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A LOOK AT THE LGBTQ CONSUMER



**Audience
Growth**

20%

of millennials
identify as LGTBQ, largest
generation to date¹



**Buying
Power**

\$1T

expected US annual LGBTQ
buying power
by 2020²



Loyal

78%

Of LGBTQ consumers would
go out of their way to buy
brands advertised in gay
media³



Educated

#1

Gay men are more likely to
graduate college than
anyone else⁴

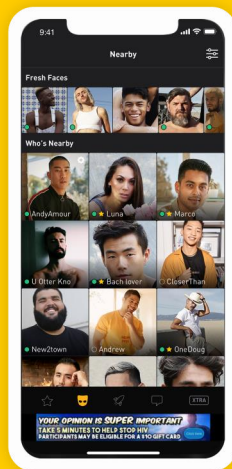
1. <https://www.nbcnews.com/feature/nbc-out/survey-20-percent-millennials-identify-lgbtq-n740791>
2. <https://www.bloomberg.com/news/articles/2016-07-20/lgbt-purchasing-power-near-1-trillion-rivals-other-minorities>
3. https://www.communitymarketinginc.com/documents/temp/CMI-12th_LGBTQ_Community_Survey_US_Profile.pdf
4. <https://www.businessinsider.com/gay-men-are-more-likely-to-graduate-college-than-anyone-else-2015-6>

Grindr LAUNCHED IN 2009

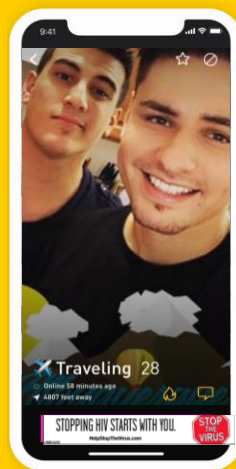
THE WORLD'S LARGEST LGBTQ SOCIAL NETWORKING APP

Our Mission

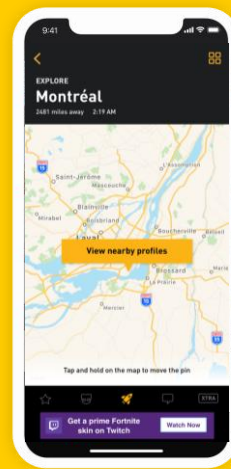
Be the preeminent social platform for connecting the global LGBTQ+ community



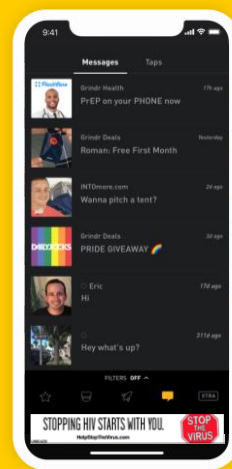
Cascade



Profile



Explore



Messages



THE APP BY THE NUMBERS



12MM

Monthly active
global users



4MM

Global daily
active users

● Online Now

1.1MM

US daily active
users



22%

YoY User Growth
In 2018



74%

Of Grindr users are
aged at 18-34

What's up?

223MM

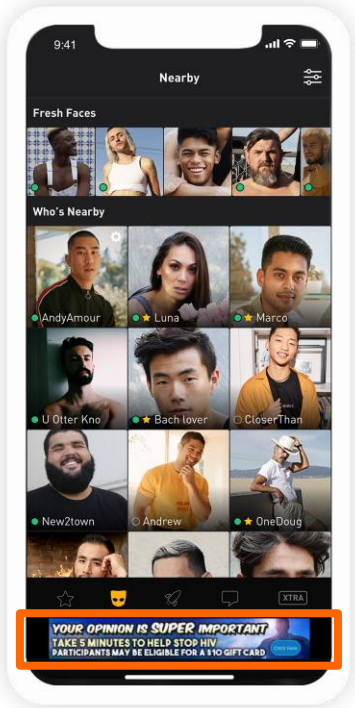
Messages sent
in-app everyday



TAG-TEAMING WITH GRINDR

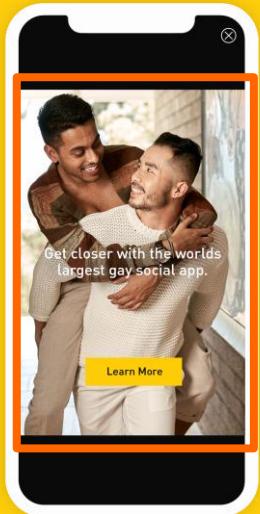
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Banners



Phone Banner
Size: 320x50
CTR Benchmark: .5-.8%

Interstitials



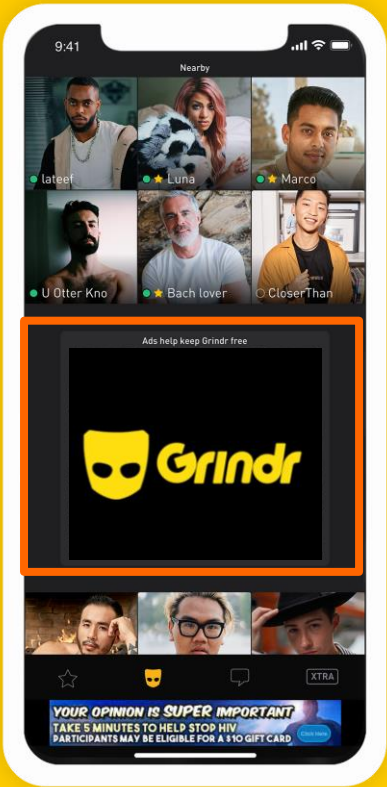
Profile Interstitial
Size:320x480
CTR Benchmark: 3-5%

*Shown at the start of a user's session.

* Full-screen Ads shown when users tap on the 1st profile in the cascade.

MREC (300x250)

- 100 % Brand Safe
- Our First In-Cascade Ad Unit
Brand New! Launched in June 2019
- High Visibility
After the 6th row of cascade

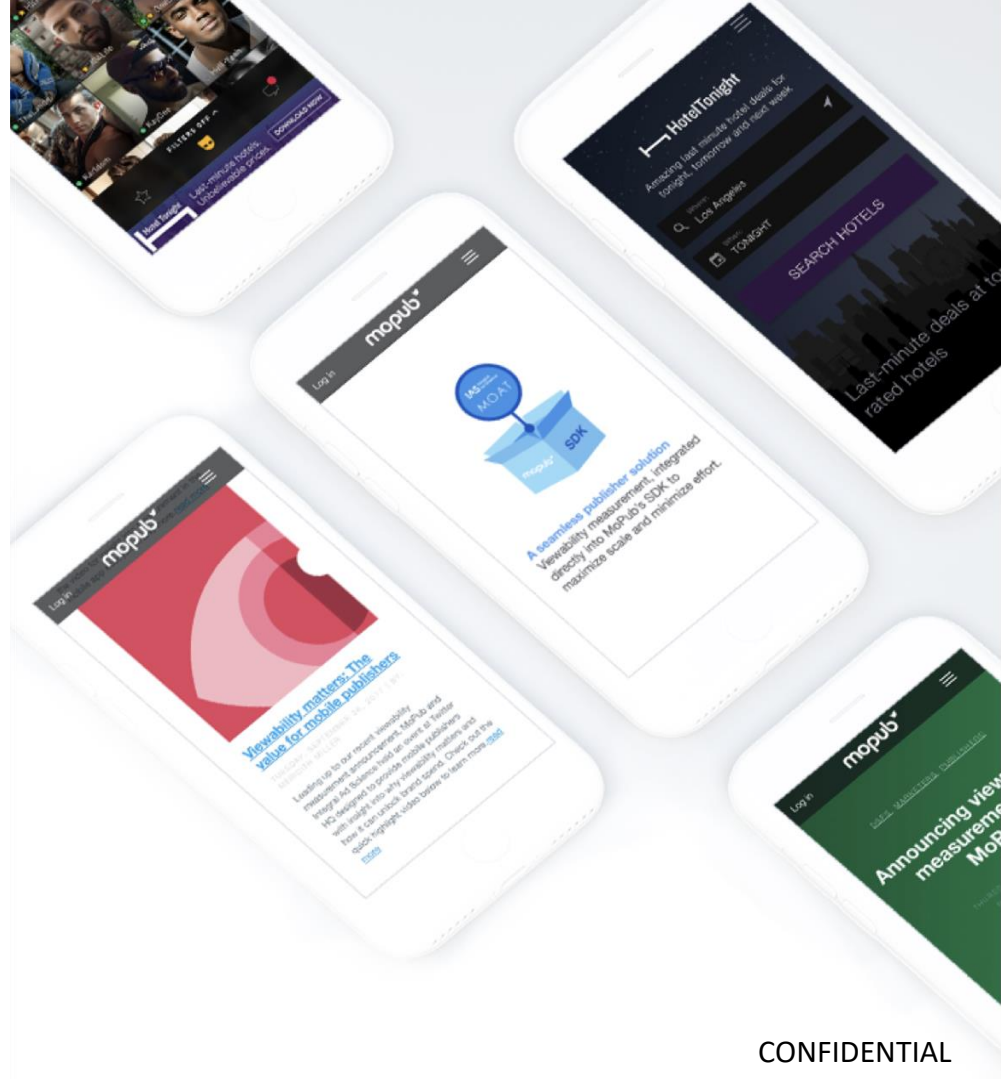


Zero Fraud History Excellent Viewability

	Viewability %	Fraud Score
iOS		
Banner	97.1%	0
Interstitial	95.9%	0
Android		
Banner	90.9%	0
Interstitial	99.1%	0



*Viewability and Fraud Score are average scores of Dec 2018 from above independent vendors



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PARTNERSHIPS



ESTÉE LAUDER

Walgreens

FOX

THE **CW**

VICE

FX

Hotel Tonight



GILEAD



DOLLAR SHAVE CLUB



BRAND SAFETY

We take content moderation seriously.

TECHNOLOGY

Grindr has developed **proprietary tools** to proactively remove violations of our Community Guidelines. Our algorithms and automations **remove malicious profiles** before they can interact with our community. We implement **preventative technologies** to stay one step ahead of bad actors.

HUMAN REVIEW

Grindr users express themselves in ways that don't fit neatly into even the best algorithms. Our **experienced and highly-trained human reviewers** are an integral part of our moderation process.

COMMUNITY MODERATION

Grindr also receives reports from our engaged user base. Through the **in-app tools**, Grindr users **report inappropriate content** and help maintain a safe, positive, inclusive community.



PRIVACY & SECURITY

In recognition of Grindr's responsibility as the largest LGBTQ social network app, Grindr constantly works to further enhance its data privacy and security policies and procedures. GDPR has provided further inspiration to do so, including (but certainly not limited to):

- Refreshed its Terms of Service and Privacy Policy to reflect its ongoing compliance commitments to the European Union's General Data Protection Regulation as well as other national and international laws.
- Elicited express user consent to Grindr's privacy policy, terms of service, and related practices.
- Developed data subject request protocols so that users may request and obtain the user information that Grindr maintains.



PRIVACY & SECURITY

- Developed procedures to comply with users' "right to be forgotten" requests.
- Formalized data minimization principles (e.g., minimizing the amount of personally identifiable user information Grindr collects and stores).
- Hired a full-time Global Compliance Manager and Data Protection Officer who is charged with the daily monitoring, implementation, and enhancements to our policies and procedures designed to protect our users throughout the world.
- Entered into detailed data processing addenda with our trusted vendors to provide additional contractual protections for the processing of user data.



SPEAK TO THEM