

HEDGEYE



Communications & Demography Call

November 24, 2020

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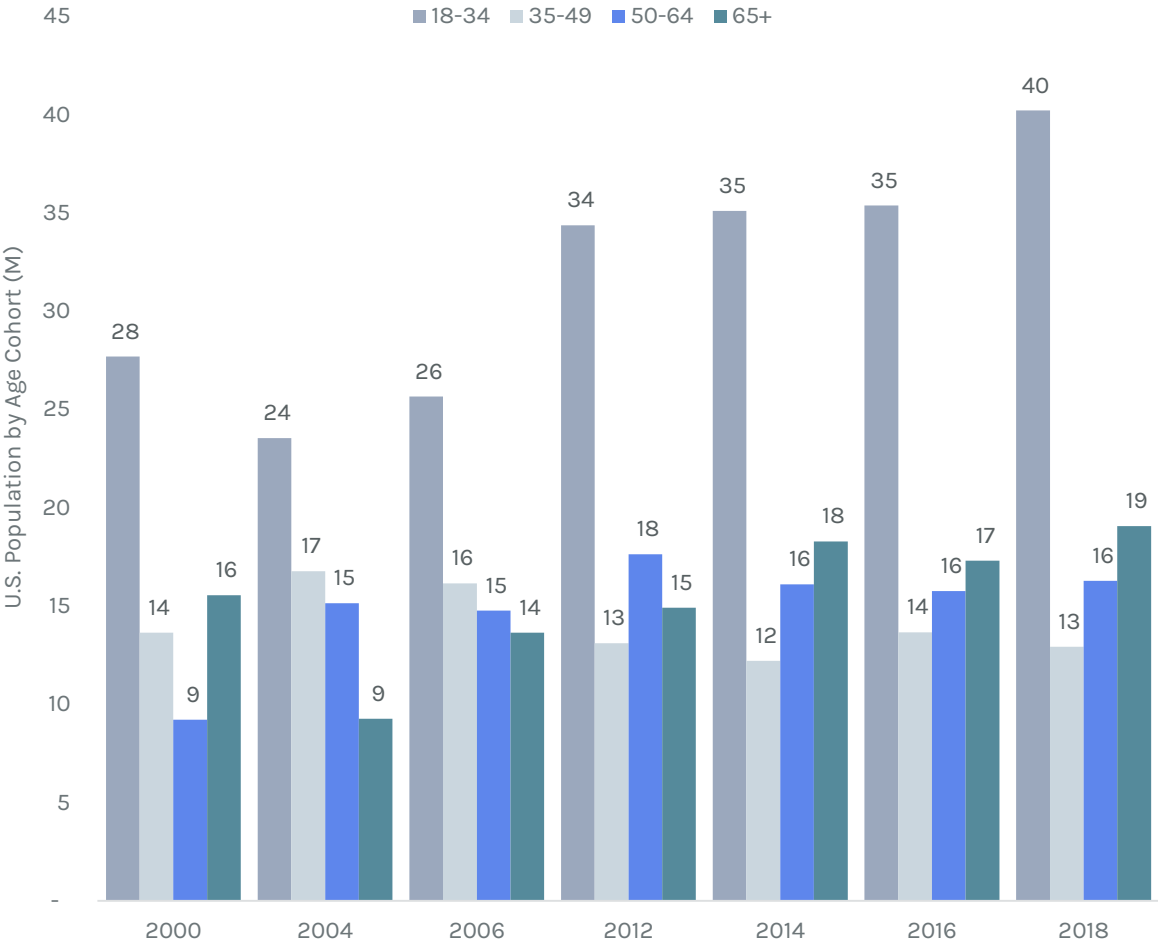
Please submit questions* to
qa@hedgeye.com

*Answered at the end of the call

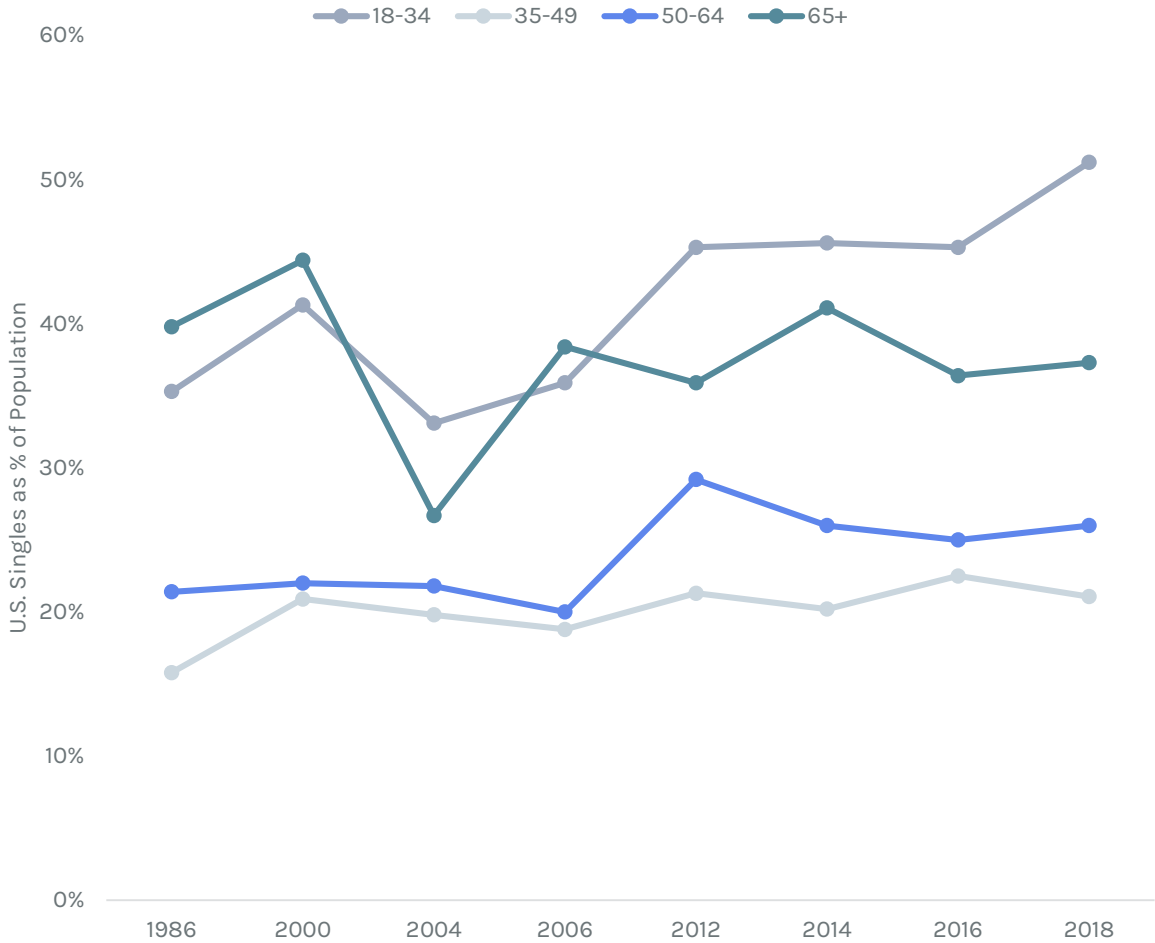
U.S Singles Market

Increase in 18-34 Singles (Millennials) <- Tinder/Hinge Target Demo

U.S. Singles Population by Age Cohort



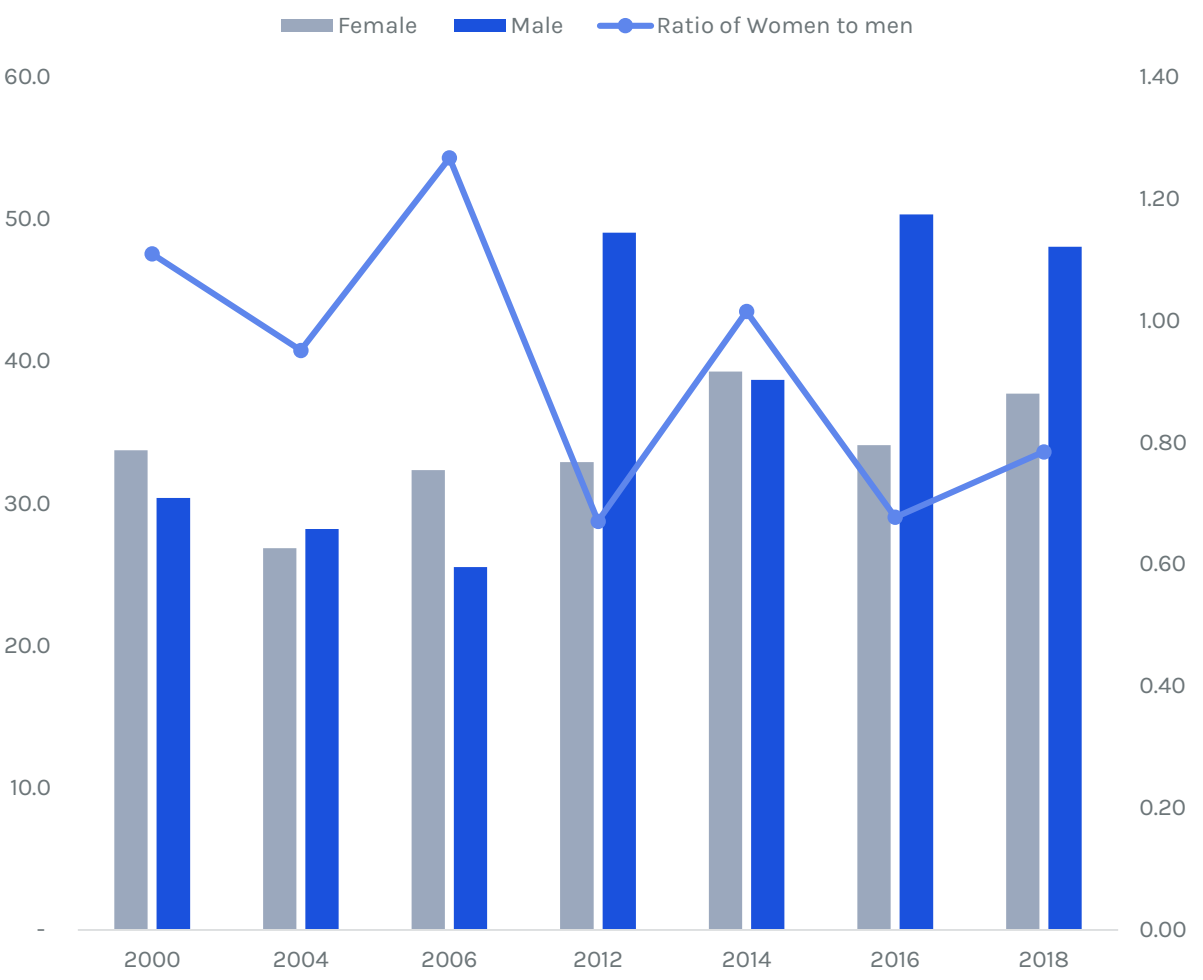
U.S. Singles as % of Population Cohort



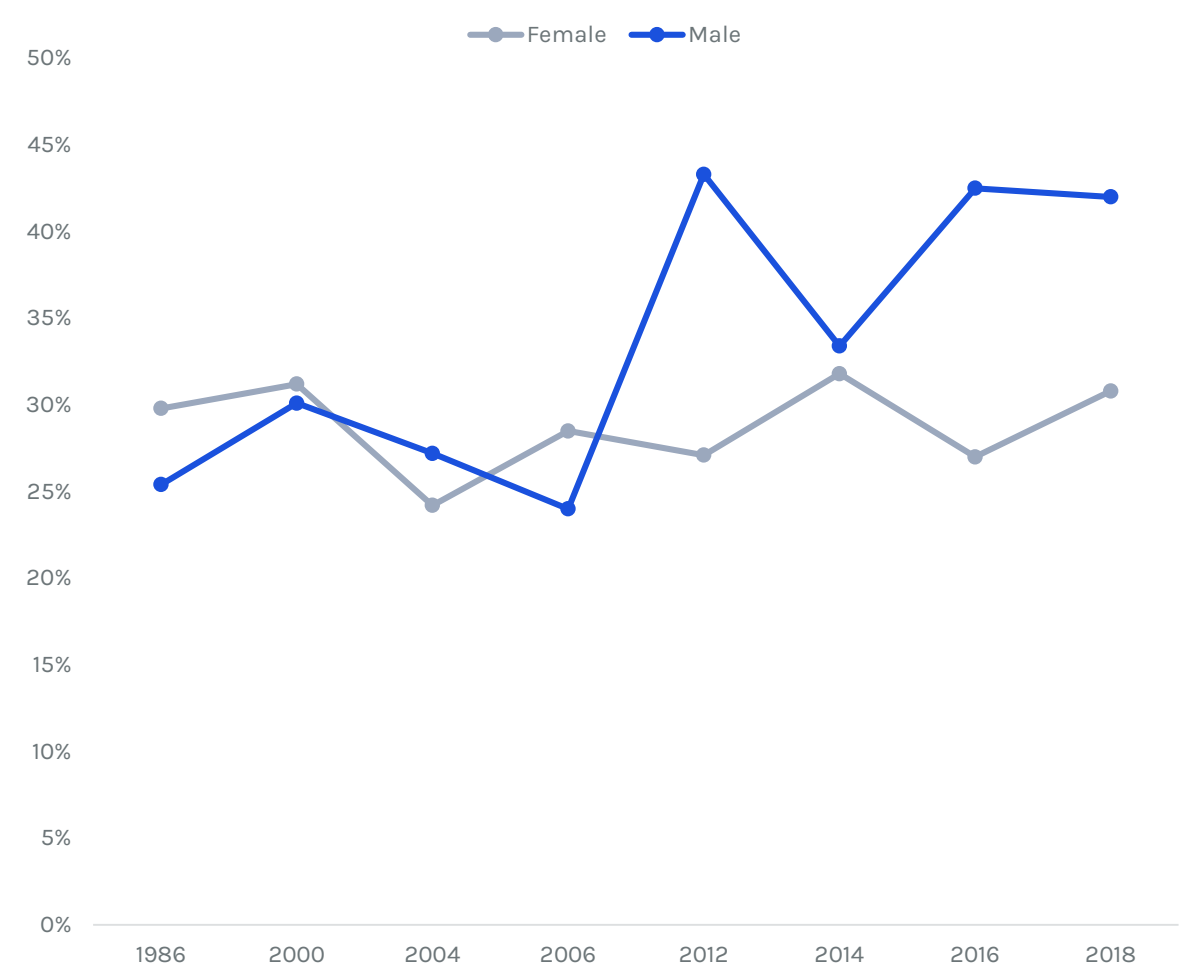
U.S Singles Market - Gender

Ratio of Single Females to Males Improving; Gender Ratio Important for Dating Apps

U.S. Single Population by Gender

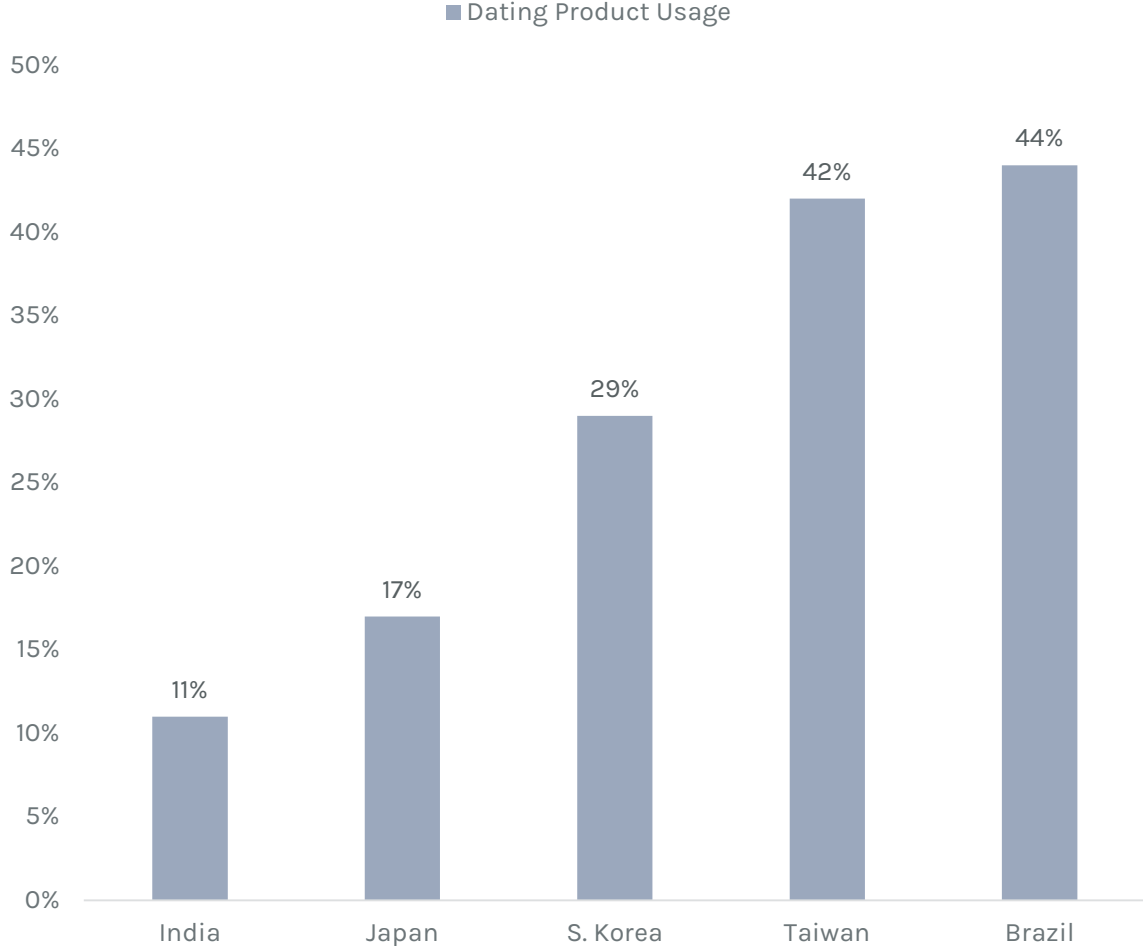
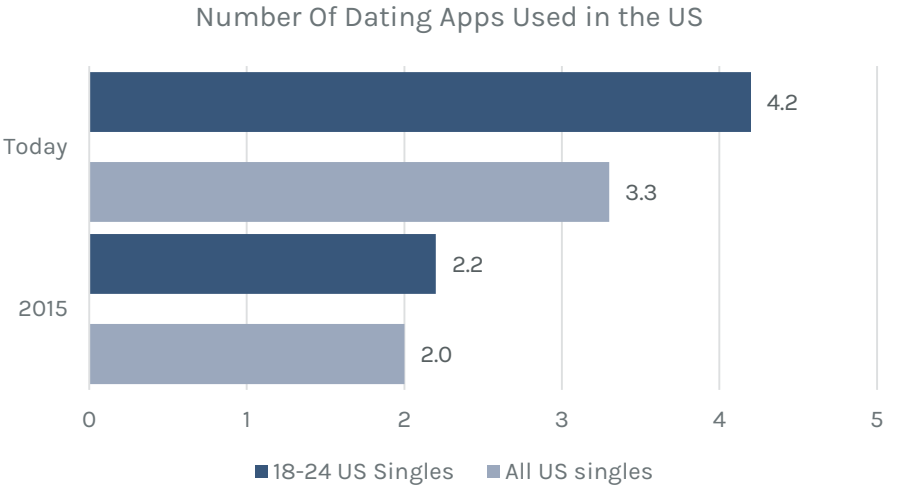
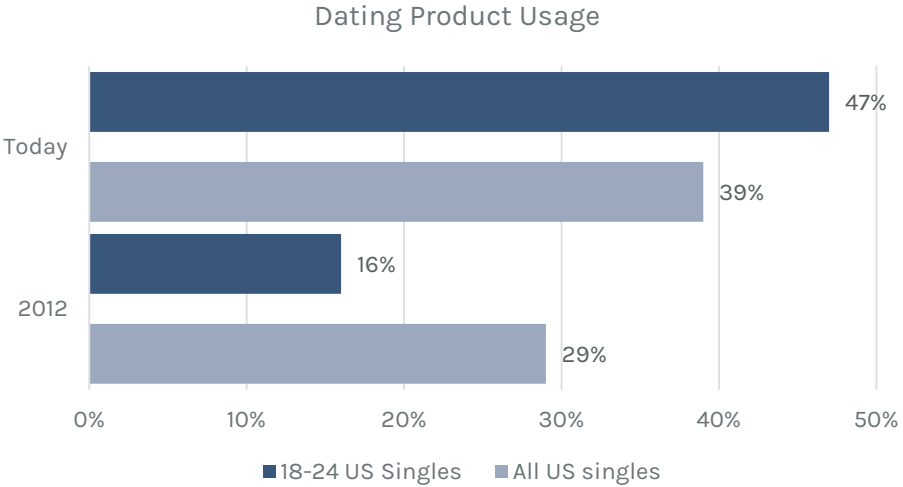


% of U.S. Single Population by Gender



Dating Products Gaining Worldwide Acceptance

Increase in Number of Dating Apps Used 2.0 -> 3.3



U.S. Singles Market and Dating Product Adoption

80% Dating Product Adoption Among Self-Described “Single and Looking”

Cohort	Population	%	Data Source/Assumption
U.S. Adult Population	209,128,094	100%	<- Census
Single	64,829,709	31%	< - From Pew Survey
Single AND Looking	31,369,214	15%	< - From Pew Survey
Dating Product Usage	25,283,587	39%	<- Dating Product Usage as % of U.S. Singles (Reported by Match)
% of Single And Looking	80.6%		

Cohort	Population	%	Data Source/Assumption
18-29	53,700,000	100%	<- Census
Single	22,017,000	41%	< - From Pew Survey
Single AND Looking	13,870,710	26%	< - From Pew Survey
Dating Product Usage	10,347,990	47.0%	<- Dating Product Usage 18-24 Singles (Reported by Match)
% of Single And Looking	74.6%		

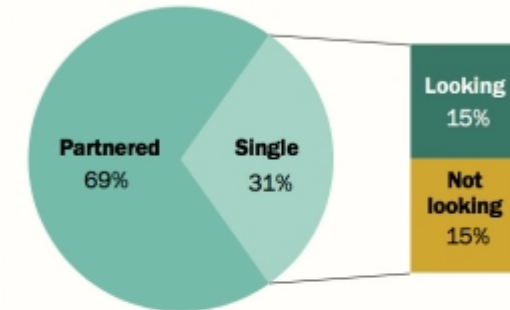
Match NA Subs	4,703,000	18.6%	<- % NA Subs / Dating Product Usage Total Adults
Tinder NA Subs (Estimate)	2,334,560	22.6%	<- % NA Subs / Dating Product Usage 18-29



18-22% Paid Adoption

Singles are split between being on and off the dating market

% saying they are currently ...



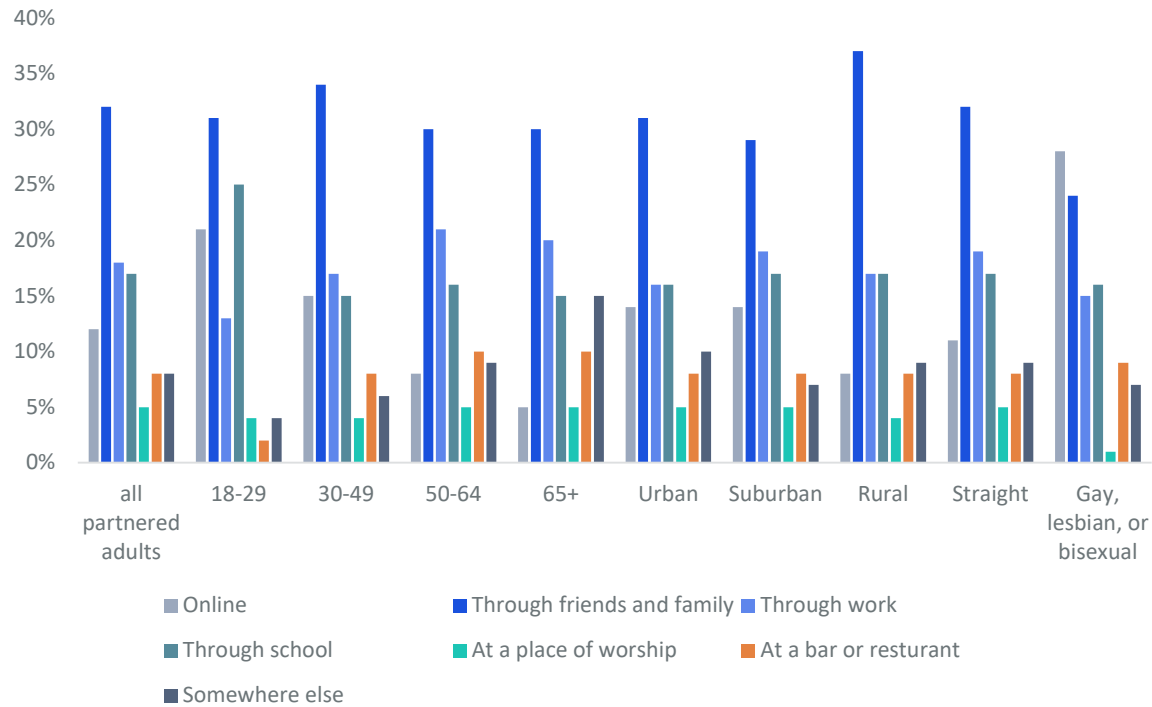
Note: "Partnered" adults are those who are married, living with a partner or in a committed romantic relationship. "Single" adults are those who are not married, living with a partner or in a committed romantic relationship. "Looking" refers to singles who say they are currently looking for a committed romantic relationship only, casual dates only, or either. "Not looking" refers to singles who say they are not currently looking for a relationship or dates. Figures may not add to subtotals due to rounding. Share of respondents who didn't offer an answer not shown.

Source: Survey of U.S. adults conducted Oct. 16-28, 2019. "Nearly Half of U.S. Adults Say Dating Has Gotten Harder for Most People in the Last 10 Years"

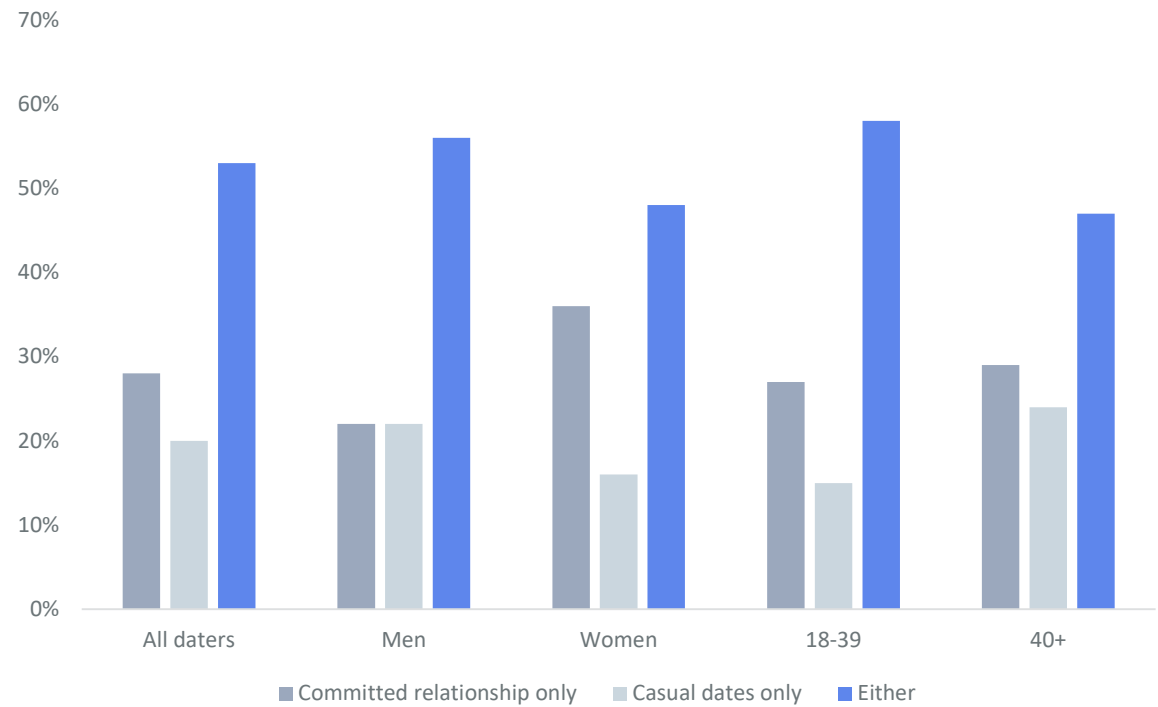
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Dater's Intent and Where They Are Meeting People

How Partnered Adults Met Their First Spouse



Dater's Intent



Online is becoming the norm– Not your parent’s dating market

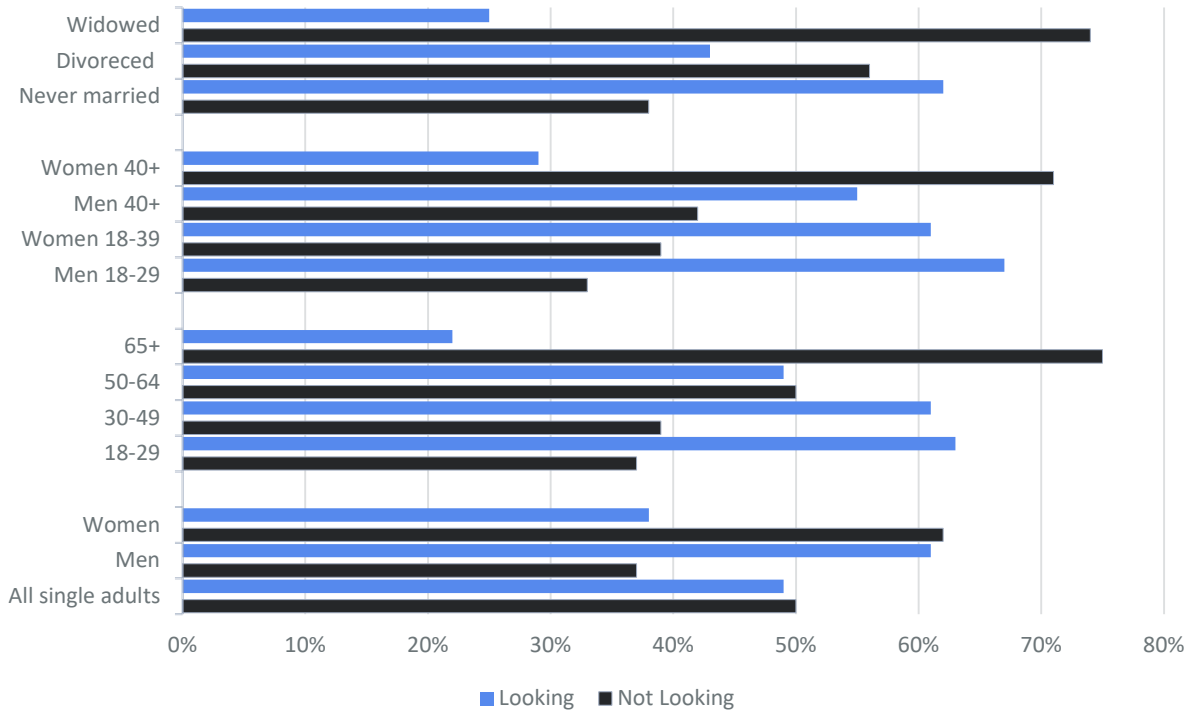
Online is becoming a more important source of meeting one’s partner, replacing other mainstream sources like bars and restaurants and this trend is being lead by younger demographics.

Most people are fine with a casual or committed relationship

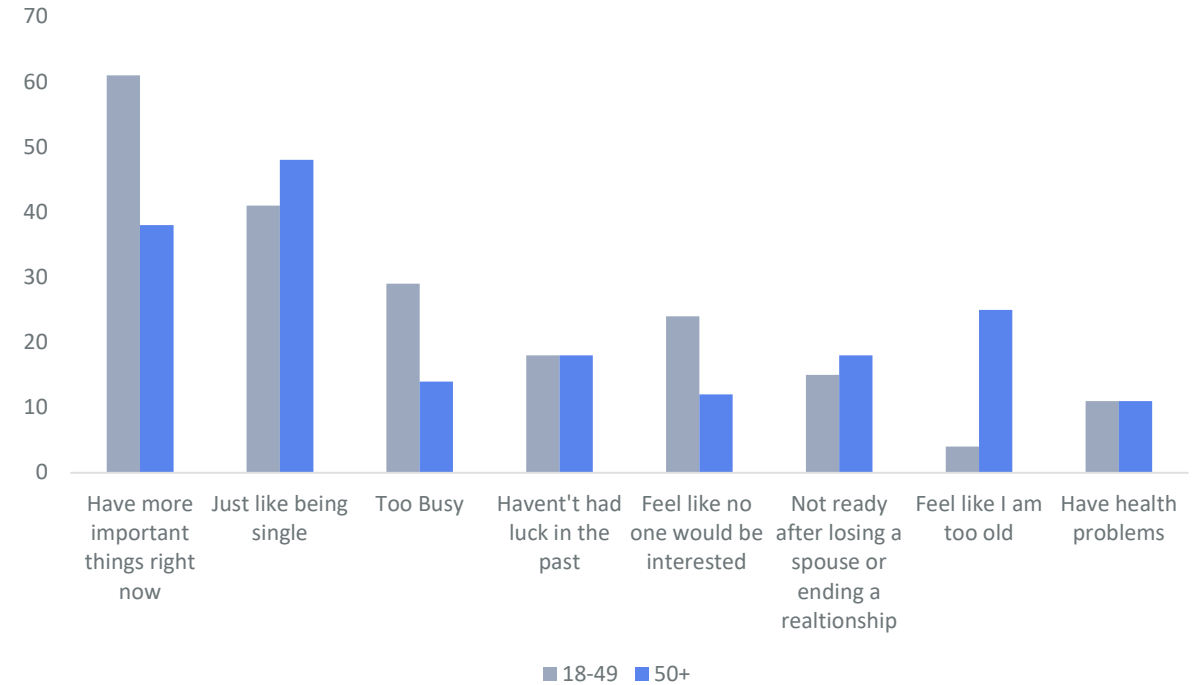
With the shift to online dating occurring, you can expect apps with a focus on long term and deeper connections to have higher retentions and spend, because that’s what people want.

Singles Willingness to Date and Why They Don't Date

Singles Willingness to Date



Single Non-Daters Reasons for Not Dating



Younger people and men are looking to date

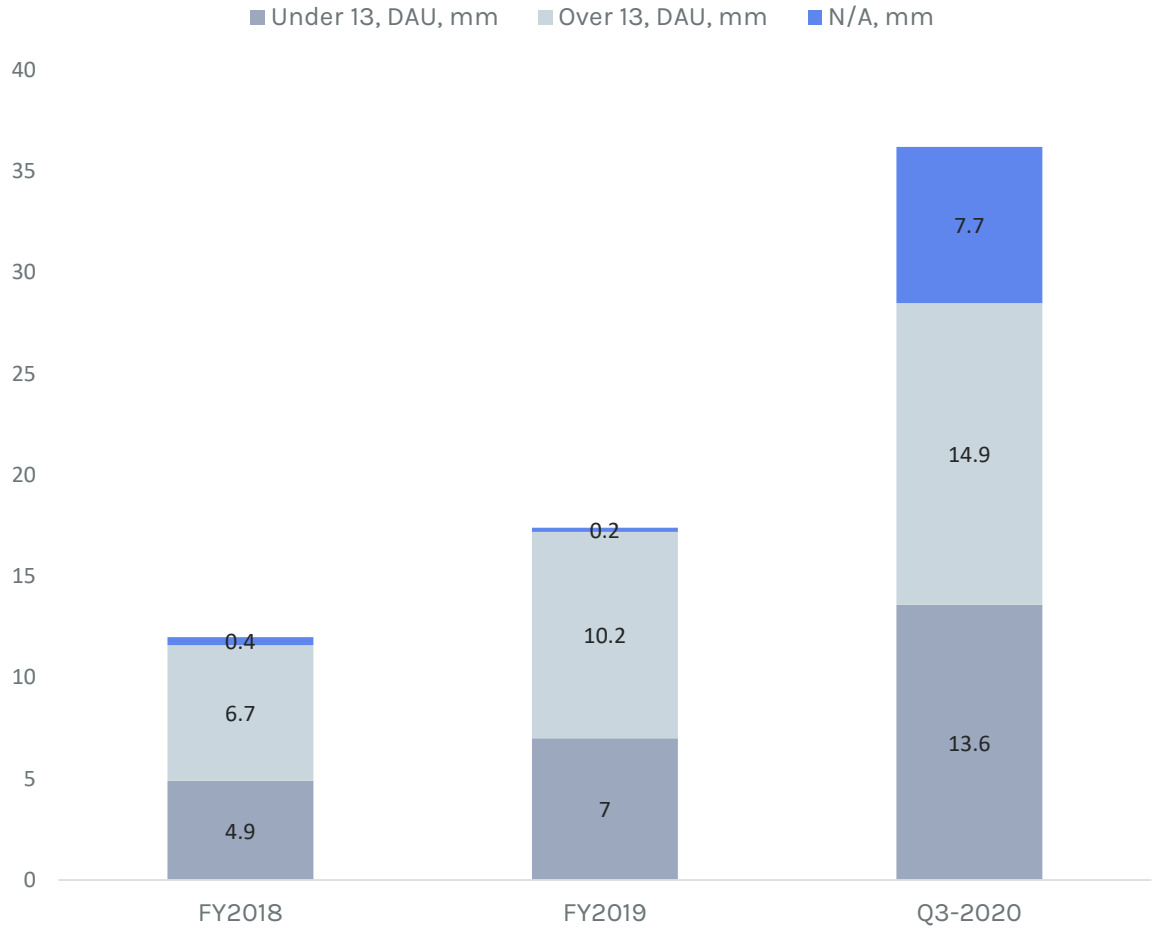
Of all the demos that are looking for a relationship, its those that have the highest exposure to online dating.

Those not looking to date have their reasons

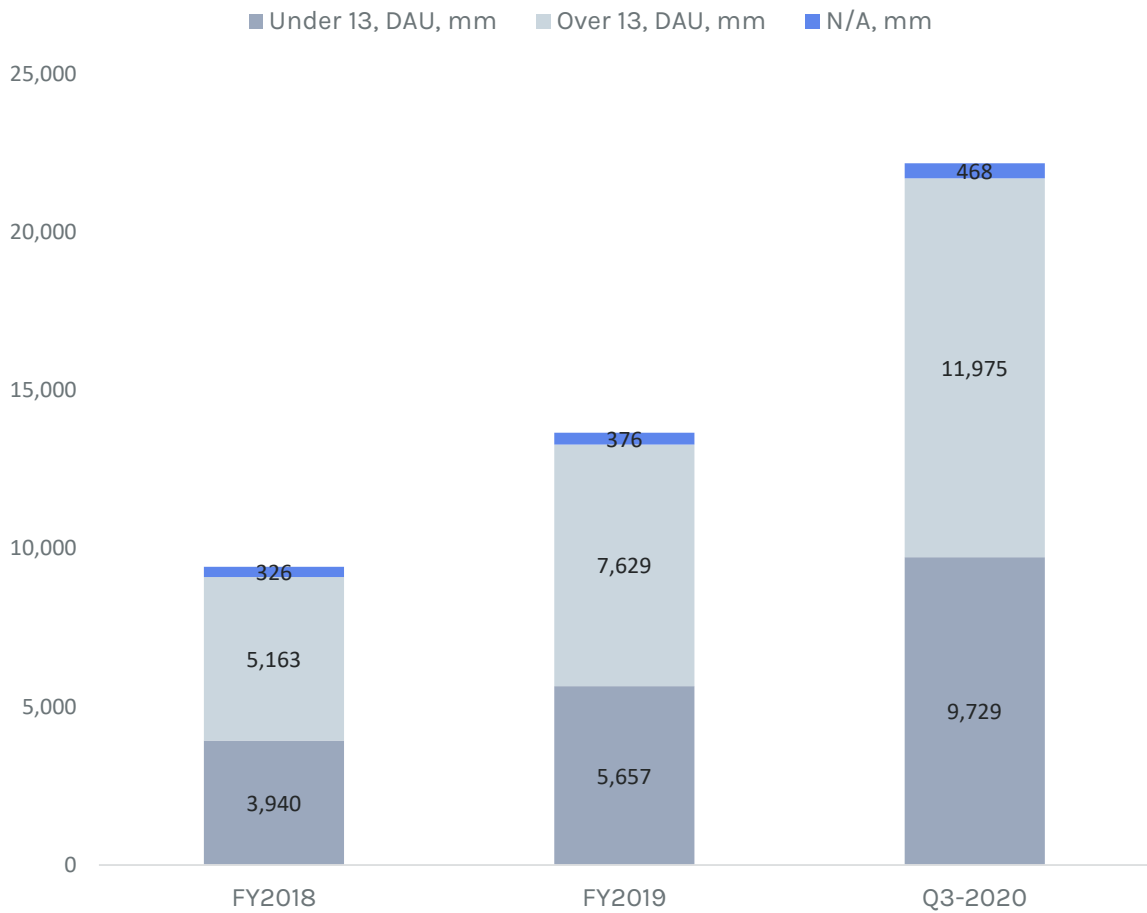
Younger people tend to not be looking for a relationship because something else, mainly work, is a higher priority

Roblox Users and Engagement, By Age

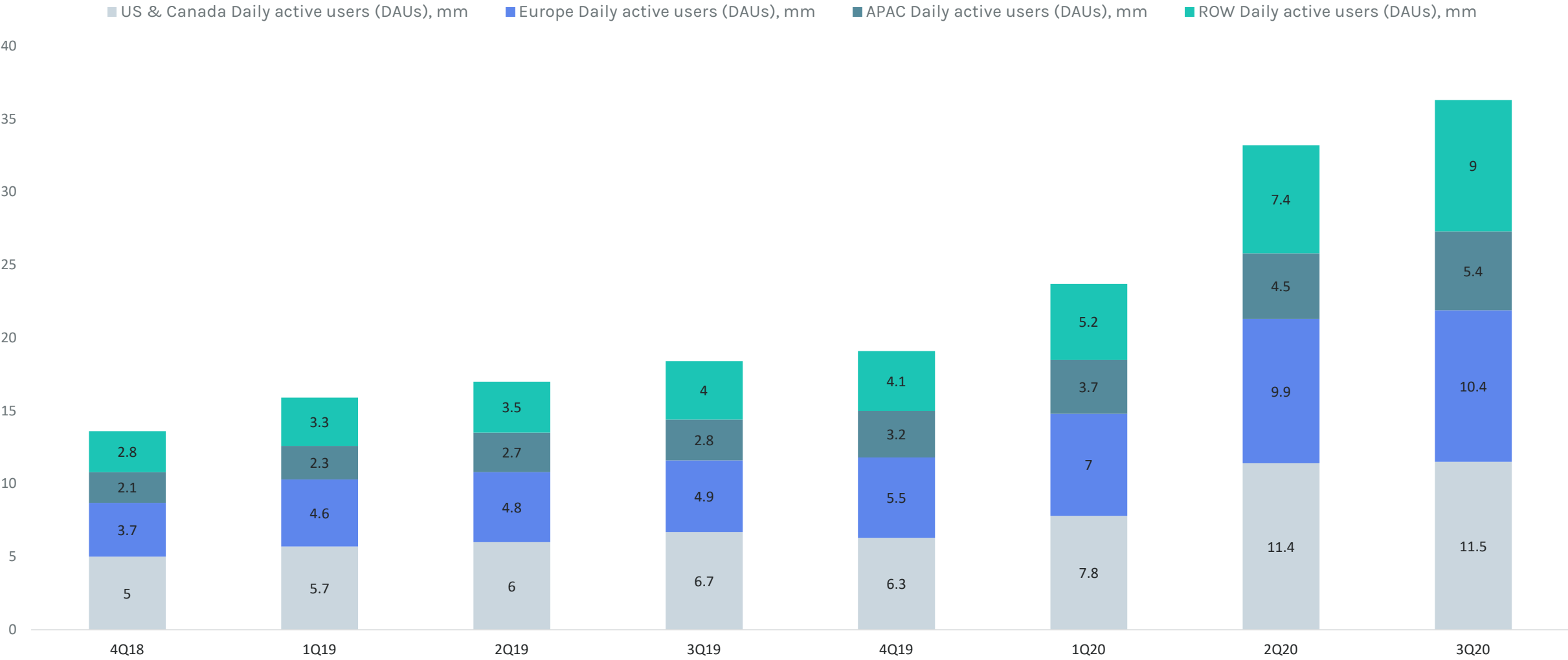
DAU's, by Age, mm



Hours Engaged by Age Group, mm

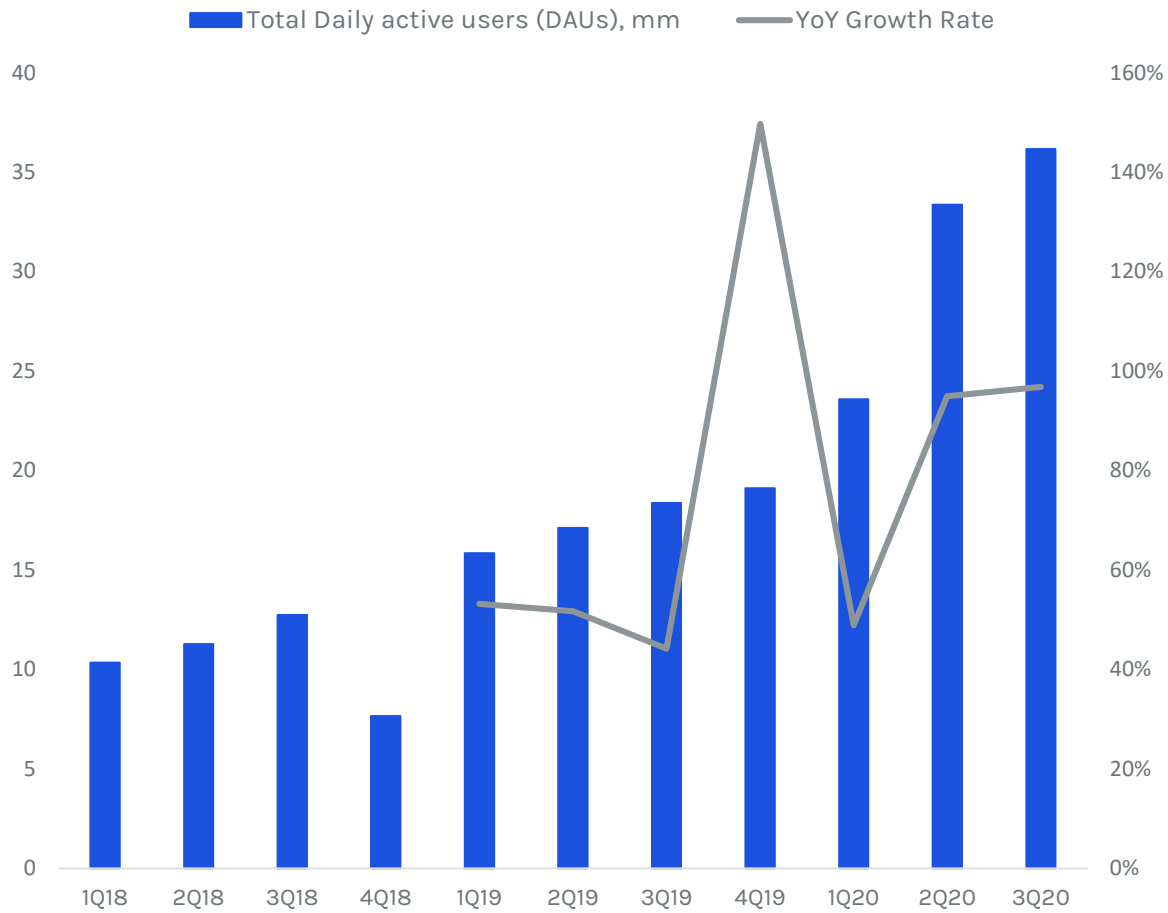


Roblox Total Daily Active Users (DAUs), By Region

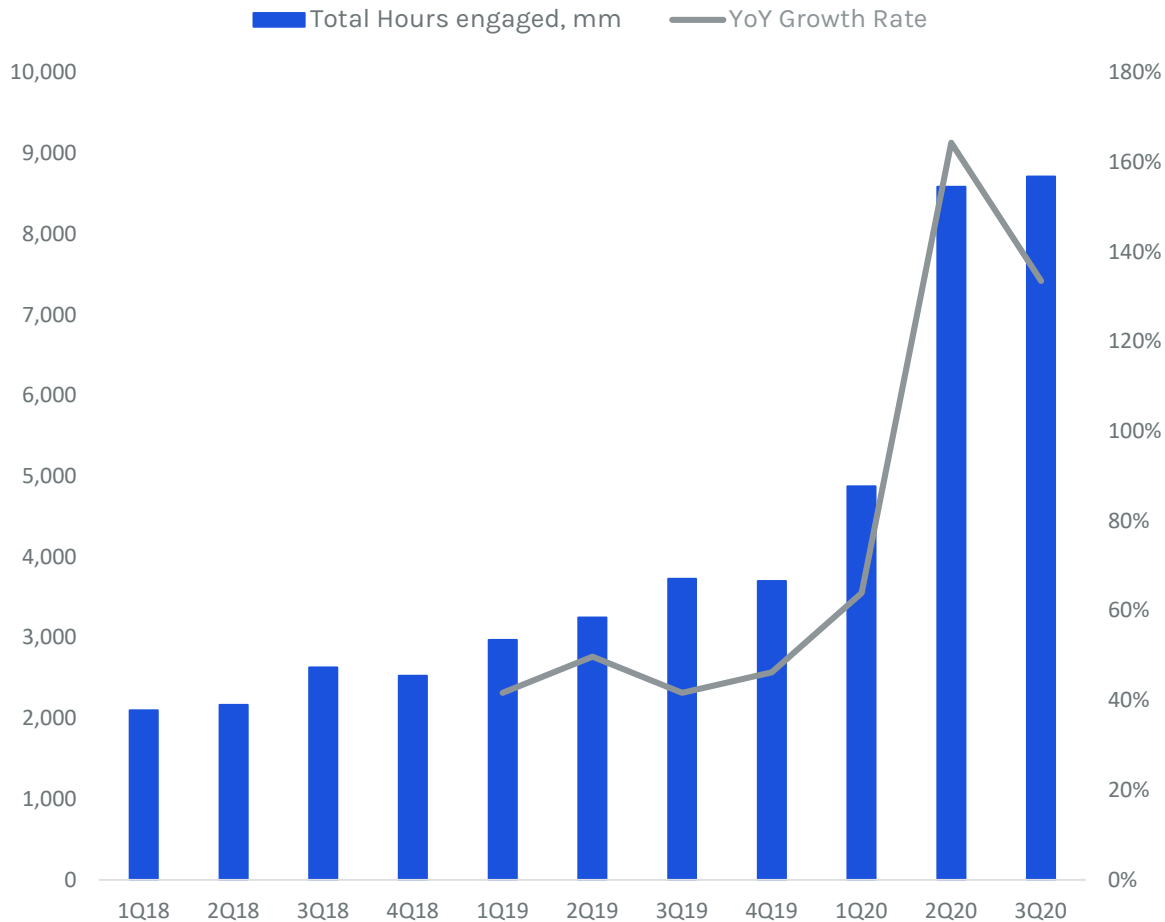


Roblox Total Users and Engagement

Total Daily Active Users, mm



Total Hours Engaged, mm



For more information, contact us at:

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