60%

of LGBT retire earlier than planned (47% for non-LGBTQ+)

50%

more likely to have earned an MD, JD or PhD

61%

of same-sex couples have both partners employed (49% for opposite-sex couples)

3.5 trips

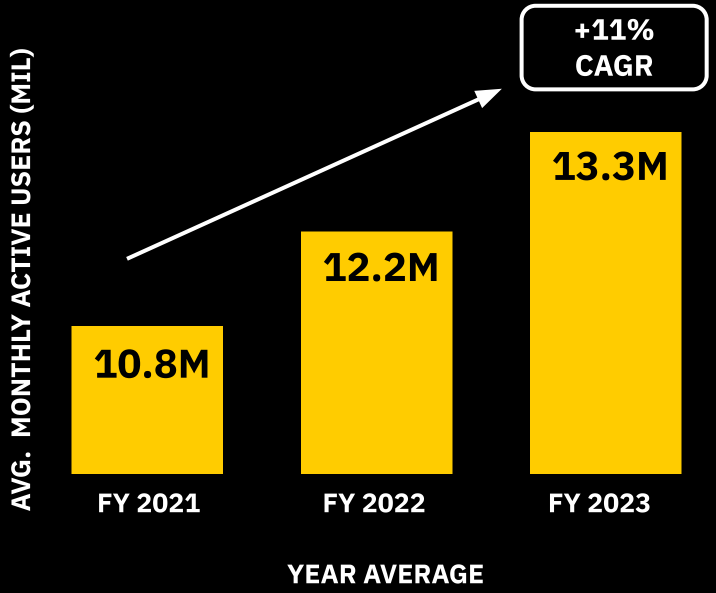
per year taken on average (2.8 for non-LGBTQ+ travelers)

$1,374

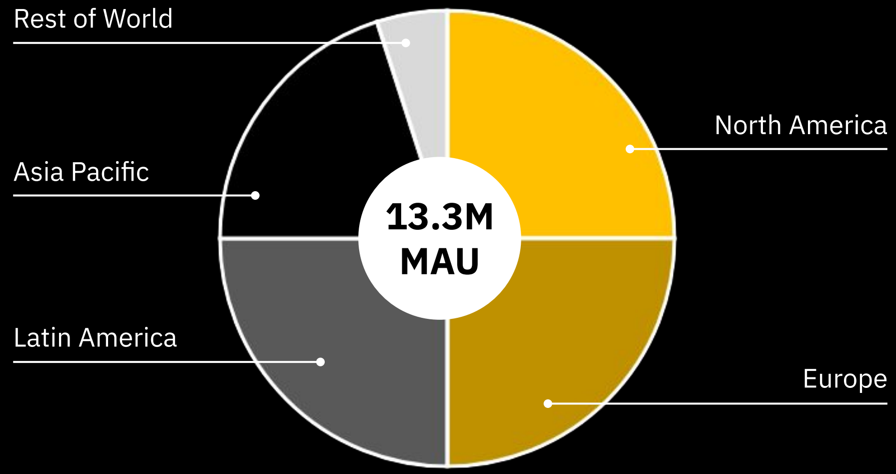
average expenditure per trip vs. $950 for non-LGBTQ+ travelers

1. Statista, U.S. Census Bureau, Morningstar, Travel and Leisure, Gallup.

Avg. MAUs Reached 13.3M in 2023
with balanced growth across regions



Our Monthly Active Users are Diversified Across the Globe



Note: Charts are illustrative and not to scale.

Grindr

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OUR POSITIONING

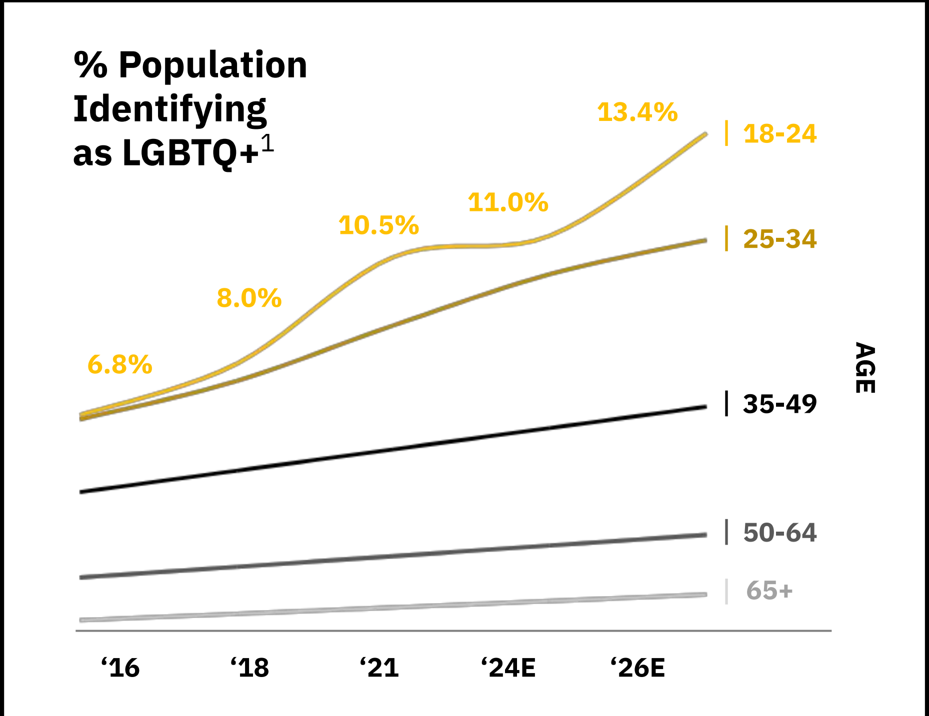
02

Our Business is Squarely Positioned in a Demo Poised for Growth

Global self-identified LGBTQ+ population grew at a CAGR of ~7% from '16-'21

In '21, Gen Z (18-24) was 4x more likely to identify LGBTQ+ vs. Boomers (65+)

Grindr is positioned to be the winner in the high growth demographic



1. Represents global population, sourced from Frost & Sullivan Market Research which was commissioned by Legacy Grindr, March 2022.

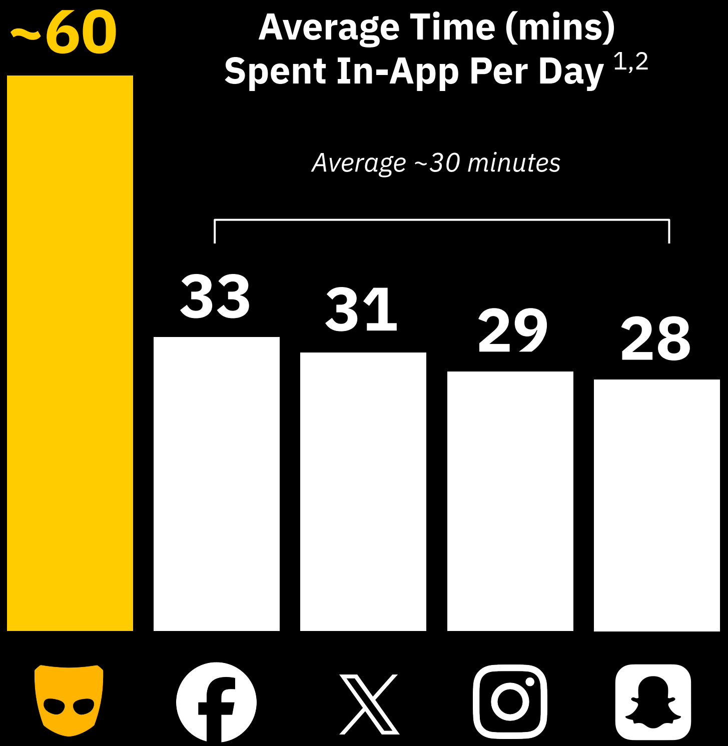
OUR POSITIONING

Our Engagement is Superior to Traditional Social Media Apps

Grindr is the digital connective tissue of the gay community

Users spend ~1 hour per day on Grindr, 2x higher than other social media

~25% of people on Grindr are there to network, chat, and discover the community around them



1. Morning Consult brand tracking research commissioned by Grindr, May 2022. 2. Grindr time spent statistic is defined as number of minutes, on average, a profile spent on the Grindr app on a specific day; As of year ended December 31, 2023.

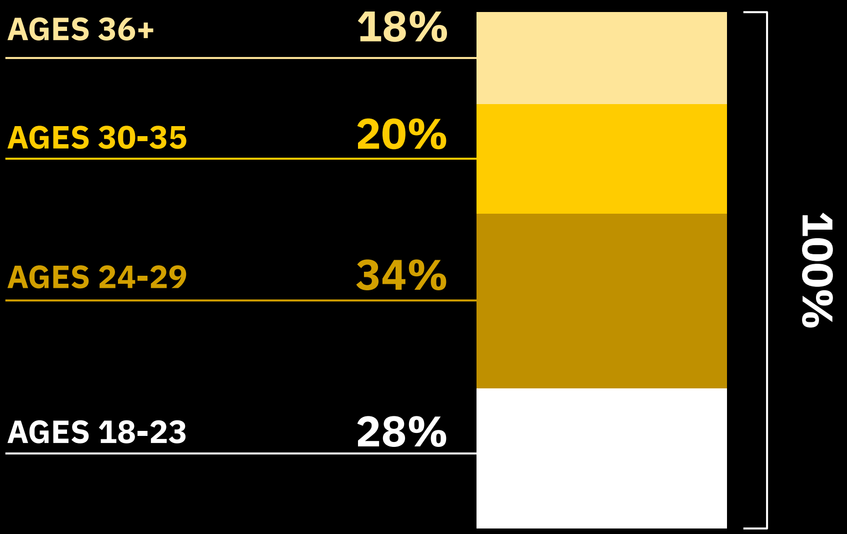
Our Users Have Consistently Skewed Toward Younger Generations

>80% of Grindr profiles are aged 18-35

Average age has remained consistent over time, suggesting a constant influx of new users

With no scaled competition, Grindr is the go-to app for the gay community

Grindr Profile Age Distribution[1]



1. Based on self-reported profile ages for the 28-days ended December 31, 2021; excludes Grindr users who claim to be older than 90 years; sourced from Grindr internal data.

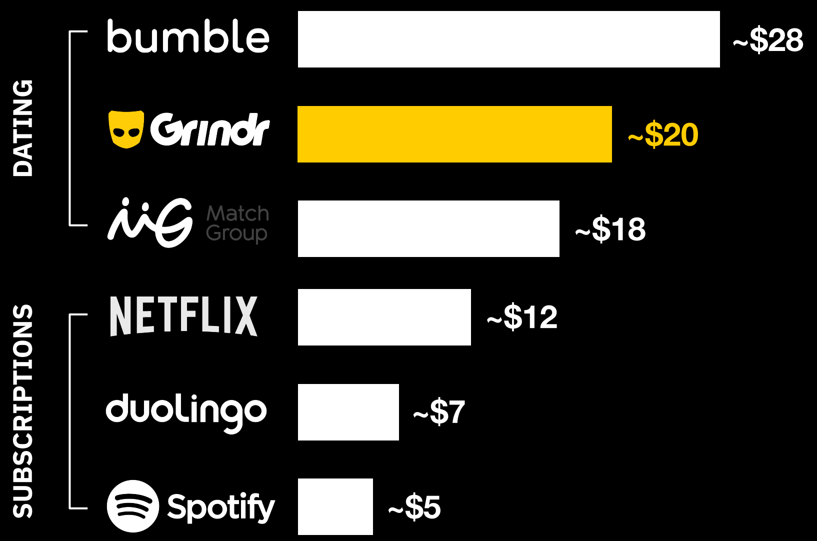
Average Monthly Spend on Grindr In-Line with Dating Peers & Higher than Other Popular Subscriptions

Grindr paid users spend $20+ per month, equivalent to $240+ per year

Grindr ARPPU is on par with dating peers, but we still have room to grow

Generally, people spend more on dating apps than they do other popular subscriptions

Monthly Revenue Per Paying User[1]



1. Average revenue per paying user on Grindr was $20.05 as of FY 2023 per publicly disclosed statements. Bumble represents Bumble App only and excludes Badoo App and Other. Spotify converted from 4.34 Euros to 4.75 USD as of 1/10/2024.

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03

OUR ADVANTAGE

OUR ADVANTAGE

What Makes Grindr a Great Investment Opportunity?

Unmatched brand with powerful monetization engine	Structurally advantageous business model	Levers for growth, in both near and long-term horizons	Performance driven management team & culture
33% revenue growth[1] & **16%** ARPPU growth[2]	**42%** Adj. EBITDA margin[3]	**New products, services** & **use cases**	Experience in **tech**, **subscriptions**, & **dating**

1. Revenue growth represents FY 2023 vs. FY 2022. 2. ARPPU growth represents FY 2023 vs. FY 2022. 3. Adj. EBITDA margin as of FY 2023. Adj. EBITDA Margin is a non-GAAP measure. For reconciliation of Adj. EBITDA to GAAP Net Income margin, see Appendix.

OUR ADVANTAGE

Compelling Revenue Growth Profile

PAYING USERS[1]	ARPPU[1]	DIRECT REVENUE[2]	TOTAL REVENUE[2]
937K	$20.05	$225M	$260M
+19%	+16%	+38%	+33%

1. Paying users and ARPPU represent averages for year end FY 2023. Paying users and ARPPU growth rates represent the growth rate between FY 2023 and FY 2022. 2. Direct Revenue and Total Revenue represent FY 2023. Direct Revenue and Total Revenue growth rate between FY 2023 and FY 2022.

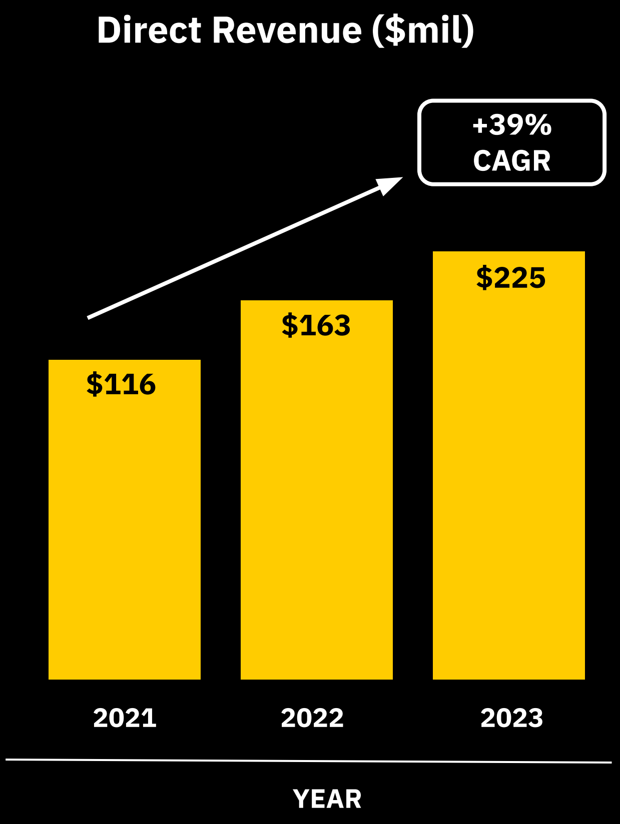
Direct Revenue Grew 38% in 2023

2023 Direct Revenue grew to $225M

June 2022 | Launched Boost, a paid a-la-carte feature

December 2022 | Introduced Weeklies to a subset of Grindr users

May 2023 | Global roll-out of Weeklies, a lower priced option for the Xtra product with a shorter duration



Note: Charts are illustrative and not to scale.

OUR POSITIONING

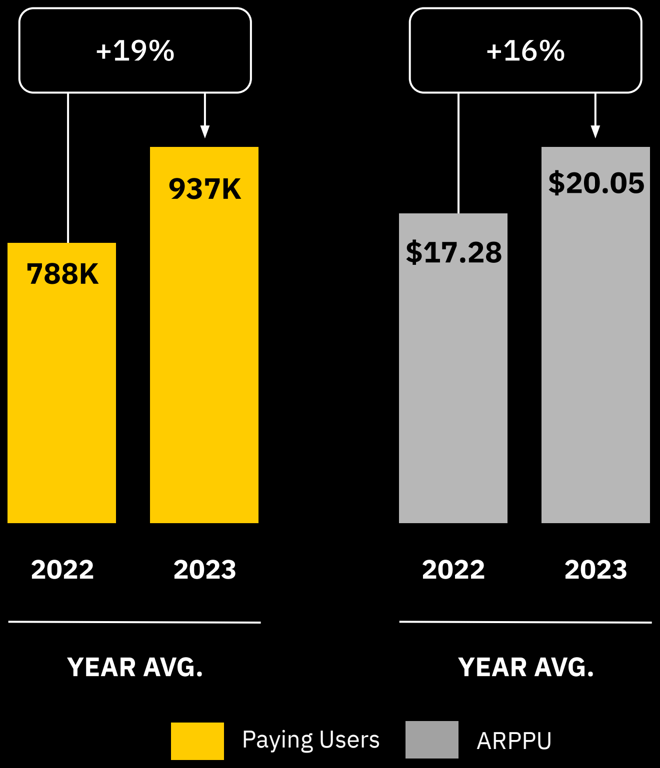
Paying Users and ARPPU Grew at Strong, Double-Digit Rates

In 2023, payer growth drove ~50% of direct revenue gains, ARPPU growth drove ~50%

Payers | Paid penetration was 7.1% in FY 2023 vs. 6.4% in FY 2022

ARPPU | ARPPU grew 16% in 2023, driven by the strength of our subscription offering, Weekly Xtra

Paying Users & ARPPU



Note: Charts are illustrative and not to scale.

OUR POSITIONING

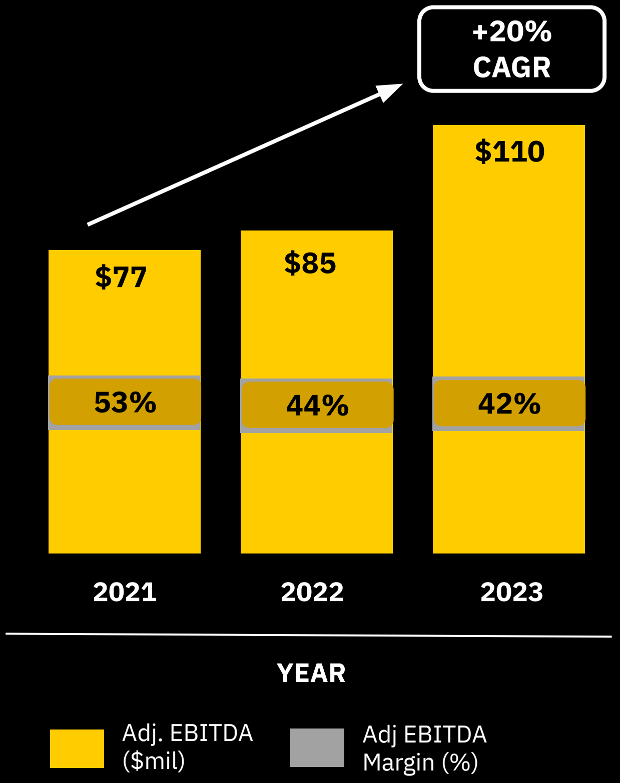
EBITDA Margins are Unmatched vs. peers[1]: 42% in 2023

2023 Adj. EBITDA grew to $110M

We have a **structurally superior** model that drives high margin

Advertising spend ~**0% of revenue** vs. ~18% for dating peers given the limited use of paid media/performance marketing

Adjusted EBITDA ($mil)



1. Dating peers include Bumble and Match; advertising costs as % of revenue calculated using year end FY 2023. Adj. EBITDA margin is a non-GAAP measure. For reconciliation of Adj. EBITDA to GAAP Net Income margin, see Appendix. Note: Charts are illustrative and not to scale.

We're Early in Our Monetization Journey

	SUBSCRIPTION PRODUCTS & PREMIUM ADD-ONS
Grindr	Boost, Unlimited, XTRA
Match Group / tinder	Tinder, Tinder Plus, Tinder Gold, Tinder Platinum, Tinder Select Boost, Super Boost, Super Like, Passport, Likes You, Read Receipts, Top Picks
bumble	Premium, Lifetime, BFF Boost, SuperSwipe, Spotlight, Travel Mode, Beeline

Near-term product roadmap: 2024-2025

Continue to improve paid user penetration with new features, paywall optimizations, and new à la carte offerings; improve our advertising capabilities and technology

Optimize the core product

- Optimize our paywall
- New premium features to drive subscription conversion (premium favorites + premium inbox features)
- Retention + reactivation improvement features
- Optimize our pricing / plan mix, both across the U.S. and top international markets

Add-ons to augment the core product

- **Travel Add-on**: Helps Grindr users who travel connect with locals ahead of their trip
- **Super boost**: Premium Boost for users looking for more attention from better matches

Ad improvements to drive more ad revenue

- Improvements within underlying ad technology
- Additional ad formats: Albums, inbox, profiles
- Increase international ads penetration with new partners

Mid-term product roadmap: 2025-2026

Additional à-la-carte offerings, serve use cases already available in the app with broad features, and leverage AI / machine learning technology to create connections and advance trust and safety

Add-ons to augment the core product

- **Spark:** Help users catch a specific person's attention and stand out
- **Top picks:** AI recommended profiles that match a user's preferences with paid access
- **Insights:** Provide data to ensure increase in compatibility with a specific user prior to reaching out

Extend to new use cases

- Dedicated dating experience + premium subscription tier
- Travel experiences in-app

Leverage AI and machine learning

- Matching/connecting users
- Generative chat-based experience
- Trust and safety: Improvements to bad actor proactive detection and prevention

OUR ADVANTAGE

Our Management Team Brings Broad and Deep Experience in Consumer-Facing Digital Brands

MANAGEMENT

George Arison
Chief Executive Officer

Vanna Krantz
Chief Financial Officer

AJ Balance
Chief Product Officer

Joel Keating
SVP, Engineering

Tristan Pineiro
VP, Brand & Communications

Zac Katz
General Counsel & Global Affairs Head

EXPERIENCE

BCG
THOMSON REUTERS
MasterClass
The Walt Disney Company
SHOPRUNNER
N
King
Age of Learning
G
SHIFT
The Walt Disney Company
Uber
Gigwalk
expedia group
ORBITZ
bumble
MUNGER TOLLES & OLSON LLP

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04 Appendix

Non-GAAP Reconciliation

Reconciliation of net income (loss) to Adjusted EBITDA ($thou)	Year ended	
	12/31/2023	12/31/2022
Net (loss) income	**(55,768)**	**852**
Interest expense, net	46,007	31,538
Income tax provision (benefit)	4,023	(859)
Depreciation and amortization	27,041	37,505
Transaction-related costs	-	6,499
Litigation related costs	2,339	1,722
Stock-based compensation expense	15,824	28,586
Severance	9,355	-
Management fees	(97)	644
Loss on extinguishment of debt	11,582	-
Change in fair value of warrant liability	49,689	(21,295)
Other expenses	163	-
Adjusted EBITDA	**$ 110,158**	**$ 85,192**
Revenue	259,691	195,015
Net (loss) income margin	**(21.5)%**	**0.4%**
Adjusted EBITDA margin	**42.4%**	**43.7%**

Definitions

Average Paying Users – A Paying User is a user that has purchased or renewed a Grindr subscription and/or purchased a premium add-on on the Grindr platform. We calculate Average Paying Users by adding up the number of Paying Users in each day and then dividing that number by the number of days in the relevant measurement period. A Paying User who is both a subscriber and an add-on purchaser in the same day will be counted as one Average Paying User. Duplicate Paying Users may exist if the same individual holds more than one Grindr subscription during the same period. We are focused on building new products and improving on existing ones to drive payer conversion. We believe Average Paying Users is a useful metric for assessing the health of our business, the growth of our Paying Users, and our paid penetration.

ARPPU – We calculate ARPPU based on Direct Revenue in any measurement period, divided by Average Paying Users in such a period divided by the number of months in the period. We believe ARPPU is a useful metric for assessing the growth of our business and future revenue trends.

Average MAUs – A MAU is a unique device that demonstrates activity on the Grindr platform during any given calendar month. Activity on the platform is defined as opening the app, chatting with another user, or viewing the cascade of other users. We also exclude devices where all linked profiles have been banned for spam. We calculate Average MAUs as a monthly average, by counting the total number of MAUs in each calendar month and then dividing by the number of months in the relevant period. We use Average MAUs to measure the number of active users on our platform on a monthly basis. We believe Average MAUs is a useful metric for assessing the health of our business and our growth in users.

Thank you

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