

GDI

POWER BOOK

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POWER BOOK 2019

RECOGNISING EXCELLENCE
AND ACHIEVEMENT IN THE
ONLINE DATING INDUSTRY

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WELCOME TO THE FIFTH ANNUAL GDI POWER BOOK, THE DEFINITIVE LIST OF THOSE INFLUENCERS, LEADERS AND INNOVATORS WHO HAVE SHAPED OUR INDUSTRY OVER THE PAST 12 MONTHS.

For us, 2018 will be remembered as the year the wider tech, business and academic communities really took notice of the dating world. We saw major publications in the US and Europe investigating the ‘loneliness epidemic’ in spring, before public attention shifted to the ways in which social apps can help or hinder the search for human connection. Tinder, Bumble and the rest have revolutionised courtship for millions this decade, and there is a growing recognition these platforms will be at the heart of human interaction going forward. This perceptual shift brought increased scrutiny, but also helped to highlight the enormous opportunities in a sector charging towards a \$12 billion valuation.

Accordingly, there have been some substantial developments in Western markets

since February 2018. At the F8 developer conference in May, Mark Zuckerberg announced his intention to bring Facebook into the arena with Facebook Dating. At the time, the social media giant was an outside contender to be the world’s first trillion-dollar company; the news changed the entire landscape in an instant. A slower-than-expected rollout, however, has allowed Match to recover from the initial shock of a new FAANG competitor, and Badoo to continue marching its brands forward with relentless user acquisition. The latter is now in deep discussions concerning an IPO for Bumble, so we have the exciting prospect of three publicly listed product titans battling it out for dating supremacy.

Turning to APAC, we’ve seen innumerable brands vying for a foothold in India this year.

The young, progressive, tech savvy population of 1.3 billion is making its presence felt in the app economy, so much so that even foreign startups are striving to enter the space as soon as possible. No clear winner has emerged on the subcontinent as of yet, so expect huge marketing efforts there to be another feature of 2019. In China, Momo

took control of Tantan and demonstrated to all that hybrid dating-streaming platforms are a force to be reckoned with.

Globally, safety was a recurring theme over the course of the year. GDPR shook up the white label category, and FOSTA/SESTA legislation provided a real challenge to adult sites with global operations. As LGBTQ consumers began to feel private data concerns more acutely, Grindr's Beijing-based parent Kunlun Tech faced pressure to secure user data and act transparently. Making sure singles are safe to build profiles, chat and venture out to find a connection will be crucial as the public increasingly looks for love online. It's been a fascinating year with some rollercoaster moments and, as always, Global Dating Insights is honoured to keep professionals and executives informed at every turn.

In association with SecurionPay, we are proud to present the GDI Power Book 2019.

SIMON CORBETT
FOUNDER,
GLOBAL DATING INSIGHTS





What a year! We've covered a bit of everything since the 2018 Valentine's period: major lawsuits, stock market turbulence, giant acquisitions in Europe and Asia, and an electric cultural conversation around gender, sex and dating. The sector is really coming alive, with passionate entrepreneurs and executives addressing every conceivable niche and geo.

In this year's Power Book, the fifth annual celebration of excellence and achievement in our industry, we've really considered the depth and breadth of talent helping to shape the way singles meet. We have marketers, technologists, events staff and activists listed alongside a diverse group of CEOs and founders, and deservedly so. The momentum online dating companies are seeing only

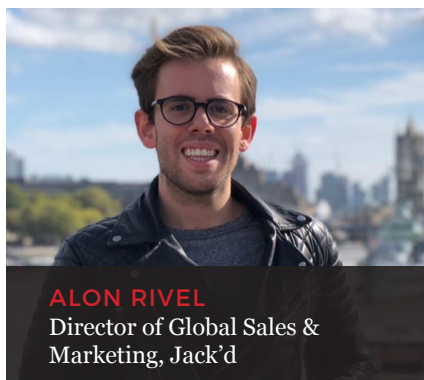
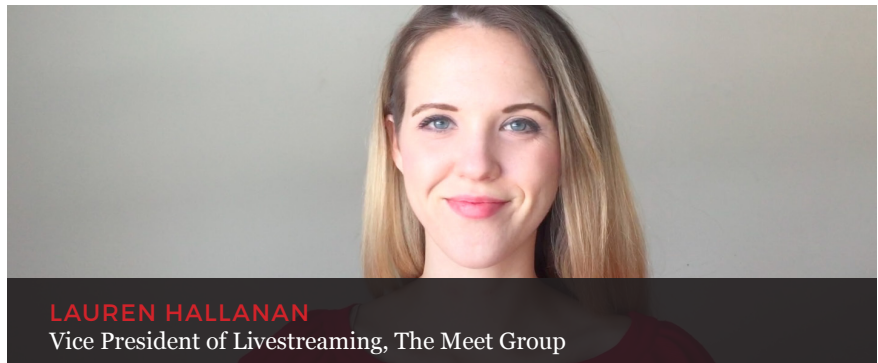
exists thanks to the efforts of creative and hardworking individuals at every level.

GDI is always taking action to ensure we keep pace with the acceleration we're seeing. In June 2018, we launched our first stateside conference at Shutters on the Beach, Los Angeles. Executives from household names like Tinder and The Inner Circle helped to make the event a huge success, and we've already penned in more great speakers for 2019. In May, we're opening up the GDI Singapore Conference at the iconic Marina Bay Sands hotel in Downtown Core. Along with our flagship London Conference, these dates will be at the heart of our global events offering going forwards.

Moreover, readers can look to GDI for top editorial content throughout this coming year. We've just launched our new website, with News, Interviews, Events and Insight subcategories, and will be populating each feed with more material and analysis than ever before. On behalf of the Global Dating Insights team, thanks for downloading the 2019 Power Book. Happy Valentine's Day!

SCOTT HARVEY
EDITOR,
GLOBAL DATING INSIGHTS

"ON BEHALF OF THE TEAM, THANKS FOR
DOWNLOADING THE GDI POWER BOOK."





TANG YAN
Chief Executive Officer, MOMO



OCÉANE KRÜGEL
Global Event & Experience Marketing Manager, The Inner Circle



LIGA PUKITE
Head of Creative, CLiKD



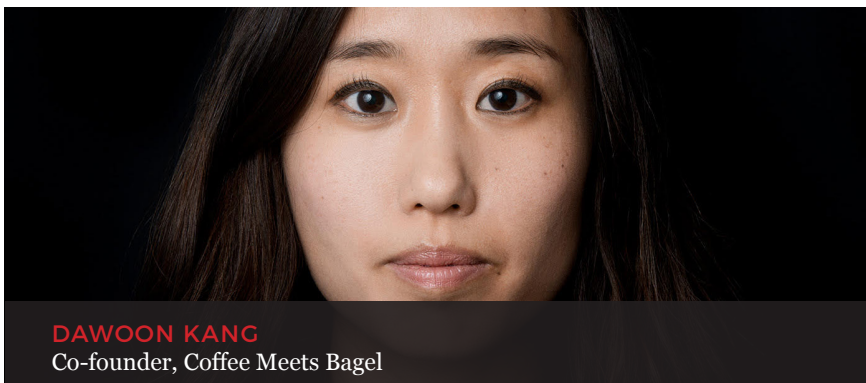
TIM TAYLOR
Founder, FDP Ventures



SAM DUMAS
Global Head of Brand, Chappy



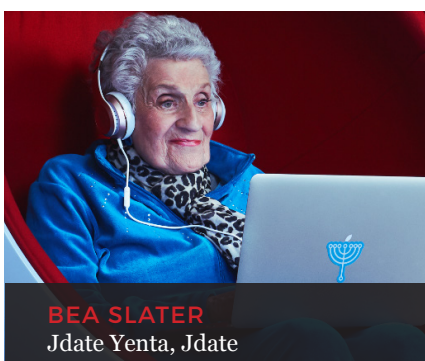
MEREDITH DAVIS
Marketing & Communications Leader



DAWOON KANG
Co-founder, Coffee Meets Bagel



STUART MURGATROYD
Founder, appMi



BEA SLATER
Jdate Yenta, Jdate



NAVTEJ SINGH JOHAR
Activist



START A NEW RELATIONSHIP WITH THE IDEAL PAYMENT PARTNER

Relationships are not easy to maintain, especially when they are one-sided. So, if you're constantly disappointed by your current payment provider and things look very different to how you had originally imagined, it's time to make a switch and find the ideal partner to build a relationship with that only grows stronger with time.

Luckily, you don't have to search any longer. Here's why SecurionPay can be your ideal partner for years.

A partner you can trust

A strong foundation of trust is what keeps a long-term relationship healthy. This is why SecurionPay is based on transparency; so there are no negative surprises, such as hidden or extra fees. Our actions match our words.

We don't try to change you. SecurionPay delivers powerful APIs to help you integrate payments the way you prefer, based on your own setup and programming language. It's a relationship that gives you flexibility and strength, so take control over your payments

and run your business the way you like. Without limitations.

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It's time to forget about the insecurity that you've received from your past partners. SecurionPay will make you feel comfortable, thanks to security tools, non-invasive 3D Secure, and AI-based anti-fraud solutions that adjust to your business and spot any suspicious behavior as soon as it occurs. Your business is in good hands.

The underlying support

It's always good to know that there's a partner that will give you comfort and support. With SecurionPay, you can rest assured that there's someone who will always be there for you, to answer all your questions and solve any issues that are in the way. And yes, we can handle tough questions.

There's even more, so stop looking for the perfect solution in all of the wrong places. Set realistic expectations, contact SecurionPay today, and let's create (processing) history together.

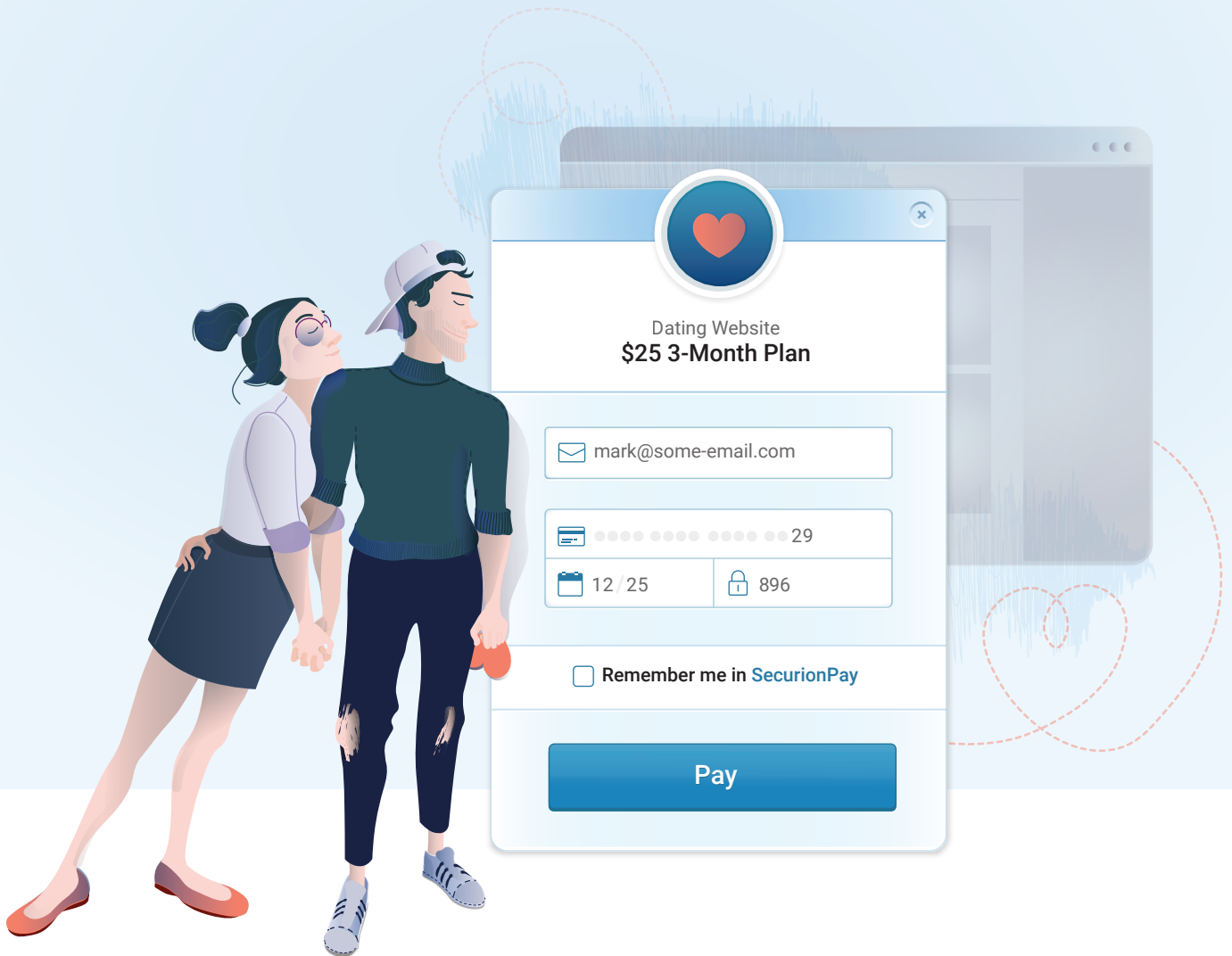
LUCAS JANKOWIAK

CEO, SECURIONPAY


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A portrait of Chris Cox, a man with short dark hair and light eyes, wearing a dark blue patterned button-down shirt. He is looking directly at the camera with a neutral expression. The background is a dark, solid color.

“COX HAS LIMITLESS
CASH RESERVES
WITH WHICH TO
TURN THE PLATFORM
INTO A BEHEMOTH”

CHRIS COX

CHIEF PRODUCT OFFICER, FACEBOOK

“Did you know,” said Facebook founder Mark Zuckerberg, on stage at his company’s annual San Francisco conference in spring, “that one in three marriages in the United States start online?”

What came next took a \$2 billion chunk out of Match Group’s market cap, a number not dissimilar to the social media giant’s monthly active user base at the time. Standing in front of the phrase “Meaningful Relationships”, the world’s fifth-richest man announced his intention to help millions of singles find life partners by developing and launching free dating functionality.

Chris Cox, who has been at Facebook since its university days, then took the stage to drop anvil after market-altering anvil: Dating would be integrated

into the main Facebook app, it would leverage prepopulated groups and events, it would hide your profile from your first-degree network, and it would begin testing in 2018. The Chief Product Officer has since rolled the features out in Colombia, Thailand and Canada, arguably making its beta-test a more significant force than several established players.

Things have been quiet in 2019 but, working alongside Dating manager and Instagram Stories pioneer Nathan Sharp, Cox has limitless cash reserves with which to turn the platform into a behemoth. America will be the real test; how will the press receive the product after a tumultuous two years at Menlo Park?

facebook

IRA KRACHANOVSKAYA

HEAD OF GROWTH MARKETING, Badoo

Badoo is currently the third highest grossing dating app by consumer spend worldwide according to App Annie, and Andrey Andreev-owned Bumble occupies one of only two places above it. The platform ranks third in France, third in the UK and fourth in Germany, in addition to having a major presence in dozens of Eastern European and Latin American markets, and Christmas Island. In early September, the user acquisition counter displayed on the wall at Badoo's London headquarters ticked over the 400 million mark, a milestone crossed just as the app introduced video streaming features with huge potential for deeper monetisation. With a strong portfolio and dominant core brand, the company could drastically shake things up this year

by executing a (direct or Bumble-led) stock market entry.

Ira Krachanovskaya stepped up to the Head of Growth Marketing role shortly after the 2018 Valentine's period, having spent one year as the company's Performance Marketing Lead beforehand. Managing a multi-million pound budget and overseeing the entire user lifecycle, she is one of the faces helping to position Badoo in a competitive space. A real exponent of the value of business mentors, she regularly offers her top tips to young professionals in the technology sector. Her advice for 2019? "Be passionate about what you do and always be open to learn more".



"IN EARLY SEPTEMBER, THE USER ACQUISITION COUNTER DISPLAYED ON THE WALL AT Badoo'S LONDON HEADQUARTERS TICKED OVER THE 400 MILLION MARK"



LYDIA DAVIS

FOUNDER, TOFFEE

Elitist, or just connecting the like-minded? Toffee burst onto the scene in April, thanks in no small part to the mass media attention garnered by its controversial USP. The dating app for the privately educated was featured, analysed and debated in *The Independent*, *The Telegraph*, *The Times*, *Business Insider*, *The Financial Times* and many more leading UK publications at launch, before its story reached journalists in Australia, America and mainland Europe. Founder Lydia Davis, surprised and delighted by the international interest, is now orchestrating moves into countries including Nigeria and India - both emerging markets have enormous private school subpopulations, and could be ideal destinations for the fast-growing startup. The app has recently secured additional funding, and kicked off 2019 by channeling the momentum into a late January Android launch.



TAMARA GOLDSTEIN

FOUNDER, PICKABLE

Pickable allows women to browse profiles anonymously, and doesn't require men to browse profiles at all. This safety-oriented approach is ideal for both parties: the former can date in secret, avoiding being spotted by colleagues and exes, while the latter can wait for genuinely interested prospects to surface. It's more female-friendly than Bumble, Tinder Gold-esque yet free, and focused on quickfire dates to prevent in-app burnout. Founder Tamara Goldstein, a New Yorker with a background in hedge funds and venture capital, sees the sector as an exciting place to leverage new and innovative technology. An experienced marketer, she has landed the app profiles in *Bustle*, *Refinery 29*, *The Daily Mail* and *Gizmodo*. This year, Pickable will roll out in Italy, Germany, Austria and elsewhere, as it aims to take on the leaders with a unique offering.



SHANA SUMERS

HEAD OF COMMUNITY, HER

Ever since HER committed to being an app run by queer women, for queen women it has been working on ways to connect the community at a deeper level. In May 2018 the company underwent a complete rebrand, unveiling a new logo with a four-barred E to represent the notion of fluidity among its members. It also adopted the term ‘womxn’ to offer inclusivity to all female-identifying individuals.

Shana Sumers oversaw the introduction of ‘Communities’, perhaps the biggest update from HER this year. This new platform allows users to platonically connect with one another by sharing their interests, experiences and identities on a social media newsfeed. The new feature was created to combat the amount of real-world queer spaces that are being shut down.

HER



LIGA PUKITE

HEAD OF CREATIVE, CLIKD

CLiKD has serious aspirations to become one of the top 10 dating apps worldwide, and its current growth trajectory shows this optimism is not unjustified. The startup company celebrates originality and uniqueness, and targets social media as a lucrative source of exposure. Head of Creative Liga Pukite has guided the brand’s impressive social portfolio over the past 12 months.

The outstanding “Love in London” photography competition was launched on Valentine’s Day 2018 to celebrate unity and bring back positivity to the UK after a trying 2017. The winning image was displayed in advertising outlets all over the capital, and gained media attention in 14 countries. CLiKD’s Summer Internship then returned for the second consecutive year; a user successfully found love on the app while documenting his whole experience. Forbes described the internship as an “innovative marketing hack”.

CLiKD

TANG YAN

CHIEF EXECUTIVE OFFICER, MOMO

China-based Momo is constantly evolving in novel and interesting ways. From introducing functionality like quick chat feature 'Kuai Liao' and social game 'Werewolf', to running its own reality TV shows and channeling the best entertainers into video streaming, consumers have something new to interact with quarter after quarter on the service. While hard to define, the pioneering platform mixes romantic and platonic connections extremely effectively - a strategy select Western brands are beginning to come alive to as they take on issues of generational loneliness.

The myriad conversation styles possible on Momo makes it less of a pure dating app in the eyes

of some, but the board made it clear they are still fully interested and invested in the sector with a monster acquisition announced in February. Momo took a 100% fully diluted equity stake in Tantan, splashing out a combination of \$600 million and 5.3 million Class A ordinary shares. At the time, Tantan boasted 5 billion matches and counting.

With internet penetration in China sitting at just over 50%, there is enormous room for growth and development as the two brands advance in lockstep. Long-serving CEO Tang Yan guided the company to a record share price of over \$53 in June, and will continue to be one of APAC's dating leaders as eyes turn to the region in 2019.



“LONG-SERVING
CEO TANG YAN
GUIDED THE
COMPANY TO A
RECORD SHARE
PRICE OF OVER
\$53 IN JUNE.”





“IT IS THE MOST MENTIONED DATING APP IN THE NEW YORK TIMES’ WEDDING SECTION.”

BEN CELEBICIC

CHIEF TECHNOLOGY OFFICER, HINGE

Match Group acquired a 51% controlling stake in Hinge in June to help the dating app streamline its message as being a serious platform for millennials. The online dating umbrella has purchased the remaining portion a year later, revealed in its Q4 presentation just seven days ago.

In order to facilitate so many meaningful interactions and combat “dating fatigue”, Hinge’s algorithm needed to be as effective as possible. Ben Celebivic was charged with developing new technologies that provide the best dating experience for users. By removing the swiping functionality, the software was able to learn more about a single’s type and continue introducing them to authentic matches.

The introduction of the ‘We Met’ feature allows users to tell Hinge whether they’ve been on a date and give feedback. This data honed the algorithm by giving it a greater understanding of how a couple’s in-app compatibility translates into the real world. Hinge proudly states three in four first dates now lead to a second.

Its reputation for creating successful couples is contributing to a considerable increase in popularity, making it a leading relationship app for young adults. The user base has grown approximately 400% in the last 12 months, and 90% of the new eligibles are aged between 23 and 36. Hinge is an app that is designed to be deleted, and the proof is in the numbers; it is the most mentioned dating app in the New York Times’ wedding section.

Hinge



ALON RIVEL

DIRECTOR OF GLOBAL SALES & MARKETING,
JACK'D

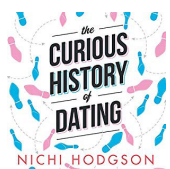
2018 was a transformative year for Online Buddies-owned Jack'd. The LGBTQ dating platform is up to 1.2 million monthly active users, around 500,000 of which are live on the app every day. Its growing audience skews young, with a massive 89% coming from the 18-35 age bracket, suggesting future proof monetisation and a deep understanding of community trends. Jack'd is a popular choice for black, latino and asian consumers, particularly in the US, and hosting this diverse crowd helped to amplify its message against bigotry this year as sexual racism became a hot button issue. Alon Rivel, Director of Global Sales and Marketing, told attendees at GDI London 2018 that the brand will continue to be vocal on important issues, and lead the charge towards inclusive online dating in the runup to 2020.



NICHI HODGSON

AUTHOR, THE CURIOUS HISTORY OF DATING

The Curious History of Dating: From Jane Austen to Tinder opens by noting that in the 1700s, courtship “consisted of a lot of letter-writing, sighing, hoping and waiting for a reply to one’s mailbox”. It then takes the reader through the Victorian era and First World War, picking out novelties including Voluntary Women’s Patrols and the emergence of the term “flapper”. The evolution of romance in the 20th century is considered decade by decade, with the 1990s chapter titled “Modem Love”, before the book culminates in an analysis of today’s Tinder-infused singles scene. Hodgson’s Audible narration landed in July 2018, and she has continued to touch adjacent topics for Drugstore Culture and The Guardian in the succeeding months. As the industry enters the limelight, this informed commentary will help to give products their proper sociological context.



TIM TAYLOR

FOUNDER, FDP VENTURES

At the start of 2018, Tim Taylor had a clear strategy for how he was going to advance FDP Ventures and take the brand to another level. A key moment in the dating firm's accelerated growth came in April with the acquisition of LoveThing.com, a sophisticated, freemium website that employs artificial intelligence to provide an efficient dating experience. FDP now has over 30 quality and secure platforms, with a combined user base of approximately one million.

Taylor rounded off the year by orchestrating a high-profile collaboration with white label specialists Hub People, launching a mobile-first mainstream dating service. Partners are now able to utilise the network to create dating websites and systematically monetise traffic via advertising, subscription models and in-house cross selling.



OCÉANE KRÜGEL

GLOBAL EVENT & EXPERIENCE MARKETING
MANAGER, THE INNER CIRCLE

It has been a year of sustained expansion for The Inner Circle, with the selective dating app landing in an array of new geographies. After welcoming its one millionth user in July 2018, David Vermeulen's service won the 19th Deloitte Technology Fast 50 in The Netherlands - an award that celebrates innovation and exponential development. Over the past four years, the company boasts a growth rate of approximately 3460%.

One of the main reasons for The Inner Circle's success is the collection of unique dating events it hosts, allowing singles to meet and interact in real life. As Global Event Marketing Manager, Océane Krügel has continually hosted sell-out experiences in every live market. These include launch parties in the new locations and the annual Summer Polo Festival in London. The highlight of the year came when the company led a canal parade to celebrate Amsterdam Pride.



LAUREN HALLANAN

VICE PRESIDENT OF LIVESTREAMING, THE MEET GROUP

The Meet Group has gone from strength to strength since introducing a livestreaming video interface to its brands. Video gifting now accounts for well over half of the firm's revenue, and new features are being introduced every quarter to complement the innovative functionality. More than 30,000 "Battles", one of the most recent additions, take place every day on Skout and MeetMe, and these services are perfectly placed to benefit as streaming culture begins to manifest across the US and Europe. Last month, MEET stock reached an 18-month high after surpassing analysts' high-end expectations in advance financial results.

Hallanan sees The Meet Group as "Twitch for Dating". A successful livestreamer herself, she appreciates the personal touch that YouTubers, Periscope performers and others bring to the table vis-à-vis traditional media stars. To outsiders, it can be difficult to see how one-to-many entertainment fits in the dating niche but, for users, intimate streamed content helps to reduce loneliness in much the same way as an in-app conversation. In addition to supporting the development and expansion of LOVOO and other platforms, Hallanan hosts the Stream Wars podcast, exploring how the live video industry is developing and interviewing top creators from around the world.



"THE MEET GROUP HAS GONE FROM STRENGTH TO STRENGTH SINCE INTRODUCING A LIVESTREAMING VIDEO INTERFACE TO ITS BRANDS."





“THIS PRODUCT IS SET TO CHANGE THE WAY INFLUENCER MARKETING IS UTILISED IN THE ONLINE DATING INDUSTRY FOREVER”

STUART MURGATROYD

FOUNDER, APPMI

Influencer marketing is one of the fastest growing trends in the online dating space, as a number of white label platforms look to take advantage of celebrities' sizeable social media followings. Stuart Murgatroyd is leading the way with appMi, a specialist company he co-founded to collaborate with a variety of partners and meticulously create products that resonate with their fans.

Throughout the construction process appMi provides a tremendous amount of support, aiding with content creation and copywriting to ensure the sites have a continuous stream of activity. The influencers consistently promote on Twitter, Instagram and Snapchat to guarantee the community is well populated, all for a relatively low advertising cost.

Murgatroyd has worked with many celebrities in the past, including Lauren Goodger (The Only Way Is Essex), Nathan Henry (Geordie Shore), Jemma Lucy (Ex on the Beach) and several more, to produce a variety of relationship and hookup platforms. He has also infiltrated the US by working alongside internet personality Trisha Paytas.

Murgatroyd's largest project to date will be ready for release in March 2019. appMi has created its first self-branded dating app which will receive significant publicity from the 20+ influencers it has teamed up with. This is a revolutionary new product, and is set to change the way influencer marketing is utilised in the online dating industry forever.





SAM DUMAS

GLOBAL HEAD OF BRAND, CHAPPY

Chappy was relaunched in September 2018 following the departure of two of its three co-founders. Sam Dumas took the reins as Global Head of Brand and introduced the gay dating app's new look to the world, which featured two specially invented colours and an updated mood scale.

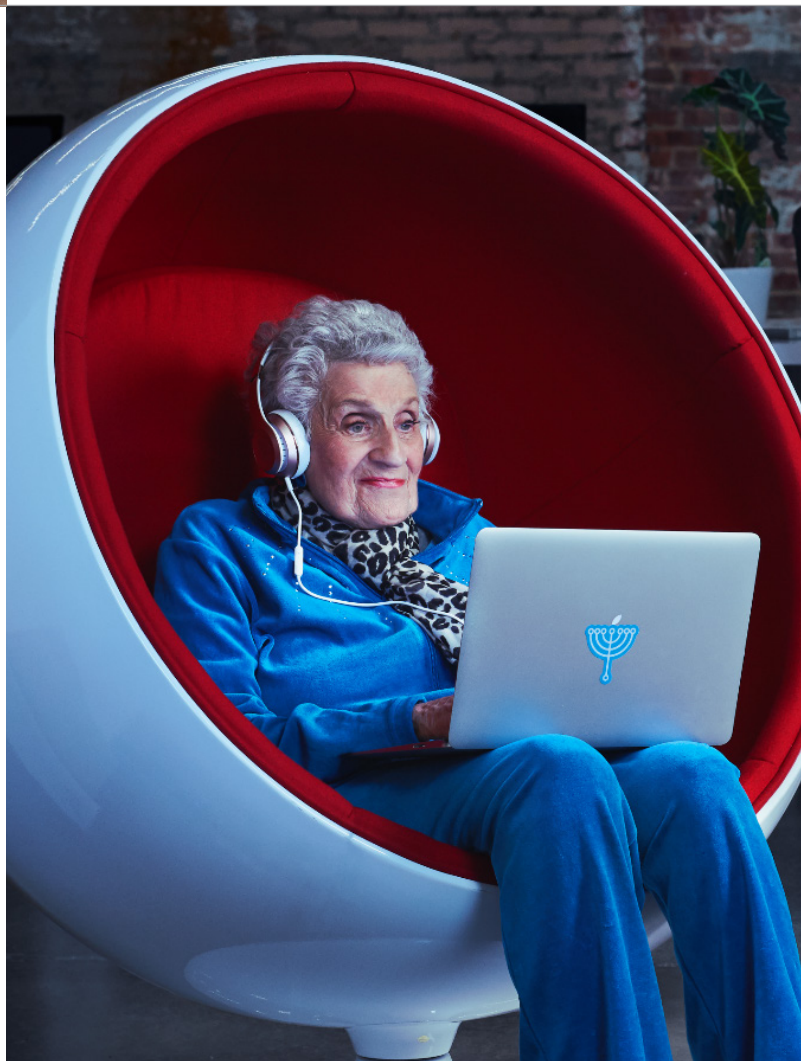
The London-based company has been a strong advocate for LGBTQ rights and has constantly been working to create a healthy and empowering community. Dumas publicly condemned any user who added a racial preference to their profile, labelling it as "blatant prejudice". Chappy promised to make a donation to GLAAD, a media organisation that works to improve equality and acceptance, for every conversation that is started on the platform throughout 2019.



BEA SLATER

JDATE YENTA, JDATE

Spark Networks' Jdate announced its "20 years of love" campaign in February 2018. The heartwarming anniversary promotion saw Jewish couples from around the world share their stories online, and served as the perfect backdrop for the rollout of new Spanish, Russian, German and Polish languages on the service. It also set the scene for the introduction of some brilliant brand personalities; David Yarus, founder of JSwipe, came on board as the platform's new Global Ambassador, while 91-year-old Bea Slater featured as one of the coding Yentas in an accompanying billboard series. Slater, herself a former photographer, told GDI that although she met her husband "sitting on a beach in New Jersey, no clicks involved", her grandson met his wife on Jdate.



NAVTEJ SINGH JOHAR

ACTIVIST

On 6th September 2018, the Indian Supreme Court provided a groundbreaking ruling to make consensual homosexual sex legal. It was a landmark case that caused nationwide celebration and allowed hundreds of young people to publicly come out for the first time. Choreographer Navtej Singh Johar was the leader of five plaintiffs who took on the government and successfully overturned the colonial-era legislation deeming homosexuality to be unnatural.

The change was a significant breakthrough, one which prompted the LGBTQ community to further challenge some of the country's more conservative systems and sects. Blued launched a follow-up awareness campaign to push for more human rights, such as the right to marry or adopt. India's modernising, both technologically and on LGBTQ issues, has caused more dating apps to see it as a viable active market; Bollywood superstar Priyanka Chopra helped Bumble to launch in December, empowering and promoting an independent lifestyle to Indian women with the #EqualNotLoose initiative.



MEREDITH DAVIS

MARKETING & COMMUNICATIONS LEADER

Meredith Davis' mission, as outlined at Hustle's 2X storytelling event for "successful, badass women", is to bring a voice to sex, dating and relationships in any way she can. From studying a bachelor's degree in human sexuality, to running the social media accounts of a sexual accessories firm, she has always traversed the industry in pursuit of that articulated goal. Currently, Davis is fresh from completing a 3.5 year stint at The League. Therein, she progressed from Community & Operations Manager to Head of Community & Operations, before becoming the app's Head of Communications during a crucial growth phase. Having helped scale the startup to no fewer than 57 cities, Davis departed in November 2018. She called the experience "the most challenging and rewarding" time of her life in a goodbye message, before reaffirming her commitment to the task at hand.

DAWOON KANG

CO-FOUNDER,
COFFEE MEETS BAGEL

Coffee Meets Bagel has enjoyed a banner twelve months, first launching its playful “Camp Meets Bagel” excursions in February before securing \$12 million series B in May. The San Francisco-based dating app has used the money to fuel an aggressive international expansion, and to add a Chief Technology Officer and Chief Financial Officer to its executive ranks. New features abound, including mobile phone verification and an updated interface for liking and messaging profiles. Late in the year, the platform teamed up with rapper Ice-T for a creative campaign when it came to light he had never tried coffee nor bagels - the resultant advert was a viral hit, and the celebrity went on to discuss CMB with Jimmy Fallon on The Tonight Show.

For Co-founder Dawoon Kang, Mark Cuban’s \$30 million buyout offer will be fading far into the distance. She told Business Insider she was “so, so, so convinced that was the right decision” in June, adding in another interview that she met her own partner via the service.

Along with sisters Arum and Soo Kang, the entrepreneur is coming into 2019 hot. Her brand deployed a fresh logo and reinvigorated its social media presence in early winter, and is gearing up to take on the market leaders this Valentine’s period and beyond.

“ALONG WITH SISTERS ARUM AND SOO KANG, THE ENTREPRENEUR IS COMING INTO 2019 HOT”



CoffeeMeetsBagel

MANDY GINSBERG

CHIEF EXECUTIVE OFFICER, MATCH GROUP

Mandy Ginsberg was appointed CEO of Match Group in early 2018, having headed up Match.com since the start of 2012. The Wharton School alumna has deftly guided the market leaders through a turbulent few months, taking the share price past the \$60 mark for the first time in September and building further momentum through December and January. The year saw the introduction of Tinder Picks, another benefit of Gold membership, and a renewed appeal to 18-25s with Tinder U, the US college campus feature helping students to connect.

As well as fighting core product battles in the North American market, Ginsberg and Match are expanding effectively into countries like Indonesia,

India and Korea. This internationalisation is a key part of Match Group's advantage; while its flagship service appears neck-and-neck with competitors in some geographies, it dominates in other populous, untapped markets. Couple this with the firm's acquisitions - it added Hinge to its portfolio over summer - and it's easy to see why Yahoo Finance's Chief Tech Correspondent began to debate antitrust concerns in June.

Match Group rounded the year off by hitting 100% pay equity by gender, announcing yet another incubated brand in 'Ship', and treating shareholders to a \$560 million dividend.

matchgroup

A close-up portrait of Mandy Ginsberg, CEO of Match Group, smiling. She has dark hair and is wearing a red top. The background is a dark, textured wall with a grid of small, light-colored circles.

“MATCH GROUP
ROUNDED THE
YEAR OFF BY
HITTING 100%
PAY EQUITY BY
GENDER.”



Marketing

MOJO

SCOTT HARVEY
Editor

SIMON CORBETT
Founder

DOMINIC WHITLOCK
Reporter

JENNIFER HARTLE
Events Manager

CLAIRE ELLIOTT
Office Manager

GDI

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