Investor Presentation

Winter 2014
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 the growth and desirability of our addressable market, growth of our revenue, if and when we will achieve positive adjusted EBITDA, growth of the mobile market, including with respect to usage and advertising, growth of our user base, social discovery as the next category of social networking, the convergence and social and mobile and the closing of the monetization gap, the improvement of mobile CPMs, mobile usage and click-through rates, whether mobile devices drive more user engagement, diversification of our revenue, our ability to launch, expand and improve premium and freemium features on our products, our ability to innovate our mobile monetization infrastructure to increase revenue, including whether we can expand our native advertising program, the composition of future revenue, our ability to enhance our core MeetMe app to spur engagement and drive virtual growth, our ability to launch additional standalone apps, the effectiveness of our apps to facilitate and deepen personal connections, the success of our mobile apps in appealing to broad audiences and of their respective marketing campaigns, if and when we will achieve higher CPMs and revenue as a result of our relationships with either or both of Beanstock Media, Inc. and Pinsight Media+, Inc., if and when we will achieve positive cash flow and our future cash projections. The words “believe,” “may,” “estimate,” “continue,” “anticipate,” “intend,” “should,” “plan,” “could,” “target,” “potential,” “is likely,” “will,” “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 anticipated growth of the mobile market, including prospective mobile traffic, engagement, use and revenue, our ability to monetize our mobile offerings, the migration of users from web to mobile, the usage and consumption habits of mobile users versus web users, our ability to launch a new products and features, the effectiveness of our mobile software on smartphones and tablets, and the willingness of our users to purchase virtual credits on their mobile devices and the willingness of users to try new product offerings. 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, 2012 and the Current Reports on Form 8-K filed with the SEC on May 1, 2013, October 1, 2013 and November 6, 2013. 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 Quepasa and myYearbook combined company revenues and Adjusted EBITDA from continuing operations which are non-GAAP financial measures. Reconciliations to the most directly comparable GAAP financial measures are provided on the Investor Relations section of the MeetMe corporate website at http://www.meetmecorp.com/investors/non-gaap/.

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Investment Highlights

- Fast growing addressable market of 1.5 billion people worldwide.
- Attractive 18-30 demographic.
- A top-grossing Social app on iPhone and Android.\(^1\)
- Strong mobile revenue growth, up 128% yoy.\(^2\)
- Over 1 million daily active users, up 17% yoy.\(^3\)
- Expect positive adjusted EBITDA operations and free cash flow before debt service for 2014.
- Expect Higher CPMs in 2014 with new Pinsight and Beanstock agreements.

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2. Based on preliminary Q4 2013 revenue estimates.
3. Based on Q3 2013 results.

Adjusted EBITDA is a non-GAAP financial measure. For definition of Adjusted EBITDA, please refer to the Company’s 10-Q filing for the period ended September 30, 2013.
“MeetMe Revenue” chart refers to all Company revenue. “MeetMe Mobile Revenue” chart refers to mobile advertising and mobile virtual currency revenue on MeetMe’s mobile apps and mobile web site. Q4 ’13 preliminary MeetMe Revenue includes approximately $600,000 of virtual currency sales previously collected and deferred. Q4 ’13 preliminary MeetMe Mobile Revenue includes approximately $500,000 of virtual currency sales previously collected and deferred.
Revenue Breakout

“MeetMe Revenue” chart refers to all Company revenue. “MeetMe Mobile Revenue” chart refers to mobile advertising and mobile virtual currency revenue on MeetMe’s mobile apps and mobile website. Q4 ’13 preliminary MeetMe Revenue includes approximately $600,000 of virtual currency sales previously collected and deferred. Q4 ’13 preliminary MeetMe Mobile Revenue includes approximately $500,000 of virtual currency sales previously collected and deferred.
Our mission is to transform the way people socialize and meet in a mobile-first world.

We are the digital coffeehouse, a social gathering place. We facilitate and deepen connections among our users.
Pioneering the Next Category of Social Networking: Social Discovery
Why do you use MeetMe?

- 75% Make New Friends

Have you met them in person?

- 58% Meet In Person

What was the reason for meeting?

- 67% Make a new friend

How many people did you meet in person?

- 53% Dating

A New Category?

- 60% Have Never Joined a Dating Site

Source: Statistics obtained from survey results collected from 17,000 MeetMe users between May 31 and June 5, 2013.
A day in the life of MeetMe ...

- 4 Million Feed Posts & Likes
- 2.2 Million New Friendships
- 250,000 New Photos
- 9 Million New Messages
- 1.4 Million New Matches

Source: Average daily stats and site activity based on internally tracked data from July '13.
Mobile Devices Drive More User Engagement

Attractive and Engaged Audience

- MeetMe’s Mobile app users are dramatically more engaged than those using a web browser

- Mobile users Login 100 times per month on average and spend 8 hours per month with the MeetMe app*

- More than 60% of MeetMe mobile users aged 18-30

* Source: Google analytics for time spent and visits, September 2013.
Mobile Users Consume 2x More Content with 120% Higher Click-Through Rates

- **Clicks on ads per day**
  - **Mobile:** 219K
  - **Web:** 98K

- **Click-Through Rate**
  - **Mobile:** 0.33%
  - **Web:** 0.15%

- **CPC**
  - **Mobile:** $0.09
  - **Web:** $0.62

Native Mobile Ad Units Expedite eCPM Convergence

- **Q3 2013 eCPM**
  - **Mobile banner 320x50s:** $0.22
  - **Native mobile 300x250s:** $0.47
  - **Web banners:** $0.80

Source: Average daily stats and site activity based on internally tracked data from Q3 2013.
Current Brand Partners

Entertainment

- USA
- abc
- abc family
- NBC
- Hallmark Channel
- HGTV
- Lifetime
- E
- TV Guide
- LIONSGATE
- CW
- fuse
- Paramount Pictures
- Sony Pictures
- CBS Films
- Disney

CPG

- got milk?
- Kraft Foods
- General Mills
- ConAgra Foods
- Pillsbury
- Dove
- Victoria
- Energizer
- Playtex
- Kellogg’s
- Sara Lee
- P&G
- Silk
- McDonald’s
- Corona Extra

Technology and Business

- Samsung
- Soni Ericsson
- FedEx
- Blue Cross Blue Shield
- GE
- Capital One Bank
- Novartis
- Sempra Energy

Lifestyle and Fashion

- Elizabeth Arden
- Clinique
- Five Star
- Fashion Star
- Livesunless
- Mattel
- Carmex
Diversified Revenue: Virtual Currency

**Premium Credits Products**
Spotlight Placements (Main Menu, Live Feed, Match), Temporary Stealth Mode, Photo View Sneak Peeks, Etc.

**MeetMe+ Subscription**
Bonus Credits, No Ads, Unlimited Photo Views, Unlimited Stealth Mode, Etc.
Lifting Mobile Monetization

- Driving Towards Web Parity
- Expansion of native advertising program
- Improved CPMs with mobile ad market expansion
- Additional credits, freemium, and subscription products

Note: Average Revenue per Daily Active User (ARPDAU) is calculated by dividing average daily MeetMe web and mobile revenue by the average daily active users (DAUs) for web and mobile. ARPDAU charts refer to total ARPDAU of MeetMe, previously myYearbook, and excludes Quepasa.com. Web and Mobile ARPDAU based on Q3 2013 results.
Audience Growth

Core Mobile Growth through Engagement and Virality

- Chat update
- Mobile address books
- New features

New Apps to Facilitate and Deepen Connections

- Charm: “Tinder meets Vine”
- Unsaid: “College social discovery network”
- Choosy: “Encouraging high-quality connections”
# Experienced Management Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Prior Experience</th>
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<tr>
<td><strong>Geoffrey Cook</strong>&lt;br&gt;Chief Executive Officer</td>
<td>Social Media entrepreneur and co-founder. Grew myYearbook from 0 to $30 million in revenue as CEO and co-founder between 2005 to 2011. Sold EssayEdge/ResumeEdge to The Thomson Corporation in 2002.</td>
</tr>
<tr>
<td><strong>David Clark</strong>&lt;br&gt;Chief Financial Officer</td>
<td>Formerly EVP, CFO of NutriSystem (NASDAQ: NTRI). Accomplished financial executive with over 15 years of public company CFO experience.</td>
</tr>
<tr>
<td><strong>William Alena</strong>&lt;br&gt;Chief Revenue Officer</td>
<td>Online advertising and Social Media vet, instrumental to the growth and success of one of industry’s first platforms, DoubleClick.</td>
</tr>
<tr>
<td><strong>Richard Friedman</strong>&lt;br&gt;Chief Technology Officer</td>
<td>Proven and Accomplished Veteran Technology Leader in executive roles with various technology companies, including myYearbook, Red Hat, Bluestone Software.</td>
</tr>
<tr>
<td><strong>Frederic Beckley</strong>&lt;br&gt;General Counsel &amp; EVP Business Affairs</td>
<td>Formerly GC &amp; EVP, Business Development for TruePosition, Inc. Accomplished executive with over 15 years of wide-ranging experience in technology companies.</td>
</tr>
<tr>
<td><strong>Catherine Cook</strong>&lt;br&gt;VP Brand Strategy</td>
<td>Co-founder, myYearbook&lt;br&gt;Helped found Meet predecessor, now responsible for market strategy.</td>
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Mobile Poised for Growth

Note: Internet (excl. mobile) advertising reached $37B in USA in 2012 per IAB, Mobile advertising reached $4B per eMarketer. Print includes newspaper and magazine. $20B opportunity calculated assuming Internet and Mobile ad spend equal their respective time spent share. Source: Time spent and as spend share data eMarketer, 12/12, Internet and mobile ad dollar spent amount per IAB.
Mobile Leader

More Mobile Revenue Per User Than Facebook

Average Revenue Per User on Mobile

$1.10

$1.01

Top-Grossing Social Android Apps

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<th>Rank</th>
<th>App</th>
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<tbody>
<tr>
<td>#1</td>
<td>OkCupid</td>
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<tr>
<td>#2</td>
<td>MeetMe</td>
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<tr>
<td>#3</td>
<td>Tagged</td>
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<td>#4</td>
<td>textPlus</td>
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<td>Skout</td>
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<td>#14</td>
<td>HowAboutWe</td>
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<td>#79</td>
<td>Path</td>
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Source: Average Revenue per User (ARPU) is calculated by dividing Q3 ’13 reported revenue by average monthly active users (MAUs). Facebook's mobile ARPU is based on Facebook's mobile revenue and mobile MAUs reported in Facebook's 10-Q filing for the period ended September 30, 2013 and related earnings press release. Android Top Grossing Social apps is based on Google Play as of December 3, 2013, as summarized by AppAnnie.
Closing Mobile Monetization Gap Drives Results

Mobile Share of MeetMe Audience

Q4’12: 60.7%
Q4’13E: 70.3%

Mobile Share of MeetMe Revenue

Q4’12: 22.3%
Q4’13E: 47.4%

Q4 ’13 preliminary MeetMe Mobile Revenue includes approximately $500,000 of virtual currency sales previously collected and deferred.
Strong Mobile Growth in Q4

Mobile Revenue Up 128%

Source: MeetMe Mobile Revenue for Q4 '13 based on preliminary results. Q4 '12 MeetMe Mobile Revenue based on reported financial results as per the Company’s 10-K filing for the period ended December 31, 2012. Q4 '13 preliminary MeetMe Mobile Revenue includes approximately $500,000 of virtual currency sales previously collected and deferred.
Credits and Subscriptions and Advertising Revenue refer to revenue generated from the MeetMe website and mobile app. Credits and Subscriptions represent the virtual currency on the MeetMe website and mobile app, and is further defined in the Company’s 10-Q filing for the period September 30, 2013.
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