MeetMe Investor Deck
Summer 2015
Cautionary Note Regarding Forward Looking Statements

Certain statements in this presentation are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 including statements regarding whether we will meet our expected financial projections; whether our total revenue and mobile revenue will continue to grow; whether we will be net income positive in the future; future amounts of cash and free cash flow; future rankings in the social app categories on iOS and Android; whether our mobile ARPU and ARPDAU will continue to grow; whether we will continue to have industry-leading mobile ARPU; whether our mobile traffic will grow and future levels of mobile daily active users (DAU), mobile registrations, daily logins by monthly users; the future success of our mobile monetization products, including advertising, freemium, and our subscription products; our ability to enhance our apps to spur engagement and drive virtual growth; future monthly rates of freemium product purchases; future levels of monetization and the influence of new products on monetization and engagement of a mobile audience; our ability to drive more mobile DAU and monthly active users; our ability to execute against our product pipeline as anticipated to further grow engagement and the strength of the pipeline; the strength of our management team and its ability to capture opportunity in the market; future levels of monthly mobile ad impressions; whether user engagement will continue to enable the success of our advertising-driven business model; future chat growth and real-time chats per day; future ephemeral photos per day; our ability to optimize the chat experience in our app and improving the relevance of chat partners and the quantity of chats; results of our focus on chat quality through interest and data-driven matching; the strength of our product team and whether and when we will launch additional innovative features and additional standalone apps; the vastness of market opportunity apps for chat and meeting new friends; whether we are poised for significant growth; market opportunity in the internet and mobile ad spend space; the collectability of all amounts owed to us by Beanstock Media Inc.; and our ability to successful secure user safety and proper content. The words “believe,” “may,” “estimate,” “continue,” “anticipate,” “intend,” “should,” “plan,” “could,” “target,” “potential,” “opportunity,” “is likely,” “expect” and similar expressions, as they relate to us, are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs. Important factors that could cause actual results to differ from those in the forward-looking statements include our ability to launch new products and features, the willingness of users to try new product offerings; our ability to launch new apps successfully and within the anticipated timeframes and the performance of our advertising partners. Further information on our risk factors is contained in our filings with the SEC, including the Form 10-K for the year ended December 31, 2014 and the Current Report on Form 8-K filed on June 3, 2015. Any forward-looking statement made by us herein speaks only as of the date on which it is made. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

Regulation G – Non-GAAP Financial Measures

This presentation includes a discussion of Adjusted EBITDA from continuing operations which is a non-GAAP financial measure. Reconciliations to the most directly comparable GAAP financial measures are provided in the Investors section of our corporate website, www.meetmecorp.com.

The Company defines Adjusted EBITDA as earnings (or loss) from continuing operations before interest expense, change in warrant liability income taxes, depreciation and amortization, and non-cash stock-based compensation, non-recurring acquisition and restructuring expenses and the goodwill impairment charges. The Company excludes stock-based compensation because it is non-cash in nature.
MeetMe is a location-based mobile chat app for connecting with new people that monetizes via native advertising and in-app purchases. Our core demo is ages 18 – 30.

Our technology enables users to find interesting people to chat with on mobile devices by leveraging the data on the platform to make relevant introductions.

The market opportunity is vast. Chat is the killer app on the mobile device. There are a number of billion-dollar chat apps geared to existing friends. MeetMe’s focus is unique … chatting and making new friends.

Top Social App on Android and iOS
#1 in Google Play Store for a keyword search of “Chat” in US, Canada, Turkey, India and UK. Ranked a Top 100 social app in more than 80 countries.

Fast Growing Mobile Traffic
Significant year-over-year growth in Q2 2015: mobile daily active users up 26% to over 1M, mobile registrations up 70% to 40K+ per day.

Strong Mobile Revenue Growth
47% growth in quarterly mobile revenue to $8.3 million in Q2 ’15. $11.1 million in total. Higher mobile ARPU than Facebook.

Profitable in Q2 2015
Net Income of $1.2M in Q2 ‘15, and 288% growth in Adjusted EBITDA to $2.9M in Q2 ’15 compared a $740K in Q2 ‘14.

(1) Social App rankings and “Chat” keyword search rankings as of April 27, 2015. (2) Mobile Daily Active Users and mobile registration year-over-year growth compares Q2 2015 to Q2 2014. (3) Total revenue and mobile revenue from Q2 2015. Mobile revenue refers to advertising and virtual currency revenue from MeetMe’s mobile app and mobile website. (4) Adjusted EBITDA is a non-GAAP financial measure. For definition of Adjusted EBITDA, please refer to Exhibit 99.1 to the Company’s 8-K filing date July 30, 2015.
Discover great people near you!

Chat with new friends!

Check out your local Feed!
MeetMe Audience

Why Use MeetMe?

- **75%** to Make New Friends
- **58%** Have Met In Person
- **89%** Want to Start as Friends Before Dating

Who Uses MeetMe?

- **26yo** Average Age
- **82%** Under Age 35
- **80%** United States

Top Platforms

- **51%** Android Users
- **26%** iPhone users

Competitive Landscape

Chat Apps
- Whatsapp
- Viber
- Snapchat
- Skype
- Hangouts
- Kik
- LINE
- Kakao
- ooVoo
- Tango

Meet New People Apps
- Tinder
- Zoosk
- OkCupid
- Match.com
- Skout
- POF
- AYI
- ChristianMingle
- Twoo
- Meetic
- eHarmony
- momo
- badoo
- JDate

meet me
Technology Delivers Engagement

Meet
Browse people nearby

Match
Engaging admirer game

Chats
100+% Chat Growth in 2014
Icebreakers make conversation easy
20 Million real-time chats per day
Over 300,000 ephemeral photos per day

Feed
Location-based news feed

Profile
Entryway to chat & photos

Source: Average daily stats and site activity based on internally tracked data from April 1, 2015 to June 30, 2015.
Growing Mobile Traffic

Mobile Daily Active Users up 26%

Q2 2014: 0.84M
Q2 2015: 1.06M

Mobile Registrations up 70%

Q2 2014: 2.17M
Q2 2015: 3.68M

Note: Mobile registrations and mobile daily active users refer to registrations and users on MeetMe’s mobile app and mobile web site. Total new registered users in Q2 2015 and Q2 2014 were 6.08 million and 6.11 million, respectively, with new mobile registrations representing 3.68 million in Q2 2015 and 2.17 million in Q2 2014.
Monetizing an Engaged Mobile Audience

Note: Monetization percentages based on April 1, 2015 through June 30, 2015 results. Freemium products of 500,000 purchased per month based on April 1, 2015 through June 30, 2015. Freemium products purchased with Credits. Credits may be bought or earned.
Chat Increases Engagement & Retention

3.76 Million Monthly Users x 150 Visits Per User Per Month x 7.5 Ads Per Visit = 4.2 Billion Mobile Ad Impressions Per Month

Note: Results are based on June 1, 2015 through June 30, 2015.

31% of Monthly Users Login Every Day
Mobile Advertising Drivers

**Mobile Impressions**
- Q2 2014: 8.7B
- Q2 2015: 11.1B

**Mobile Impressions Drivers**
- Native Ads: 2.1B
- Banner Ads: 4.2B

**Mobile DAU**
- Q2 2014: 837K
- Q2 2015: 1.06M
# Experienced Management Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Prior Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geoffrey Cook</td>
<td></td>
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<tr>
<td>Chief Executive Officer</td>
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<tr>
<td><a href="#">myYearbook</a></td>
<td><a href="#">Thomson</a></td>
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<tr>
<td><a href="#">EssayEdge</a></td>
<td><a href="#">ResumeEdge</a></td>
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<tr>
<td>David Clark</td>
<td></td>
</tr>
<tr>
<td>Chief Financial Officer</td>
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</tr>
<tr>
<td><a href="#">NutriSystem</a></td>
<td><a href="#">SunCom</a></td>
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<tr>
<td><a href="#">Claymont STEEL</a></td>
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<tr>
<td>William Alena</td>
<td></td>
</tr>
<tr>
<td>Chief Revenue Officer</td>
<td></td>
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<tr>
<td><a href="#">myYearbook</a></td>
<td><a href="#">Scholastic</a></td>
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<tr>
<td><a href="#">doubleclick</a></td>
<td></td>
</tr>
<tr>
<td>Frederic Beckley</td>
<td></td>
</tr>
<tr>
<td>General Counsel &amp; EVP Business Affairs</td>
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<tr>
<td><a href="#">TruePosition</a></td>
<td><a href="#">Verizon</a></td>
</tr>
<tr>
<td><a href="#">Pepper Hamilton LLP</a></td>
<td></td>
</tr>
<tr>
<td><a href="#">Dechert LLP</a></td>
<td></td>
</tr>
<tr>
<td>Catherine Cook</td>
<td></td>
</tr>
<tr>
<td>VP Brand Strategy</td>
<td></td>
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<tr>
<td><a href="#">myYearbook</a></td>
<td></td>
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<tr>
<td>Don Eyer</td>
<td></td>
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<tr>
<td>VP Safety Operations</td>
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<tr>
<td><a href="#">myYearbook</a></td>
<td><a href="#">eBay</a></td>
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<tr>
<td>Greeley Police Dept.</td>
<td></td>
</tr>
<tr>
<td>District Attorney Office Of Weld County</td>
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</table>
Financial Overview
Mobile: Poised for Significant Growth

% of Time Spent in Media vs. % of Advertising Spending, USA 2014

Q2 2015 Highlights

» Mobile revenue grew 47% from Q2 2014.

» Mobile Daily Active Users (DAUs) grew 26% over Q2 2014.

» 74.7% of total revenue from mobile, up from 52.8% in Q2 2014.

» Adjusted EBITDA was $2.9 million or a 26% margin, up 288% from Q2 2014.

» Net Income was $1.2 million compared to a net loss of $1.4M in Q2 2014.

Average Revenue per User (ARPU) is calculated by dividing quarterly MeetMe web and mobile revenue by the average monthly active users (MAUs) for web and mobile. Adjusted EBITDA is a non-GAAP financial measure. For definition of Adjusted EBITDA, please refer to Exhibit 99.1 to the Company’s 8-K filing date July 30, 2015.
Financial Performance and Guidance

Q2 2015 Revenue Growth

- Q2 2014: $10.7M
- Q2 2015: $11.1M

Q2 2015 Mobile Revenue Growth

- Q2 2014: $5.6M
- Q2 2015: $8.3M

Full Year Total Revenue

- 2013: $40.4M
- 2014: $44.8M
- 2015E: $48M to $53M

Full Year Adjusted EBITDA

- 2013: $1.8M
- 2014: $5M
- 2015E: $8M to $11M

"Mobile Revenue" chart refers to mobile advertising and mobile virtual currency revenue on MeetMe's mobile app and mobile web site. 2015E revenue and adjusted EBITDA are based on the midpoint of previously disclosed guidance ranges; $48M to $53M for revenue and $8M to $11M for adjusted EBITDA. All guidance amounts are subject to change based on our determination of the collectability of all amounts owed to us by Beanstock Media, Inc. Beanstock represents approximately $5.9 million in accounts receivable, of which all is overdue. For definition of Adjusted EBITDA, please refer to Exhibit 99.1 to the Company’s 8-K filing dated July 30, 2015.
## Income Statement

<table>
<thead>
<tr>
<th></th>
<th>Q2 2015</th>
<th>Q2 2014</th>
<th>% Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web</td>
<td>$1.5</td>
<td>$3.6</td>
<td>-57%</td>
</tr>
<tr>
<td>Mobile</td>
<td>8.3</td>
<td>5.6</td>
<td>47%</td>
</tr>
<tr>
<td>Cross Platform</td>
<td>1.3</td>
<td>1.5</td>
<td>-13%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$11.1</td>
<td>$10.7</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Operating Expenses</strong></td>
<td>$9.8</td>
<td>$12.1</td>
<td>-19%</td>
</tr>
<tr>
<td><strong>Income (Loss) from Operations</strong></td>
<td>$1.3</td>
<td>($1.4)</td>
<td>197%</td>
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<tr>
<td>EBITDA Adjustments (1)</td>
<td>1.6</td>
<td>2.1</td>
<td>-27%</td>
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<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$2.9</td>
<td>$0.7</td>
<td>288%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA Margin</strong></td>
<td>26%</td>
<td>7%</td>
<td></td>
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</tbody>
</table>

(1) EBITDA adjustments include non-cash and non-recurring expenses including depreciation & amortization, stock-based compensation, acquisition & restructuring costs, interest expense, change in warrant liability, and loss on debt restructuring costs. Adjusted EBITDA is a non-GAAP financial measure. For definition of Adjusted EBITDA, please refer to Exhibit 99.1 to the Company's 8-K filing dated July 30, 2015.
## Balance Sheet

<table>
<thead>
<tr>
<th>(in millions)</th>
<th>Q2 2015</th>
<th>2014</th>
<th>% Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$16.2</td>
<td>$17.0</td>
<td>-5.0%</td>
</tr>
<tr>
<td>Other current assets</td>
<td>11.1</td>
<td>9.0</td>
<td>22.8%</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>2.7</td>
<td>2.5</td>
<td>10.7%</td>
</tr>
<tr>
<td>Goodwill, intangibles &amp; other assets</td>
<td>74.0</td>
<td>73.9</td>
<td>-0.9%</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$104.0</td>
<td>$103.2</td>
<td>0.7%</td>
</tr>
<tr>
<td><strong>Liabilities and Stockholders’ Equity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current liabilities (excl. leases &amp; debt)</td>
<td>$4.6</td>
<td>$6.5</td>
<td>-28.3%</td>
</tr>
<tr>
<td>Long-term debt</td>
<td>1.7</td>
<td>2.6</td>
<td>-34.0%</td>
</tr>
<tr>
<td>Long-term capital leases</td>
<td>0.9</td>
<td>1.5</td>
<td>-37.5%</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>0.5</td>
<td>0.4</td>
<td>9.4%</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$7.7</td>
<td>$11.0</td>
<td>-29.5%</td>
</tr>
<tr>
<td><strong>Stockholders’ Equity</strong></td>
<td>$96.3</td>
<td>$92.2</td>
<td>4.3%</td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Stockholders’ Equity</strong></td>
<td>$104.0</td>
<td>$103.2</td>
<td>0.7%</td>
</tr>
</tbody>
</table>
Highlights

» Large young, engaged mobile audience. 1+ million DAU. 82% of users under age 35. 150 visits per user per month on mobile.

» Ranked Top-20 Most Popular Social app in Android. Ahead of Okcupid, Skout, Zoosk in the US. Top-30 ranking in iPhone Social.

» Profitable. $2.9M in Adjusted EBITDA and $1.2M of Net Income in Q2 2015.

» Dramatic Growing Mobile Revenue. Q2 2015 Mobile revenue up 47% yoy to $8.3 million. Total Company revenue of $11.1 million in Q2 2015.

» Industry-leading mobile ARPU. Mobile ARPU ranked higher than Facebook on strength of mobile banner and native advertising.

» Strong 60-person product team. Capable of innovating the core and building standalones: Advice Chat, Charm, Choosy, etc.
Appendix
MeetMe Timeline

A proven history of innovation in mobile social

2005
Company founded as myYearbook, a place to make new friends

2006
Company raised $4.8 mm from USVP

2008
Company raises $12.8mm Series B from NVP

2010
First mobile apps launched on iPhone and Android

2011
myYearbook merges with public Latin American social discovery & gaming company

2012
Company rebrands to MeetMe (ticker:MEET) and translates into a dozen international languages. To myYearbook users: “Nothing changes but the name.”

2013
Company builds mobile monetization products doubling mobile ARPU from $0.91 to $1.81

2014
Chat focus accelerates mobile DAU growth. Chats grow by 100%. Complete $11.6mm offering.

2015
Focus on chat quality through interests, data-driven matching, and enhanced Icebreakers.
Dedicated to a Safe and Secure Community

40% of total workforce dedicated exclusively to user safety and content management, headed by cyber crimes expert Don Eyer

» We review every uploaded image against written guidelines and remove images as necessary

» We use age bands to eliminate or limit interaction between minors and adults

» We never pinpoint users on a map

» We notify authorities as appropriate

» We place prominent and simple “Report Abuse” buttons on every web page and mobile screen

Former head of Trust and Safety at Ebay, with 20 years of law enforcement experience

Don Eyer
Technology Delivers Engagement

Discovery
- Meet
- Match
- Feed
- Profile

Monetization
- Spotlight
- Boost
- MeetMe+
- Native

User Protection Services
- Community Reporting
- Distributed Content Review
- Real-time Data Analysis
- Managed Member Services Team

Chat
- Distributed Real-time Chat Architecture

Matching
- Matching and Selection Algorithms

Hindsight
- Rules System Email, Push ReEngagement

Insights
- Geospatial Collection and Classification