meet me
Chat with new people.

MeetMe Investor Deck
Spring 2016
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 and guidance. The words “believe,” “may,” “estimate,” “continue,” “anticipate,” “intend,” “should,” “plan,” “could,” “target,” “potential,” “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 the risk that our applications will not function easily or otherwise as anticipated, the risk that we will not launch additional features and upgrades as anticipated, the risk that unanticipated events affect the functionality of our applications with popular mobile operating systems, any changes in such operating systems that degrade our mobile applications’ functionality and other unexpected issues which could adversely affect usage on mobile devices. Further information on our risk factors is contained in our filings with the Securities and Exchange Commission (the “SEC”), including the Form 10-K for the year ended December 31, 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, non-cash stockbased compensation, non-recurring acquisition and restructuring expenses, loss on cumulative foreign currency translation adjustment, gain on sale of asset, bad debt expense outside the normal range, and the goodwill impairment charges. The Company excludes stock based compensation because it is noncash in nature.
MeetMe

Leading Social App
Ranked among the Top 100 social apps in 100+ countries.

Proprietary Technology
Technology enables users to discover relevant people near them who share their interests.

Vast Market Opportunity
Over 1 billion people worldwide in our targeted demographic aged 18-30.

Fast-Growing Traffic and Revenue
24% year-over-year growth in mobile MAU in Q1 2016 to 4.4 million. 42% year-over-year growth in mobile revenue in Q1 2016 to $11.7 million.

Profitable
28% Adj. EBITDA Margin and 19% growth in Adj. EBITDA to $3.7M in Q1 2016. Net income and free cash flow positive.

Social App rankings as of May 3, 2016. Worldwide targeted demographic data from census.gov international database. Mobile Monthly Active Users (MAU) compares Q1 2016 average to Q1 2015 average. Mobile revenue refers to advertising and in-app revenue from MeetMe’s mobile app and mobile website. 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 May 5, 2016.
Chat App for Meeting New People

Discover great people near you!

Chat with new friends!

Check out your local Feed!
MeetMe Audience

Why Use MeetMe?

- 51%: Make New Friends
- 49%: Find A Date

Who Uses MeetMe?

- 23yo: Median Age
- 82%: Under Age 35
- 66%: United States

Top Platforms

- 65%: Android Users
- 29%: iPhone users

Source: Why Use MeetMe? percentages obtained from survey results collected from 9,463 MeetMe users between November 19 and November 20, 2015. Who Uses MeetMe? statistics are based on average daily active mobile users of MeetMe in October 2015.
Competitive Landscape

Chat Apps
- Whatsapp
- Facebook Messenger
- Viber
- Snapchat
- Skype
- Hangouts
- Kik
- LINE
- TALK

Meet New People Apps
- Tinder
- Grindr
- Zoosk
- OkCupid
- Skout
- POF
- Twoo
- Match.com
- Lovoo
- JiaYuan
- eHarmony
- momo
- badoo
- Meetic
Technology Delivers Engagement

Meet
Browse people nearby

Match
Engaging admirer game

Chats
Icebreakers make conversation easy
25 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 January 1, 2016 to March 31, 2016.
Growing Mobile Traffic

Mobile Daily Active Users up 11%

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2015</td>
<td>1.03M</td>
</tr>
<tr>
<td>Q1 2016</td>
<td>1.14M</td>
</tr>
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</table>

Mobile Registrations up 38%

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2015</td>
<td>3.61M</td>
</tr>
<tr>
<td>Q1 2016</td>
<td>4.99M</td>
</tr>
</tbody>
</table>

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 Q1 2016 and Q1 2015 were 7.31 million and 6.76 million, respectively, with new mobile registrations representing 4.99 million in Q1 2016 and 3.61 million in Q1 2015.
Monetizing an Engaged Mobile Audience

41% Native Advertising

50% Mobile Banner Advertising

4% Subscriptions

5% Credits

400,000+ Freemium Products Purchased Per Month

Note: Monetization percentages based on January 1, 2016 through March 31, 2016 results. Freemium products of 400,000+ purchased per month based on January 1, 2016 through March 31, 2016. Freemium products purchased with Credits. Credits may be bought or earned.
## Experienced Management Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Prior Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geoffrey Cook</td>
<td>myYearbook, THOMSON, EssayEdge, ResumeEdge</td>
</tr>
<tr>
<td>Chief Executive Officer</td>
<td></td>
</tr>
<tr>
<td>David Clark</td>
<td>Nutrisystem, SunCom, Claymont STEEL</td>
</tr>
<tr>
<td>Chief Financial Officer</td>
<td></td>
</tr>
<tr>
<td>William Alena</td>
<td>myYearbook, SCHOLASTIC, doubleclick by Google</td>
</tr>
<tr>
<td>Chief Revenue Officer</td>
<td></td>
</tr>
<tr>
<td>Frederic Beckley</td>
<td>TruePosition, verizon, Pepper Hamilton LLP, Dechert LLP</td>
</tr>
<tr>
<td>General Counsel &amp; EVP Business Affairs</td>
<td></td>
</tr>
<tr>
<td>Jonah Harris</td>
<td>myYearbook, EDB ENTERPRISEDB</td>
</tr>
<tr>
<td>Chief Technology Officer</td>
<td></td>
</tr>
<tr>
<td>Catherine Cook</td>
<td>myYearbook</td>
</tr>
<tr>
<td>VP Brand Strategy</td>
<td></td>
</tr>
<tr>
<td>Don Eyer</td>
<td>myYearbook, eBay, Greeley Police Dept.</td>
</tr>
<tr>
<td>VP Safety Operations</td>
<td>Greeley Colorado Police Dept., District Attorney Office Of Weld County</td>
</tr>
</tbody>
</table>
Financial Overview
Mobile Ad Spending

Source: eMarketer 2015
Mobile: Poised for Significant Growth

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

Q1 2016 Highlights

» Total revenue grew 15% from Q1 2015 to $13.3 million.

» Mobile revenue grew 42% from Q1 2015 to $11.7 million.

» 88% of total revenue from mobile, up from 71% in Q1 2015.

» Adjusted EBITDA grew 19% from Q1 2015 to $3.7 million, representing a 28% adjusted EBITDA margin.

» Net Income was $2.4 million, up 226% from Q1 2015.

» Mobile Daily Active Users (DAUs) grew 11% over Q1 2015.

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 May 5, 2016.
Financial Performance and Guidance

**Q1 2016 Revenue Growth**

- **$11.6M** (Q1 2015)
- **$13.3M** (Q1 2016)

**Q1 2016 Mobile Revenue Growth**

- **$8.2M** (Q1 2015)
- **$11.7M** (Q1 2016)

**Full Year Total Revenue**

- **$44.8M** (2014)
- **$56.9M** (2015)
- **$63M to $66M** (2016E)

**Full Year Adjusted EBITDA**

- **$5.0M** (2014)
- **$20.2M** (2015)
- **$23M to $26M** (2016E)

"Mobile Revenue" chart refers to mobile advertising and mobile in-app revenue on MeetMe’s mobile app and mobile web site. For definition of Adjusted EBITDA, please refer to Exhibit 99.1 to the Company's 8-K filing dated May 5, 2016.
# Income Statement

<table>
<thead>
<tr>
<th>($ in millions)</th>
<th>Q1 2016</th>
<th>Q1 2015</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>$0.8</td>
<td>$1.9</td>
<td>-60%</td>
</tr>
<tr>
<td>Mobile</td>
<td>11.7</td>
<td>8.2</td>
<td>42%</td>
</tr>
<tr>
<td>Cross Platform</td>
<td>0.8</td>
<td>1.5</td>
<td>-45%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$13.3</td>
<td>$11.6</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Operating Expenses</strong></td>
<td>$11.1</td>
<td>$9.9</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Income (Loss) from Operations</strong></td>
<td>$2.2</td>
<td>$1.7</td>
<td>32%</td>
</tr>
<tr>
<td>EBITDA Adjustments (1)</td>
<td>1.5</td>
<td>1.4</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$3.7</td>
<td>$3.1</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA Margin</strong></td>
<td>28%</td>
<td>27%</td>
<td></td>
</tr>
</tbody>
</table>

(1) EBITDA adjustments include non-cash and non-recurring expenses including depreciation & amortization, stock-based compensation, acquisition & restructuring costs, and bad debt expense outside normal range. 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 May 5, 2016.
## Balance Sheet

<table>
<thead>
<tr>
<th>($ in millions)</th>
<th>Q1 2016</th>
<th>2015</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>$26.4</td>
<td>$19.3</td>
<td>36.9%</td>
</tr>
<tr>
<td>Other current assets</td>
<td>11.5</td>
<td>17.5</td>
<td>-34.1%</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>2.3</td>
<td>2.6</td>
<td>-10.0%</td>
</tr>
<tr>
<td>Goodwill, intangibles &amp; other assets</td>
<td>71.8</td>
<td>72.1</td>
<td>-0.5%</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$112.0</strong></td>
<td><strong>$111.5</strong></td>
<td><strong>0.4%</strong></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>$4.5</td>
<td>$7.2</td>
<td>-37.0%</td>
</tr>
<tr>
<td>Long-term capital leases</td>
<td>0.5</td>
<td>0.6</td>
<td>-19.0%</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>0.8</td>
<td>1.0</td>
<td>-23.4%</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$5.8</strong></td>
<td><strong>$8.8</strong></td>
<td><strong>-34.2%</strong></td>
</tr>
<tr>
<td><strong>Stockholders’ Equity</strong></td>
<td><strong>$106.2</strong></td>
<td><strong>$102.7</strong></td>
<td><strong>3.4%</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Stockholders’ Equity</strong></td>
<td><strong>$112.0</strong></td>
<td><strong>$111.5</strong></td>
<td><strong>0.4%</strong></td>
</tr>
</tbody>
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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.
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
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