

matchgroup

Acquisition of Hyperconnect

February 9, 2021

Safe Harbor Disclosure

Cautionary Statement Regarding Forward-Looking Information

This announcement may contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. All statements that are not historical facts are “forward looking statements.” The use of words such as “anticipates,” “estimates,” “expects,” “plans” and “believes,” among others, generally identify forward-looking statements. These forward-looking statements include, among others, statements relating to: the expected timing of the transaction, Match Group’s future financial performance, Match Group’s business prospects and strategy, anticipated trends, and other similar matters. These forward looking statements are based on management’s current expectations and assumptions about future events, which are inherently subject to uncertainties, risks and changes in circumstances that are difficult to predict. Actual results could differ materially from those contained in these forward-looking statements for a variety of reasons, including, among others: uncertainties related to, among other things, the costs and expected benefits of the transaction, the expected timing of the transaction or whether it will be completed, whether the conditions to the transaction can be satisfied or any event, change or other circumstance occurs that could give rise to the termination of the transaction (including the failure to receive any required regulatory approvals), any litigation arising out of or relating to the transaction, and the impact of the transaction on the business of Match Group; and other circumstances beyond Match Group’s control. Certain of these and other risks and uncertainties are discussed in Match Group’s filings with the Securities and Exchange Commission. Other unknown or unpredictable factors that could also adversely affect Match Group’s business, financial condition and results of operations may arise from time to time. In light of these risks and uncertainties, these forward-looking statements may not prove to be accurate. Accordingly, you should not place undue reliance on these forward-looking statements, which only reflect the views of Match Group management as of the date of this announcement. Match Group does not undertake to update these forward-looking statements. For purposes of this presentation, references to “Asia” include the Asia Pacific region and the Middle East.

Transaction Overview

Structure & Consideration

- Match Group to acquire Hyperconnect
- Purchase price of \$1.725 billion
 - Assumes Hyperconnect is debt-free at closing
- Consideration mix of 50% cash and 50% newly issued MTCH shares
 - Match Group has the option to pay up to 100% in cash at close

Anticipated Closing

- Q2 2021

Leverage Impact¹

- Expect cash portion to be funded through cash on hand and existing revolving credit facility
- Remain on track to reduce net leverage below 3x by end of 2021

Hyperconnect Overview

- South Korea-based app developer driving social connections with proprietary video and AI technology
- \$200+ million in FY 2020¹ revenue, up more than 50% YoY. Profitable
- More than 75% of usage and revenue coming from Asia, with ~90% from a la carte
- Leading content moderation, user privacy and safety technology

Two top-grossing social discovery apps



1:1 Live Video Chat

- Launched 2014
- Groundbreaking social discovery product
- Monetization powered by in-app currency to purchase a la carte features such as search filters and decorations
- 9th highest grossing non-gaming app on Google Play²



Social Live Streaming

- Launched 2019
- Live streaming focused on social interactivity
- Monetization powered by virtual gifting
- Rapidly scaling users and revenue

Accelerates Match Group's expansion beyond dating into the even larger and fast-growing social discovery market

Leading Tech Team and Innovative Product Capabilities

Product/Tech-First Team

- ~400 employees primarily in Seoul, ~50% engineers
- Track record of leveraging core tech to quickly launch and commercialize new products via Hyper-X in-house incubation lab
- Strong company reputation attracts top-tier local talent



Sam Ahn

Co-founder, CEO, CPO
17+ years in social, dating, and gaming



Eddie Yong

Co-founder, CTO
17+ years of tech industry experience



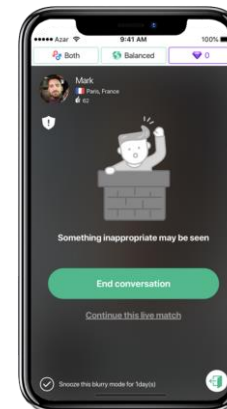
Phil Yoon

Head of Platform Group
19+ years of tech industry experience

Proprietary Video & AI Tech Infrastructure

- Scalable, low-cost video technology
 - One of the first to commercialize mobile WebRTC
 - High quality and ultra low latency
- On-device AI deep learning engine
 - Enhanced user privacy
 - Improved user safety (on-device moderation)
 - More personalized matching
 - Virtual filters and voice-enabled features
- AR filters, avatars and gamification

On-device moderation



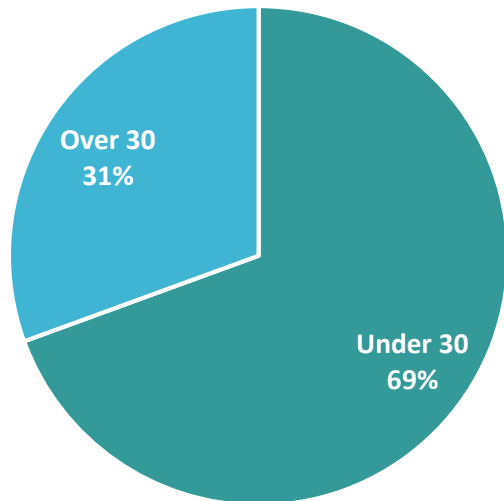
AR filters and avatars



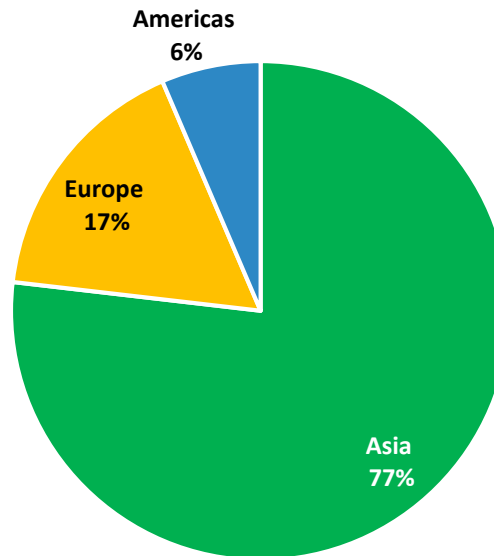
Gen-Z and Millennial User Base, Broad Footprint Throughout Asia

HYPERCONNECT

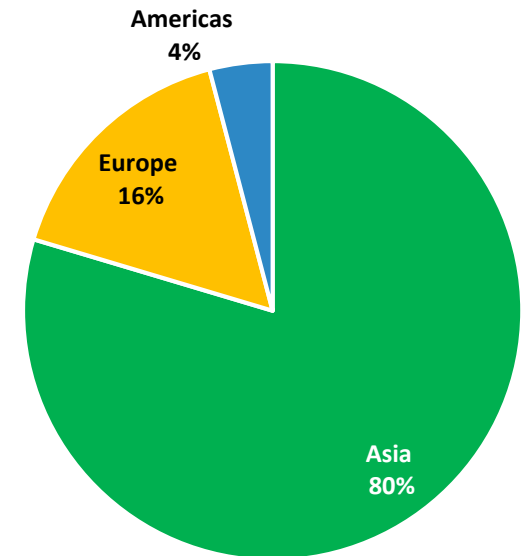
Users by Age



Users by Region



Revenue by Region



22% of Match Group FY 2020 revenue from Asia, pro forma for Hyperconnect

Highly Strategic Addition to the Match Group Portfolio

- ✓ Adds two high-growth social discovery apps with strong monetization
- ✓ Brings best-in-class product and tech team in Asia with expertise in live video, AI and AR
- ✓ Scalable video technology can be leveraged across Match Group brands
- ✓ On-device AI enables Match Group to continue enhancing user trust and safety
- ✓ Provides significant footprint in key Asia markets
- ✓ Provides strong foundation in complementary monetization models (ALC & virtual gifting)
- ✓ Match Group expertise in US, Western Europe and Japan can be leveraged to drive growth
- ✓ Attractive deal economics – value and growth accretive