

AI Native By Design

*Building gAI to reimagine how
Grindr delivers value to users*

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These forward-looking statements include, among others, statements about combining proprietary AI architecture through the Grindr app; our ability to create enduring value through the use of AI; potential product offerings, including related to wellness and fitness, luxury experiences, travel, and networking; expectations for the AI-native strategy; the impact gAI will have on the value of user experiences; expectations on price and cost related to foundational models; our ability to leverage our architecture layer to become an AI-first company; the ability to sustain a competitive advantage through the use of AI; and our ability to keep user data and other sensitive data secure. 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Many factors could cause actual future events to differ materially from the forward-looking statements in this press release, 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 online safety laws and regulations, as well as laws that may apply to our products or services, including new products and services we introduce; (iii) our ability to address privacy concerns and protect systems and infrastructure from cyber-attacks and prevent unauthorized data access; (iv) our ability to identify and consummate strategic transactions including strategic partnerships, acquisitions, or investments in complementary products, services, or technologies, including outside of our core product; and our ability to realize the intended benefit of such transactions; (v) our success in retaining or recruiting directors, officers, key employees, or other key personnel, and our success in managing any changes in such roles; (vi) our ability to respond to general economic conditions; (vii) competition in the dating and social networking products and services industry; (viii) our ability to adapt to changes in technology and user preferences in a timely and cost-effective manner; (ix) our ability to successfully adopt generative AI and machine learning processes and algorithms into our daily operations, including by deploying generative AI and machine learning into our products and services; (x) our dependence on the integrity of third-party systems and infrastructure; (xi) our ability to protect our intellectual property rights from unauthorized use by third parties; (xii) whether the concentration of our stock ownership and voting power limits our stockholders' ability to influence corporate matters; (xiii) the timing, price and quantity of repurchases of shares of our common stock under our repurchase program, and our ability to fund any such repurchases; and (xiv) the effects of macroeconomic and geopolitical events on our business, such as health epidemics, pandemics, natural disasters, the impacts of changing tariff policies and trade tensions, and wars or other regional conflicts. 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Grindr is becoming a global super app for gay & bi men

Enhancing & expanding Core use case with AI, while creating new DTC businesses as we build the Global Gayborhood in Your Pocket™

1. CORE BUSINESS

New Products

Via Intent

Add-Ons

Pricing & Packaging

Internationalization

2. NATIVE AI

AI / ML
Recommendations

Generative AI

3. GAYBORHOOD EXPANSION

Health & Personal
Wellness

Travel & Luxury
Experiences

Local Discovery

1

Core Business

Connecting gay and bi men for hookups, dates, long-term relationships, friendships – and making it even better. We're not just fixing infrastructure or adding features – we're building innovative new products that give users new value and they.

2

Fully integrated native AI

We are creating enduring value by combining our proprietary AI architectural layer with our unparalleled datasets to create something truly unique. A-List and Discover are just the first examples – we're going to deploy this through the entire app. This user experience will enable a premium service and create sustained value.

3

Gayborhood Expansion

Just like our users congregate in physical neighborhoods and frequent the same businesses, we're building a digital neighborhood where they can find products and services they need – e.g., medications; wellness and fitness products; luxury experiences; travel; networking.

Grindr's valuable, trendsetting user base creates unmatched reach and engagement

Our Reach¹

87%

Brand Awareness

190+

Countries and territories we're in

Our Engagement²

130B+

Chats sent

2.5B+

Album shares

500M+

Locations shared

Our User Base³

\$128k

Median HH income for male-male couples
(vs. \$75K for all households)

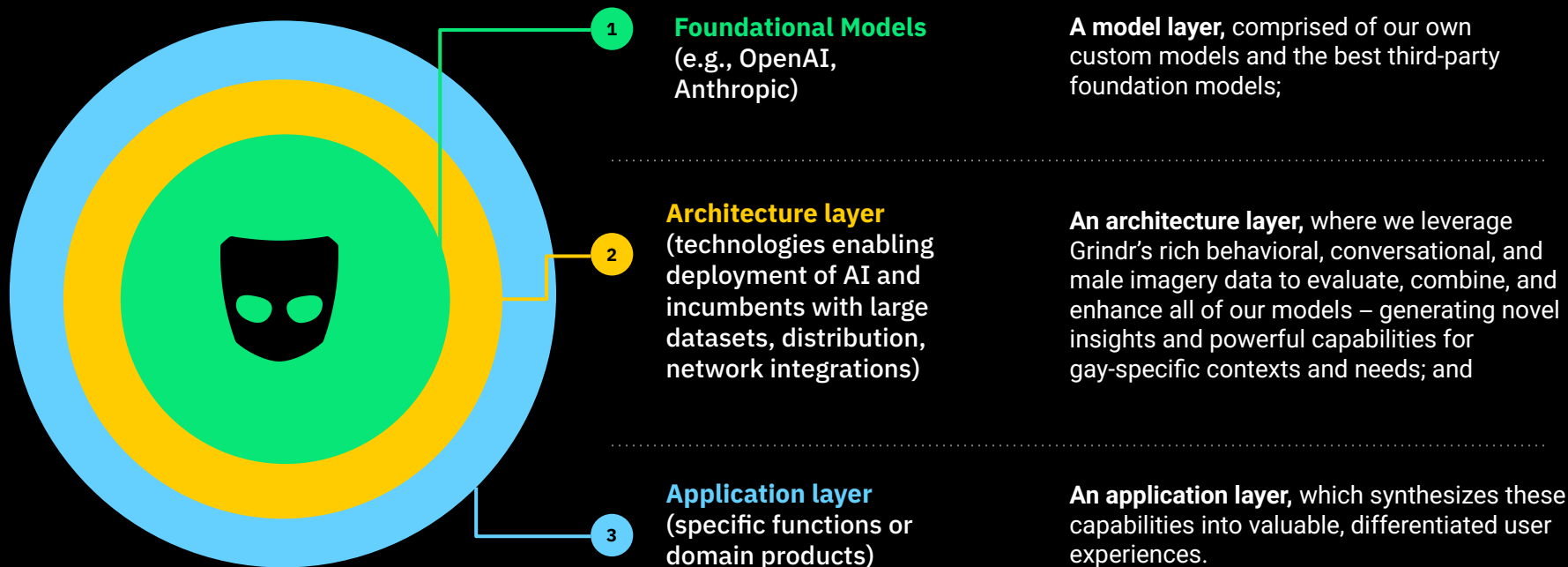
50%

More likely to have earned a MD, JD or PhD

**To us, AI-native means rebuilding product,
architecture, and operations with
intelligence embedded at every layer — not
bolted on as a feature**

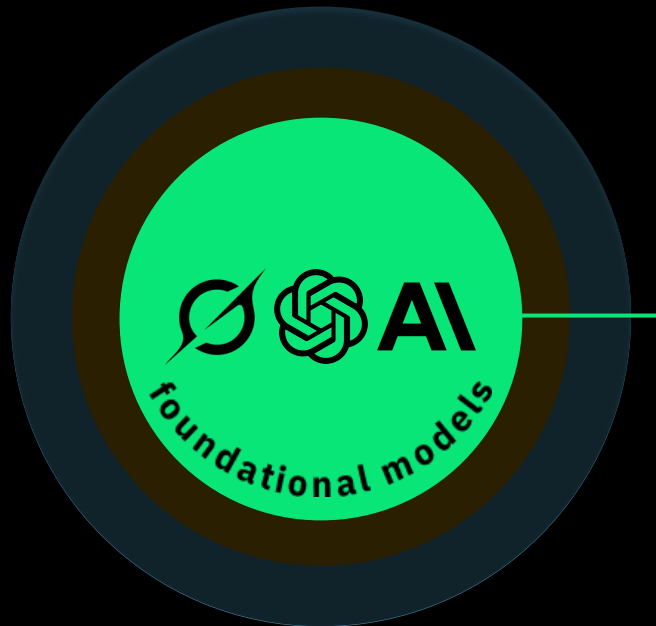
Introducing Grindr AI (gAI, pronounced 'Gay I')

We're building a full-stack foundation, gAI, made up of 3 layers:



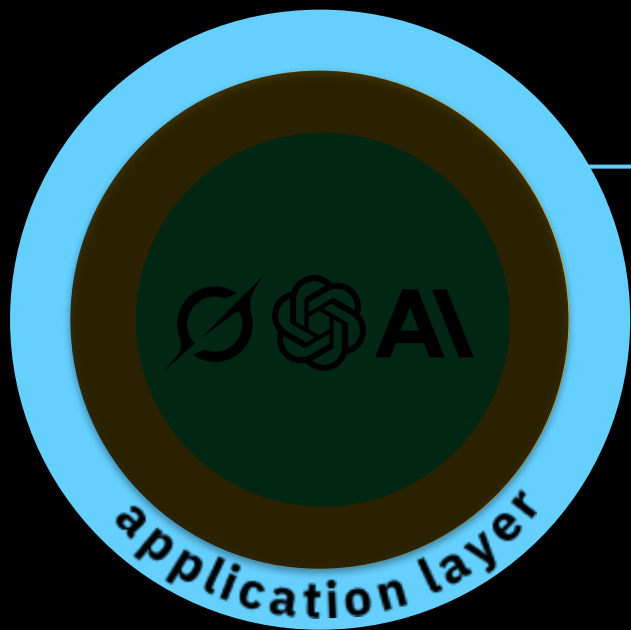
gAI is not just AI - it's a proprietary Grindr-native intelligence stack designed to capture gay cultural context, behavior patterns, and intent signals at scale

gAI can drive previously unimaginable user experiences + sustainable competitive advantage



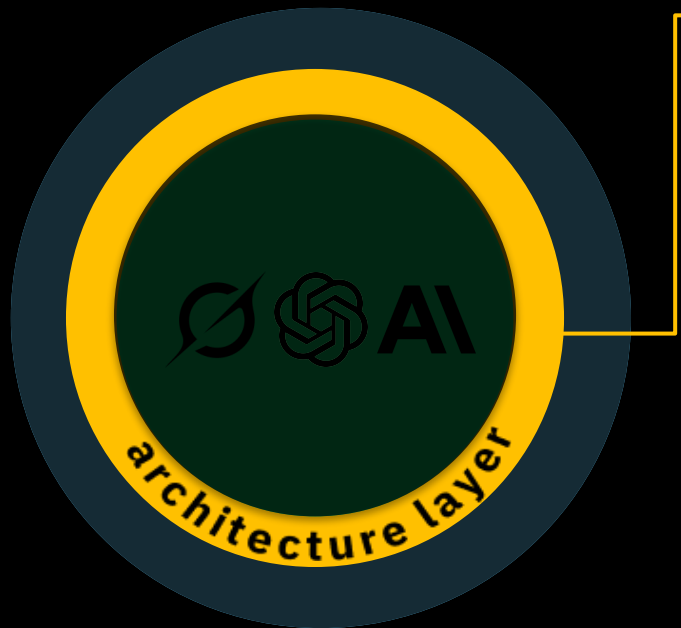
- **Foundational models** (e.g., OpenAI, Grok, Anthropic) are fast becoming a commodity
- It is getting cheaper to create and train new models, with competition now shifting to price and distribution
- **New foundational models are getting better and more advanced, but we believe the advantage will go to those who integrate and apply these models most effectively**

gAI can drive previously unimaginable user experiences + sustainable competitive advantage



- The **Application layer** includes products that leverage foundational models for specific functions or categories
- Ranges from specific **functions** (e.g., AI agent for software engineering) to specific **domains** (e.g., AI-powered application for pharmaceutical sales teams – new SaaS)
- As foundational models advance, they're increasingly able to perform many of these same functions directly
- **However, domain-specific apps still offer key advantages**
 - Incremental value of specialized/proprietary data;
 - Domain-specific task optimization; and
 - Lower priority from the big players to chase down in the long tail

gAI can drive previously unimaginable user experiences + sustainable competitive advantage



The **architecture layer** is the crucial middle layer of GenAI, comprised of two buckets:

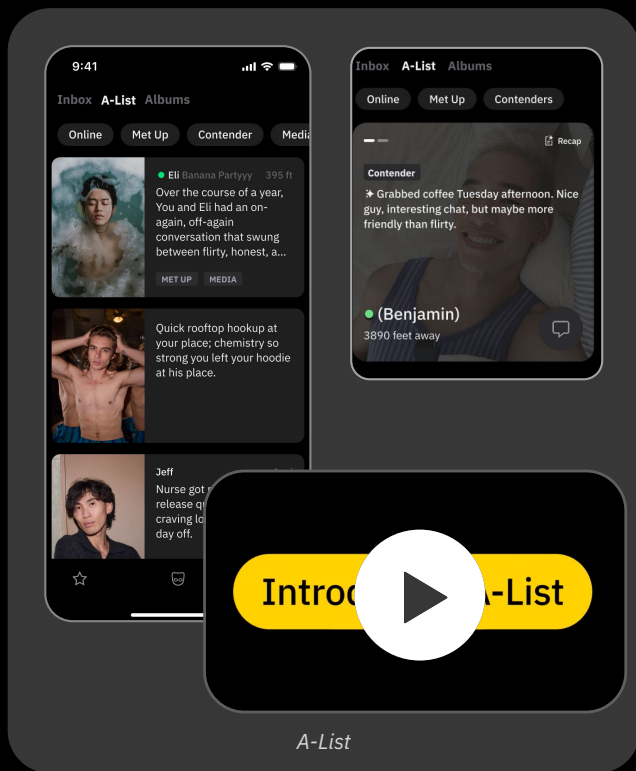
- **Enablers:** Companies creating technologies to enable others with data to deploy and integrate their own AI more easily
- **Incumbents with Advantage:** Organizations that **already possess large datasets**, distribution, network, and talent — positioned to win by deploying in-house models and synthetic agents

With Grindr's network, loyal user base, and massive datasets, Grindr is well positioned to build this architecture layer to become an AI-first company (gAI), creating a sustainable competitive advantage

We are layering these capabilities into the live app throughout 2025–2027

**Grindr's distribution, datasets,
and competitive advantage are the
key ingredients of a winning AI-native
strategy**

A-List: Grindr's first AI-native product at scale is redefining how users connect



Grindr users send over 130 billion chats a year – more than 50 chats per daily user – and A-List transforms that activity into smarter, best-fit priority connections with thoughtful, rich summaries of conversations that have already taken place

- A-List uses AI to prioritize high-potential chats, summarize conversations, deliver insights, and guide users back in with intent
- This streamlines app navigation, increasing user value, and creating new surface area for long-term monetization
- In early testing, A-List has received overwhelmingly positive feedback – users highlight the chat summaries as “incredible” and call them our “best new feature” for accuracy and usefulness
- A-List is expected to be a strong proof point of how gAI can turn proprietary data into differentiated experiences that drive value to users and revenue to our business
- A-List was rolled out in 2025 with broader monetization expected to start in 2026

Operationalizing gAI to drive scale and durable competitive advantage

We began development of gAI in 2024, and key capabilities are in production today, with full-scale deployment planned across the app starting in 2026

- We're building Grindr as an AI-native company from the inside out — with intelligence embedded into every layer of our infrastructure, systems, capabilities, and people
- Agentic AI is deeply supporting our engineering team – boosting productivity per workload by up to 10x and contributing up to 20% of shipped code
- We're rapidly training gAI to understand gay life & cultural norms in depth
- We've implemented a robust privacy framework tailored to the unique sensitivities of our user base
- We're building a world-class talent engine at the intersection of Product, Engineering, and AI – with a deliberate focus on AI-native engineers

The gAI advantage



Grindr's advantage

- We're well positioned to execute at the architecture level – we can build a truly unique proprietary AI infrastructure
 - ◆ We own the data-and-model “plumbing” that powers every AI feature: 130 billion chats/year¹
- Our distribution and engagement is best-in-class: 14.9M monthly active users spending approx. an hour a day on Grindr
- Our architecture continuously evolves as users continue to use the app, and we can continue to build new applications on top of our architecture
 - ◆ For example, applications for Dating (matchmaking, insights, Wingman) could be different from Right Now use cases

1. Approx. For the year ending of December 31, 2024.