



GDI

POWER BOOK

POWER BOOK 2022

RECOGNISING EXCELLENCE
AND ACHIEVEMENT IN THE
ONLINE DATING INDUSTRY



2022 Sponsors

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WELCOME TO THE EIGHTH ANNUAL GDI POWER BOOK, THE DEFINITIVE LIST OF THE LEADERS, INFLUENCERS, TREND-SETTERS AND ENTREPRENEURS WHO HAVE SHAPED OUR INDUSTRY OVER THE PAST TWELVE MONTHS.

The COVID-19 pandemic has naturally dominated the industry in the past year and many online dating brands have changed product, structure and focus during this period. Yet despite the changes, industry growth, new entrants and innovation remain constant in our industry.

GDI has changed during this period and as conferences were ruled out, we have increased our digital content with new and exclusive podcast interviews and introduced a monthly webinar held on the Third Thursday of each month. As well as daily news, weekly newsletters and the definitive list of new start-up's, revealed each Friday.

I'm delighted to say our live conferences are back and in 2022 we have New York, Singapore, London and San Francisco confirmed. We will continue to follow the

format our audience wants, which involves Wednesday evening networking, followed by an all-day conference on Thursday, followed by an evening drinks reception. I'm pleased to say our GDI parties are also back, please look out for invites throughout the year.

Finally, a huge thank you to this year's sponsor of the Power Book, Press Play, an innovative new dating and social networking app that connects a community through their shared musical tastes and experiences.

Enjoy the Power Book 2022 and please stay in touch:

simon@globaldatinginsights.com

SIMON CORBETT
FOUNDER,
GLOBAL DATING INSIGHTS



It's my pleasure to introduce the GDI Power Book, 2022 and having been a Reporter at GDI for the past two years, I'm very proud to now be the Editor.

Despite COVID-19, there have been some incredible developments in the industry over the past twelve-months. Bumble, the female-first dating platform, has dominated the past year and in early 2021, the platform was taken public on the Nasdaq, selling over 45 million shares to new investors at \$43 a piece on its opening day, meaning Bumble entered with a market valuation of \$8.2 billion.

Match Group's growth continued with its acquisition of Hyperconnect in mid-2021. Whilst it isn't the most high profile acquisition Match Group has made in recent years, it creates a clear path into the Asian

market and gives a glimpse into Match Group's future.

The Metaverse is firmly on everyone's radar with the trial and introduction of 'Single Town', a virtual reality dating experience that has been tested on university campuses across Seoul. This new experience allows singles to move around different virtual locations and interact with other avatars in large groups or for one-to-one connections.

Whilst it may be a starting pistol of the futuristic metaverse more than anything else, it's a clear indication of the way that dating is headed in the years to come, and that platforms should be prepared for the meteoric uprising of VR and AI across the market.

This year's Power Book follows a familiar pattern, revealing the leaders, influencers and trend-setters within The Americas, EMEA and the Asia Pacific region. This is our most exciting and diverse Power Book yet with individuals and brands from across the world and from every corner of our exciting industry.

From everyone at Global Dating Insights, thank you for downloading the eighth annual Power Book. Happy Valentine's Day, I hope to see you very soon!

LUKE SMITH
EDITOR,
GLOBAL DATING INSIGHTS



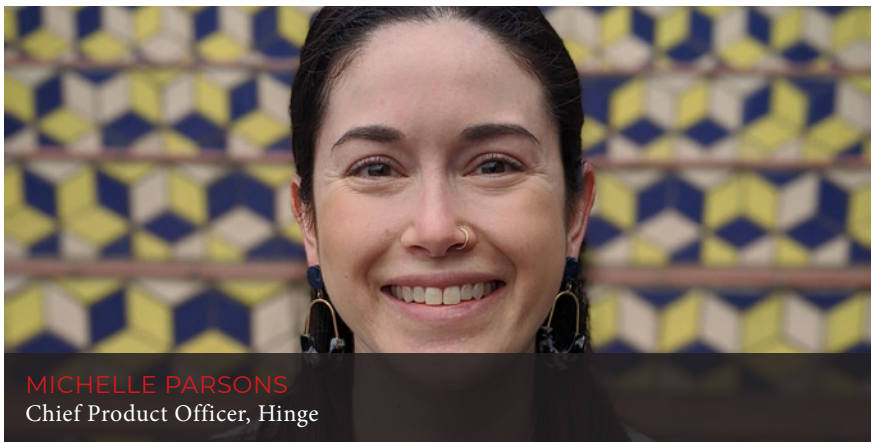
ANURADHA SUBRAMANIAN
CFO, Bumble



JARRED SINE
Chief Business Affairs & Legal Officer
Match Group



ALEX BLACK
Marketing Director, Grindr



MICHELLE PARSONS
Chief Product Officer, Hinge



LEIGH D'ANGELO
Co-Founder & CEO, Tabby



REGINA QUINTO
Head of Product, S'More



WHITNEY WOLFE HERD
CEO, Bumble



RENATE NYBORG
CEO, Tinder

POWER BOOK 2022



MASHA KODDEN
Managing Director, Inner Circle



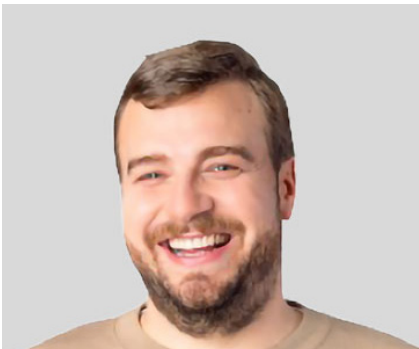
KARIMA BEN ABDELMALEK
President & CEO, happn



CHRISTIAN MERCER
Founder & CVO, Positive Plus One



GEORGE RAWLINGS & MATT MCNEILL LOVE
Co-Founders, Thursday Dating



MILES NORRIS
Chief Product Officer, Badoo



CHARREAH JACKSON
Award Winning Journalist
& Dating Expert



DR HANNAH SHIMKO
Communications and Policy Director,
Online Dating Association



ANA KIROVA
CEO, Feeld



ANDY TIAN
Co-Founder & CEO,
Asia Innovation Group



DENISE SANDQUIST
Co-Founder & CEO, Fika



JUNYA ISHIBASHI
CEO, Eureka Inc.



LU ZHANG
Founder, CEO & Chair, Soulgate



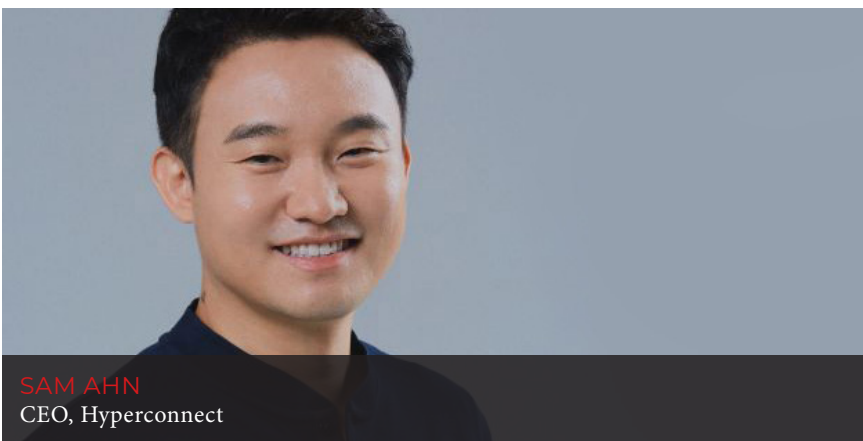
RAVI MITTAL
Founder & CEO, QuackQuack



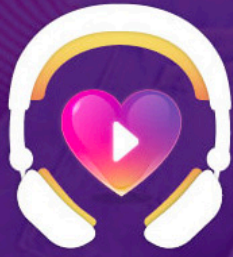
PAWAN GUPTA
Co-Founder & CEO, Betterhalf.ai



MARIKO TOKIOKA
Founder & CEO, EME Hive



SAM AHN
CEO, Hyperconnect



Press Play
music lovers unite™

Press Play is delighted to be the official sponsor of the eighth annual GDI Power Book. 2021 hasn't been the year we felt it might be, but the dating industry has once again shown the grit and resolve to keep singles connected, even when it wasn't possible physically.

The GDI Power Book 2022 showcases those who have made the biggest achievements over the last twelve months, and those who have had the biggest impact on their respective areas of their platform. We're delighted to be working with GDI to showcase these achievements, and couldn't be prouder of those included for their contribution to the industry!

But let us tell you a little more about Press Play. Three single people from three distinct phases of life joined together to create Press Play, a dating and social networking app that connects a community through their shared musical tastes and collective life experiences. Our proprietary matching algorithm uses a multilevel compatibility model to incorporate personality and music preference, the use of music as a language, and shared experiences.

Studies show that your music preferences correlates directly with the results of leading psychological attribution tests including the Myers Briggs and NEO-PI personality tests.

Press Play focuses on music compatibility to match individuals for optimal dating and social connections. In addition to music compatibility, Press Play also addresses music as a language and celebrates shared experience.

Music is a language of its own. Studies indicate that finding others who enjoy similar music creates stronger bonds between two people. In addition, it creates the feeling of holding that person in higher regard. Music lovers use music to communicate in many ways and in fact, the communication of emotions tops the list of those communication traits. As a prime example, Sony and Tinder came together in a recent study that claims 84% of Tinder users hope to be matched with someone who likes their music.

Finally, Press Play uses shared experience as a tool to match users. Shared experience is characterised by, seeing, hearing, or doing the same thing as someone else. The value of shared experience is that it quickly turns into, "shared reality" which is a key component of healthy and long-lasting relationships, with friends, family, and especially among romantic connections. A Columbia University study states, "Wanting to establish shared relevance is so central to human motivation that even infants seek to establish

SPONSOR MESSAGE

it with their caregivers by pointing out objects deserving of co-attention”.

When asked about how Press Play came to be, CEO and Co-Founder Tina Houser said, “I spent what seemed like a lifetime in a relationship with someone with whom I wasn’t musically compatible. It made our relationship hard to navigate. I lost track of a big (music loving) part of myself in that relationship. Live music, dancing, singing in the car, and expressing my feelings via music weren’t available to me for so long and I decided, after a short stint on a few other dating apps, that I wouldn’t allow that to happen again. I want to be surrounded by people who love the same music as I do. I want to live! I want to have fun! Life is extremely dull without music and even worse when you are enveloped by music you don’t connect with”.

Rich Taylor, Co-Founder and President is mostly excited about meeting people who he describes as, “Concert Buddies” or, “Musical Pen Pals”. His excitement around the project is contagious and stimulating. He can’t wait to share it with everyone he knows.

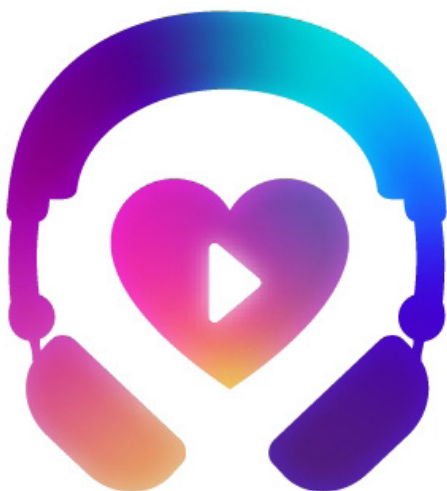
Co-Founder, Chief Product Officer, and lead designer, Caitlin Alexander is extremely passionate about the possibilities it holds for musicians and the music industry. “We are so excited to provide

musicians a place to truly connect with the people who love their music. Artists will be able to fill out their own Song Story™ and the Press Play community will be able to discover music compatibility with their favourite artists, learn more about the story behind their music, and truly connect in a way that hasn’t been available before.”

Press Play’s key differentiator is what the co-founders call, “the Song Story™”, or “the soundtrack of your life™”. The Song Story is a result of a series of introspective questions about your musical tastes, your life experiences, and the role that music played in those experiences. The questions are designed to serve the dual purpose of self-introspection AND as a powerful tool to connect you in a meaningful way to other members in the Press Play community.

Discussions that start around music have the potential to lead to amazing conversations. To prove that point, ask the next person you talk to, “what band was playing at your first concert ever?” and see where the conversation leads. The Press Play founding team believe the role music plays in a community’s lives and especially in their relationships is so much more than one’s music collection or playlist. The unwavering mission at Press Play to have “music lovers unite” goes right to the heart of who humans are through and because of music.

Press Play will be rocking and rolling out to consumers the 1st quarter of 2022. In the meantime, you can check them out at www.pressplay.me and sign up for a backstage pass to be the first to know when the app has launched! Press Play hopes that you can find inspiration from the leaders and innovators in this book who have each shown excellence with their branding, technology and scale in dating in 2021, and we look forward to seeing what lies ahead in 2022.



THE AMERICAS

RECOGNISING EXCELLENCE
AND ACHIEVEMENT IN THE
ONLINE DATING INDUSTRY


ANURADHA SUBRAMANIAN

CHIEF FINANCIAL OFFICER, BUMBLE

Anuradha Subramanian is the CFO of Bumble. One of the biggest steps over the last twelve months has been Bumble going public in February 2021. Raising over \$2.2 billion in the initial IPO, and over 45 million shares were sold to new investors at \$43 apiece, meaning Bumble entered with a market valuation of \$8.2 billion. Bumble had gradually increased its target over the weeks leading up to the IPO, and the aim was to raise \$1.8 billion with shares costing approximately \$38.

Anuradha Subramanian has served as Bumble's Chief Financial Officer since September 2020, playing a pivotal role in the Bumble IPO of 2021. Prior to joining Bumble, Anuradha has served as Chief Financial Officer, Digital at Univision Communications Inc. from February 2018 to September 2020.

Whilst also playing a vital role in Bumble's IPO, Anuradha takes her place on the incredibly diverse and female-driven executive leadership team. The role that Anuradha plays in driving female leadership, specifically in finance roles, cannot be understated, and her role in the Bumble IPO in early 2021 was an incredible triumph for Bumble, making it one of the biggest dating developments in 2021, rightfully earning Anuradha her place in the GDI Power Book 2022.

A close-up portrait of Anuradha Subramanian, a woman with dark, curly hair, smiling warmly at the camera. The background is a soft, out-of-focus grey.

'ANURADHA
TAKES HER
PLACE ON THE
INCREDIBLY
DIVERSE AND
FEMALE-DRIVEN
EXECUTIVE
LEADERSHIP'



'THERE ARE CLEAR
SUCCESSSES IN HIS WORK
BEGINNING TO SHOW'

JARED SINE

CHIEF BUSINESS AFFAIRS & LEGAL OFFICER, MATCH GROUP

Jared Sine's position in the GDI Power Book 2022 is undisputed. As Chief Business Affairs and Legal Officers at Match Group, 2021 was a busy year, and his work in the ongoing battles against both Apple and Google's commission fees came to boiling point.

Jared Sine appeared as a witness at the antitrust hearing in March in front of the Senate Judiciary Committee. High-ranking executives from both Apple and Google also had to testify, as the technology giants were investigated over allegations that they hold a monopoly over the mobile app market.

The battle, led by Match Group against Apple and Google, was born out of developer complaints about the way the App Store and Google Play store operated. They took exception to the mandatory 30% commission fees, which are particularly harmful to smaller creators and lead to higher prices for consumers.

Jared's position in the GDI Power Book 2022 stems from his battling to win fair prices on commission for startups, whilst also drawing upon the monopoly system that many feel is held by Apple and Google. There are clear successes in his work beginning to show, none less than the recent ruling from Dutch authorities that Apple must allow developers of dating apps to offer alternative payments systems other than Apple's In-App Purchase system.



ALEX BLACK

MARKETING DIRECTOR, GRINDR

The inclusion of Alex Black, Marketing Director at Grindr, in the GDI Power Book 2022 stems from two exceptional marketing campaigns run in 2021. The first being the kit sponsorship with Biarritz Olympique, the French professional rugby union side, and the second involving the original Grindr comedy series, Bridesman.

The campaign with Biarritz Olympique saw the side sport the gay dating app's logos across the home and away kits for the 2021/22 season. The new kits were created by 'Grindr For Equality', the app's non-profit arm that runs a variety of initiatives to support the whole LGBTQ community on issues that impact them everyday.

'Bridesman', Grindr's original comedy series, was announced in March 2021, with all episodes initially available on the gay dating app. The campaign premiered at the prestigious 'Outfest Los Angeles', a nonprofit film festival that specialises in LGBTQ productions.



MICHELLE PARSONS

CHIEF PRODUCT OFFICER, HINGE

Michelle Parsons is included in the GDI Power Book 2022 courtesy of her work on Hinge's 'voice note' and 'voice prompt' features. Both features have been revolutionary in the development of the Hinge platform, aiding singles to make better connections on 'the app designed to be deleted'.

The voice updates became available to singles in Autumn 2021. Users have the opportunity to add questions to their profiles and then record 30-second audio answers to give a better indication of their personality. Hinge was one of the first dating apps to add a 'Prompt' feature, but had previously been operating on written answers alone.

Following voice prompts, Michelle's Hinge team introduced 'Voice Notes'. Working in a similar manner to other social media platforms, they play a pivotal role in supporting more intimate and meaningful conversations between new matches.



LEIGH D'ANGELO

CO-FOUNDER & CEO, TABBY

Leigh D'Angelo's influence in the dating industry over the past twelve months is well recognised across the industry. Leigh's pinnacle moment of 2021 came with her appearance on Shark Tank, where Tabby, the cat person's dating app, secured a \$300,000 investment from Kevin O'Leary for a 30% equity.

Tabby was launched following the successes of Dig, the dog person's dating app, with Leigh's sister Casey Isaacson. They were one of the first successful recipients of the HubStar's Million Dollar Dating Project, which allowed the sisters to receive investment, as well as expert marketing and development assistance as part of the prize.

Tabby launched on 'International Cat Day', it currently has just over 31,000 users.



REGINA GUINTO

HEAD OF PRODUCT, S'MORE

Regina Guinto is S'More Head of product and is responsible for making S'More's vision for a less superficial dating experience come to life. Regina is also the President of The Advertising Club of New York's young members division, and she spent the early part of her career running marketing and design for a notable AdTech company, Jun Group based in New York.

Regina's place in the GDI Power Book 2022 is solidified by the outstanding year that S'More has had. The year began by S'More raising an additional \$2.1 million following the closure of its latest funding round led by Benson Oak Ventures.

S'More also announced the launch of the platform in San Francisco. The expansion to the Californian city officially happened on 16th June to coincide with Pride

Month. The move was a success for S'More, with San Francisco having the largest population of LGBTQ-identifying residents in the country, while 21% of the app's users are LGBTQ, a high share for a non-exclusive app.



WHITNEY WOLFE HERD

CHIEF EXECUTIVE OFFICER, BUMBLE

Whitney Wolfe Herd's achievements as an entrepreneur, and her role in the dating space, are beyond incredible, and she is a constant inspiration for women looking to break into male-dominated industries. When Bumble was first launched it was an app looking to hand women the tools to take control of their dating journey. It is now a multi-billion dollar public company and a global movement, empowering women to not let anything stop them from achieving their goals. Whitney made history in February as the youngest female CEO to take her company public, becoming the youngest female billionaire in the process.

Bumble's IPO on Valentine's Day 2021 was met with a large amount of interest, from both professional and retail investors who were optimistic about its future in the dating space. There is also a large amount of talk about the company's potential expansion as a lifestyle brand and what that might look like. The first permanent

'Bumble Brew' has opened in New York, a trendy restaurant, cafe and wine bar for people to meet their friends and dates.

Whitney's leadership led Bumble to surpass one billion in global consumer spending in late 2021, making it only the second dating platform behind Tinder to achieve this level of spend. Bumble was also recognised as one of the winners at the #GetOnBoard Awards by 'How Women Lead', where the platform received the 'Leading The Way Award' which celebrates a company that is committed to offering gender diversity in the boardroom and is setting a strong example for others to follow.



'SHE IS A
CONSTANT
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FOR WOMEN
LOOKING
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INTO MALE-
DOMINATED
INDUSTRIES'

'SHE MADE AN IMMEDIATE IMPACT AND HELPED TO IMPROVE TINDER'S FOOTPRINT ACROSS OVERSEAS TERRITORIES'



RENATE NYBORG

CHIEF EXECUTIVE OFFICER, TINDER

The online dating industry took another significant step towards gender equality in September 2021 when Tinder named its first female CEO. Renate Nyborg received the promotion after being with the company for less than a year and impressing the senior management team during her first few months with the dating platform. As General Manager of Europe, Middle East and Africa she made an immediate impact and helped to improve Tinder's footprint across overseas territories through a series of marketing and strategic initiatives.

Renate has since relocated to New York City and is fronting up Match Group's new offices in the concrete jungle. She is an expert in developing mobile products, growing subscription businesses and expanding them into new markets, which is perhaps an indication of the company's plans to grow in Europe. After meeting her husband on Tinder, Renate knows how important dating

apps can be to people's lives and will be committed to providing them with a safe and inclusive space to connect.

Tinder is in the middle of the biggest product development of its history, rolling out the 'Explore' hub. This consolidated section of the app is home to all of the dating and social experiences, making it easier for singles to find the relationships they're after. The long-awaited second season of its original series 'Swipe Night' is now airing, with new ways for singles to match over their love of the show.



EUROPE, MIDDLE EAST & AFRICA

RECOGNISING EXCELLENCE
AND ACHIEVEMENT IN THE
ONLINE DATING INDUSTRY



'FOLLOWING MASHA'S GUIDANCE, INNER CIRCLE HAS COME OUT FROM THIS INCREDIBLY CHALLENGING PERIOD STRONGER THAN EVER BEFORE'

MASHA KODDEN

MANAGING DIRECTOR, INNER CIRCLE

Inner Circle was one of the biggest hosts of online dating events in the industry before the pandemic, with a hybrid approach that also included a curated community of singles that were serious about finding long-term relationships. However, once global lockdown restrictions were implemented and Inner Circle events were completely cancelled, its daily active user count started to drop. The brand acted fast and evolved to make sure it continued to stand out from the crowd. Inner Circle upped its focus on high quality dating and ensured users were as safe as possible while navigating the app.

Masha Kodden joined the team in November 2020 to take over some of the day-to-day responsibilities from co-founder and CEO David Vermeulen. Her impressive history and expertise in scaling technology companies is ideal for the next stage of Inner Circle's growth, while her passion for online safety is paramount to running a modern dating platform.

Following Masha's guidance, Inner Circle has come out from this incredibly challenging period stronger than ever before, with an increased emphasis on challenging singles to date better by being open, honest and safe.

It finally managed to get back to its popular singles events this summer, much to the delight of its members. Masha is an established member of the 'Women In Dating Council', taking part in its first ever panel discussion at the GDI London Conference in September 2021.



KARIMA BEN ABDELMALEK

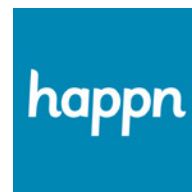
CHIEF EXECUTIVE OFFICER & PRESIDENT, HAPPN

The pandemic had many effects on every level of our lives. For Singles, this has been amplified by the loneliness they felt and the inability to meet new people. Dating apps such as happn have been a modern answer, a way for singles to continue socialising. In addition to this mission, happn has faced a new challenge and proved its capacity to adapt to the context and to Singles' expectations. As the app is based on geolocation, the team immediately adapted the radius for crossings and introduced some virtual dating features such as the video call.

In July 2021, Karima Ben Abdelmalek became the new CEO and President of happn. With her impulse, she initiated a new strategy based on trust. Her goal is to reinforce trust with singles, especially women. Last year's restrictions made many people rethink their romantic situation and decide not to be by themselves for potential lockdowns in the future. happn should be a reliable

partner for them, a way for them to re-enchant their dating life.

This new strategy also includes making virtual dating more real. That's why, in September, the app launched a range of new features dedicated to voice. happn strongly believes in the emotions Singles can feel, even if they meet on a dating app: listening to a voice, discovering a tone is a way to recreate the Crush they can have in real life. With this mindset, happn will continue developing features to support Singles in their quest for love, bringing to them the trust and the authenticity they need.



'HER GOAL IS TO REINFORCE TRUST WITH SINGLES, ESPECIALLY WOMEN'

CHRISTIAN MERCER

FOUNDER & CVO, POSITIVE PLUS ONE

Online dating can be a challenge at the best of times, but for singles living with HIV the obstacles to overcome could appear countless and difficult to manoeuvre. In 2020, Christian Mercer was inspired to make a difference after a friend confided in him about the issues he was facing. Positive Plus One offers singles a sleek, modern and attractive solution that helps users be open from the very beginning.

2021 has been especially prevalent for Positive Plus One, with it being the 40th anniversary of the AIDS pandemic. Positive Plus One is moving from strength to strength in the last twelve months, with additional funding support on the horizon and expanding the platform a top priority, making Christian and Positive Plus One an absolute one to watch in 2022, especially with a plan to expand and grow in the US market.



GEORGE RAWLINGS & MATT MCNEILL LOVE

CO-FOUNDERS, THURSDAY DATING

If there's one platform that's on the tip of everyone's tongue in recent months across the dating landscape, it's Thursday Dating. The startup is generating an incredible amount of traction across the dating world with their out-there marketing strategies and impressive social media presence.

The message that Thursday Dating sends out is that there's more to life than dating apps, and it shouldn't consume all of a single's time. Therefore, having one day a week where the platform is live allows singles to dedicate one day to matching, chatting to, and meeting fellow singles - and at the end of the night all matches and chats disappear. It's the quintessential idea of making your move fast.

Thursday has created an exceptional following since its launch in New York and London, and now hosts afterparties every Thursday in London and New York, as well as events in Manchester and Bristol too. Thursday Dating is definitely one to keep an eye on as the expansion continues across 2022.

thursday

MILES NORRIS

CHIEF PRODUCT OFFICER, Badoo

Miles Norris' is included in the GDI Power Book 2022 due to the number of new features introduced to the Badoo platform over the past twelve months. The most significant features include the introduction of feature videos on profiles, a 'rude message detector', a moods feature, and the 'would you rather' game. Badoo has also launched a new feature to get singles to state their dating intentions on the platform.

The expansion of the platform, led by Miles, has allowed it to extend their offerings for all users, and ultimately grow the scalability and potential of Badoo. The impact of these new offerings, which give singles the ability to form more meaningful relationships, solidifies Miles Norris' position in the Power Book 2022, and we're excited to see what steps are taken next.



CHARREAH JACKSON

AWARD WINNING JOURNALIST
& DATING EXPERT

Charreah Jackson has committed herself to aiding as many people along their personal journey as possible. While her own road has not been an easy one, diagnosed with cancer before the age of 25 and experiencing setbacks in both her romantic and professional life, she has never once given up her drive. She can lay claim to empowering women all around the world as the founder of Shine Army, a dedicated coaching service to make sure everyone achieves their full impact, which looks after clients on very different continents.

As founder of Shine Army, a communications agency, Charreah's clients include the Meet Group, where she serves as Connection Specialist for their app Tagged, a dating and livestreaming platform featuring a young and urban community. Her work was especially valuable during the everchanging pandemic when singles were constantly unsure about the best and safest way to meet new people.

DR HANNAH SHIMKO

COMMUNICATIONS AND POLICY DIRECTOR,
THE ONLINE DATING ASSOCIATION

Since her appointment to the position of Communications and Policy Director at the Online Dating Association, the role the ODA plays in the regulation of online dating has gone from strength to strength.

The newly-created role replaced former CEO George Kidd, who retired in the summer. It has had a strong focus on the ODA's development of strategy, policy, communications and engagement with member brands, while also promoting safety and inclusion across the industry, marking a complete revamp of the ODA's direction.

Before the role at the ODA, Hannah previously worked as Head of Policy at The Heritage Alliance, a membership body that helps to build and preserve the independent heritage sector in England, at the forefront of communications and advocacy during the pandemic.

Since Hannah's appointment to the role, the ODA has played a pivotal role in the Cabinet Office's campaign to expand the COVID-19 booster rollout. The COVID-19 booster rollout campaign followed the ODA and wider dating industry's support with the Cabinet Office's original vaccine campaign, which was very well received. The campaign encouraged online daters to get vaccinated, utilising features within app and website platforms, such as badges, upgraded features and resources on vaccination.

Online Dating
Association 



'SINCE HANNAH'S APPOINTMENT TO THE ROLE, THE ODA HAS PLAYED A PIVOTAL ROLE IN THE CABINET OFFICE'S CAMPAIGN TO EXPAND THE COVID-19 BOOSTER ROLLOUT'

'ANA KIROVA'S
ROLE AT FEELD
HAS BEEN
SIGNIFICANT TO
SAY THE LEAST -
ESPECIALLY FOR
EQUALITY AND
INCLUSION IN THE
WORKPLACE'



ANA KIROVA

CHIEF EXECUTIVE OFFICER, FEELD

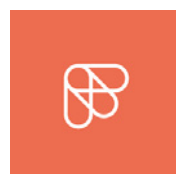
Ana Kirova's role at Feeld has been significant to say the least - especially for equality and inclusion in the workplace. Since her appointment to the role in April 2021, Ana implemented a policy of total inclusion and equality, which led to the formation of a leadership team that is made up of 60% female-identifying individuals.

However, Ana Kirova's most significant achievement as CEO at Feeld has to be the introduction of the new 'Baseline Freedom Salary' initiative, which saw all members of staff at the organisation become entitled to a minimum salary of \$80,000 per year. Feeld is also a fully remote company that also offers unlimited holiday and flexible working hours.

Approximately 40% of all employees were impacted by the change. The management team wanted to be as transparent as possible with its workers and reward them

for their hard work by alleviating them from some financial worries. The Baseline Freedom Salary also closed the company's gender pay gap from 6% to 1%. This was reportedly compared to an 8% average across the market at the time of the implementation.

Feeld currently has over 700k connections made every month, with more than 10 million messages sent by users every month. They also have more than twenty different sexuality and gender identity options across their platform.



ASIA- PACIFIC

RECOGNISING EXCELLENCE
AND ACHIEVEMENT IN THE
ONLINE DATING INDUSTRY



'HIS BACKGROUND AT SOCIAL GAME DEVELOPER ZYNGA HAS HELPED HIM INTRODUCE MORE ENTERTAINMENT FEATURES TO THE DATING PRODUCTS'

ANDY TIAN

CO-FOUNDER & CHIEF EXECUTIVE OFFICER, ASIA INNOVATION GROUP

Andy Tian's place in the GDI Power Book 2022 is due to the successes felt by the Asia Innovation Group in 2021. The group has collected more than 350 million users across a portfolio of various video and dating apps. The group was formed in 2013 by a team of technology experts from major companies including Google and Tencent.

It operates a high quality portfolio of dating, social and entertainment products designed to connect people across the world, with an added focus on under-served, emerging markets. Company data shows it serves over 350 million users worldwide. One of the dating apps that the Asia Innovation Group currently runs is called Lamour and is regularly among the top 10 most downloaded dating apps in the world, despite its limited impact in Western markets. The Asia Innovation Group also owns Wink and FancyU as well.

Andy Tian is one of the original founders of the holding company. His background at social game developer Zynga has helped him introduce more entertainment features to the dating products, such as virtual features and livestreaming.



Asia Innovations
Group Limited

DENISE SANDQUIST

CO-FOUNDER & CHIEF EXECUTIVE OFFICER, FIKA

Fika have had a phenomenal year, and their position in the GDI Power Book 2022 couldn't be overlooked. The female-focused AI social and dating app raised more than \$1.6 million in funding, and currently operates with more than 400,000 users, and are leading the dating startup space in Vietnam. The successes have been led by their co-founder and CEO, Denise Sandquist.

Fika's biggest success of 2022 came with the raising of \$1.6 million in seed funding in October 2021. It was led by VNV Global and received a contribution from Global Founders Capital. A number of individual angels were also involved, including Sebastian Knutsson, co-founder of popular mobile game company 'King'. The Fika team used the funding to hire new members of staff, develop the AI capabilities and kickstart its Asian expansion.

Denise and Fika are also highly commended for

their work in expanding online dating and a social network into Vietnam - a previously untapped region where online dating is highly stigmatised. Denise and her other co-founder built a platform that was far more compatible with the Asian user in mind, whilst utilising the opportunity for single Asians to find love. Denise is a pioneer in Asian dating, paving the way for more singles to find their match on a platform that is best compatible with the landscape they're in. Fika is leading the way in a previously untapped market, and they are a staple of success in dating in 2022.



'DENISE IS A PIONEER
IN ASIAN DATING,
PAVING THE WAY FOR
MORE SINGLES TO
FIND THEIR MATCH'

JUNYA ISHIBASHI

CHIEF EXECUTIVE OFFICER, EUREKA INC

Junya Ishibashi's position in the GDI Power Book 2022 has been driven by his work in promoting health and safety in online dating across Asia. Eureka Inc.'s most popular platform, Pairs, has been a pioneer in the development of health and safety panels on their platform - a development led by Junya's team.

Pairs implemented a number of new safety measures following findings from the 'Safety Expert Panel'. The board was set up by the leading Japanese dating platform to enhance safety and security on the platform, and asked outside experts for their opinions on a wide range of knowledge surrounding security in dating.

For example, in order to further tighten identity verification, Pairs have strengthened the use of biometric authentication technology eKYC, and the number of implementations is steadily increasing. Pairs are taking a number of moves to enhance security and safety across their platform, and led by Junya they are championing a better and more healthy way for Asian singles to find love.



LU ZHANG

FOUNDER, CHIEF EXECUTIVE OFFICER & CHAIR, SOULGATE

Lu Zhang's position in the GDI Power Book 2022 has been solidified by her leadership of the Soul App, and the growth it has experienced over 2021. Some of the notable successes include becoming one of the one hundred most downloaded and highest grossing entertainment apps of H1'21,

However, the biggest success of 2021 was being selected as the most influential company in the new entertainment and media industry, by 36KR - a member of the top-rank Chinese Internet media. The Soul App also hit 30 million monthly active users at the start of 2021 - an outstanding achievement, bedding into a market where leaving your mark can sometimes prove a great challenge.

The Soul App is now focusing on the future of dating, launching a 'Soulcial playground for Gen Z users, and a talent show for Korean College students. The future is consistently pointing towards a social metaverse that involves Soulgate right at its very core, so it's absolutely one to keep tabs on over 2022.



RAVI MITTAL

FOUNDER & CHIEF EXECUTIVE OFFICER, QUACKQUACK

QuackQuack and Ravi Mittal have had an exceptional 2021, and firmly deserve their place in the GDI Power Book. Over 2021 they have achieved 14 million users, and launched vaccination badges across their Indian-based platform.

QuackQuack surpassed the 14 million user milestone in October 2021, after it was initially launched in 2010. Like the vast majority of the dating industry, QuackQuack saw significant growth during the global lockdowns last year.

2021 also saw QuackQuack add a feature to give users the opportunity to display vaccination statuses on profiles. The move also encouraged unvaccinated users to register for their job. Ravi's leadership of QuackQuack has played its role in promoting the vaccine across India, as well as using their exceptional user base to spread safety awareness and messaging.



PAWAN GUPTA

CO-FOUNDER & CHIEF EXECUTIVE OFFICER, BETTERHALF.AI

Pawan Gupta's inclusion in the GDI Power Book 2022 is undisputed due to the exceptional successes in 2021 with the Y Combinator and the money raised for Betterhalf.ai.

With over 700,000 users, Pawan and his team at Betterhalf.ai raised more than \$3 million as part of a pre-series A funding round, including investment from Y Combinator, S2 Capital, Quiet Capital and marquee angel investors like Kunal Shah and Samvit Ramadurgam.

During the fast track startup accelerated experience, Betterhalf.ai achieved \$75,000 in monthly revenues and their user growth grew from 50K to 125K MAU. They also facilitated over 200K matches and 4M message exchanges every month.

During the COVID-19 wave, Betterhalf.ai were not only able to retain their employees, but also launched brand new product features driving considerably high app engagement session time with >10 minutes per user day.

betterhalf.ai



'SHE RECEIVED THE 'FORBES JAPAN WOMEN AWARD' IN 2019 IN RECOGNITION OF HER BUSINESS PROWESS AND CULTIVATION OF A DIVERSE WORKFORCE'



MARIKO TOKIOKA

FOUNDER & CHIEF EXECUTIVE OFFICER, EME HIVE

According to the World Economic Forum's annual 'Global Gender Gap' report, Japan is ranked 120th on the index that measures gender equality. Mariko Tokioka has previously called on the government, as one of the most developed countries in the world, to start implementing the necessary measures and increase female empowerment. She received the 'Forbes Japan Women Award' in 2019 in recognition of her business prowess and cultivation of a diverse workforce. Mariko is proud of her Japanese heritage, but still wants changes to be made on a much wider scale.

EME Hive is the largest Asian American dating and live-streaming app for finding community, friendship, and love. It was created for Asian American singles to meet people from similar backgrounds and escape the sexual racism they may have faced on other platforms. The dating and livestreaming service acts as a safe space for users to engage without being harassed, without being fetishised and without being rejected because of their ethnicity. It is

also working hard to improve Asian representation in the media, through partnerships with TikTok and creating other forms of video content.

Mariko and the EME Hive team have spent the past few months working on product updates to streamline the user experience. This includes improving the onboarding process to help people enjoy live streams for the first time and rolling out community features to support platonic relationships based on similar interests. Perhaps most importantly, EME Hive added more gender options to highlight its support for the LGBTQ community.



SAM AHN

CHIEF EXECUTIVE OFFICER, HYPERCONNECT

Led by CEO Sam Ahn, Hyperconnect has certainly had a 2021 to remember. In June 2021, they went through a \$1.725 billion acquisition by dating giants Match Group, as the outfit continued its expansion of social discovery products.


One of the biggest moves that Hyperconnect has taken over the past twelve months is the introduction of Single Town. A revolutionary move in the formation of a dating metaverse, Single Town is paving the way for the future of dating in Asia. Single Town has been introduced on college campuses across Seoul, South Korea. This is a brand new virtual reality dating experience that lets singles move around different virtual locations and interact with other avatars in large groups or for one-to-one connections.

Singles in Asia will be able to use Single Town, represented by their avatars, to move around and engage

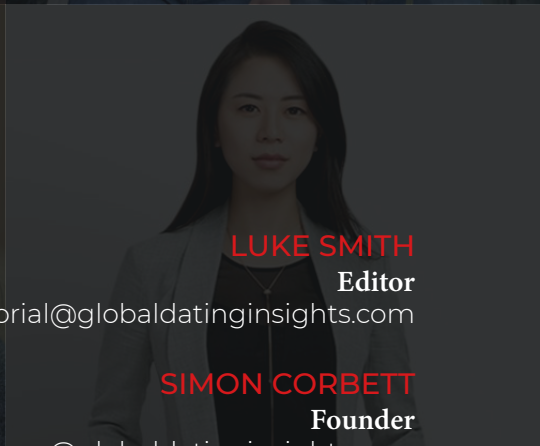
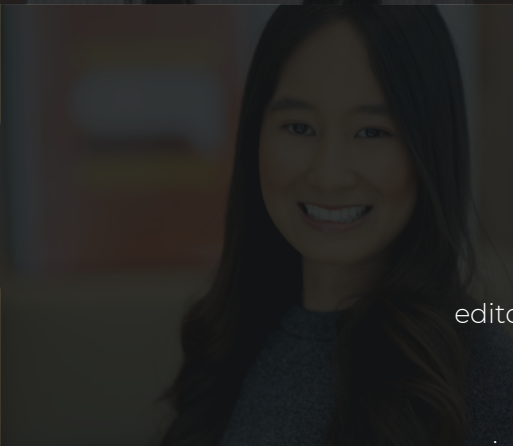
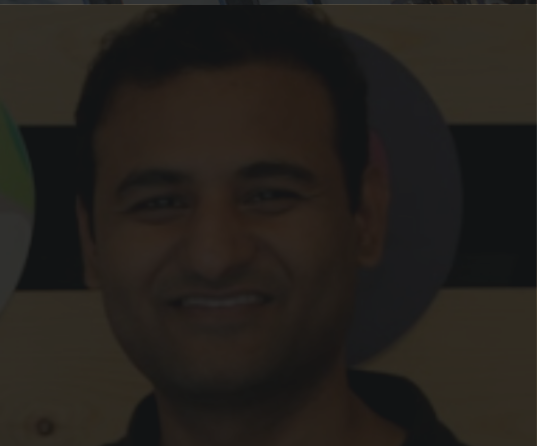
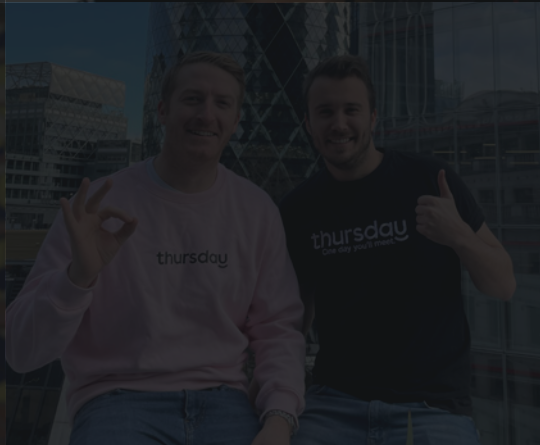
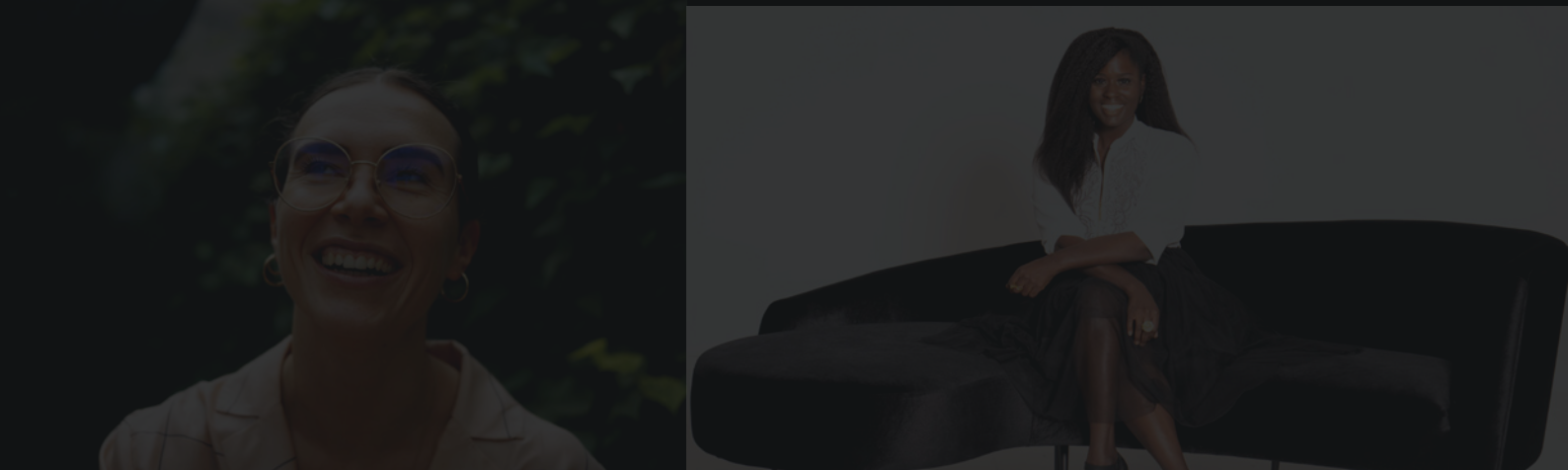
with others by audio in various virtual locations. Users who express mutual interest in each other will then be able to connect privately as well. Single Town is still in its early stages and is currently being tested in universities across South Korea, but could provide a very different dating app experience for its users when it becomes a standalone app. This new experience provides a glimpse into how metaverse experiences could be applicable to dating, and the future of dating across the world.

Hyperconnect's mission is to connect people through shared interests to create a shared enjoyment. They are a truly global platform, transcending borders, barriers and boundaries of all types.

HYPERCONNECT

A portrait of Sam Ahn, CEO of Hyperconnect, smiling. He is wearing a dark blue polo shirt. The background is a light grey gradient.

'LED BY CEO
SAM AHN,
HYPERCONNECT
HAS CERTAINLY
HAD A 2021 TO
REMEMBER'



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