

Second Quarter 2014 Results Call

August 4, 2014

meet me ☺

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; total revenue growth and revenue growth on mobile and web; growth of average revenue per daily active user (ARPDau) and average revenue per user (ARPU) on web and mobile; whether our mobile revenue will continue to constitute an increasing percentage of our total revenue; whether mobile revenue will continue to increase and if so, whether it will continue to offset declining web revenue; whether the transformation to a mobile business will yield stronger financial performance; our ability to enhance our core MeetMe app to spur engagement and drive virtual growth; the future success of our mobile monetization products, including advertising, freemium, and subscription products; future levels of monetization and the influence of new products on monetization; our ability to drive more mobile daily active users (DAU) and monthly active users (MAU); our ability to execute against our product pipeline and its ability to increase viral spread and user engagement; whether our standalone apps will enable inexpensive and fast product iteration; whether a strong, differentiated Chat offering will drive increased user engagement, retain users longer and positively impact DAU; whether the ephemeral photo sharing feature will become one of the most important features of the Chat app; whether future releases will drive more existing connections into Chat and help users efficiently find new chat partners; the strength of our team; whether dating industry trends are favoring free services and lower prices; whether we can make better matches because our users do not hit a paywall; whether we can continue to manage costs and whether we will be impacted by future bad debt; and whether we will fund initiatives which will drive user growth and engagement that creates shareholder value are forward-looking statements. 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 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, 2013 and the Prospectus Supplement (Rule 424(b)(5)) filed on July 24, 2014. 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

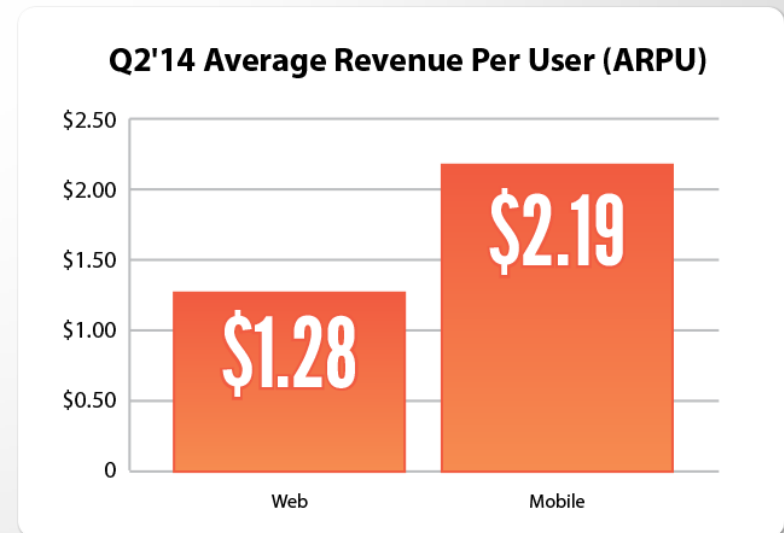
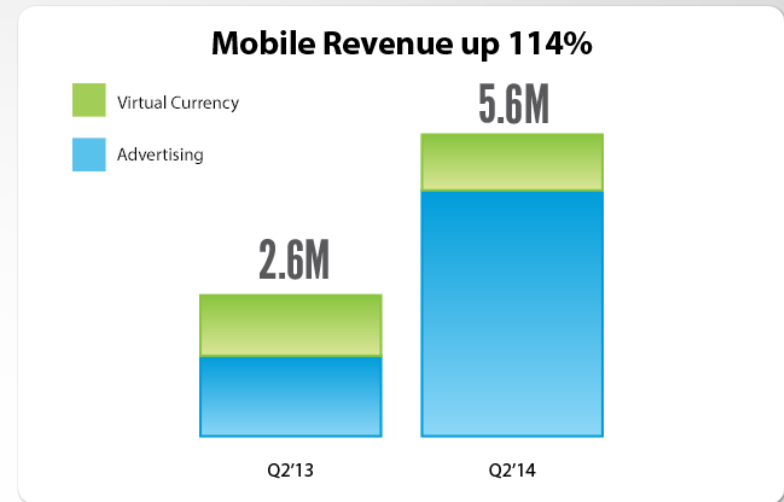
This presentation includes a discussion of Adjusted EBITDA from continuing operations which is a non-GAAP financial measure. Reconciliations to the most directly comparable GAAP financial measures are provided at the end of the appendix to this presentation.

© 2014, MeetMe, Inc.



Q2 Highlights

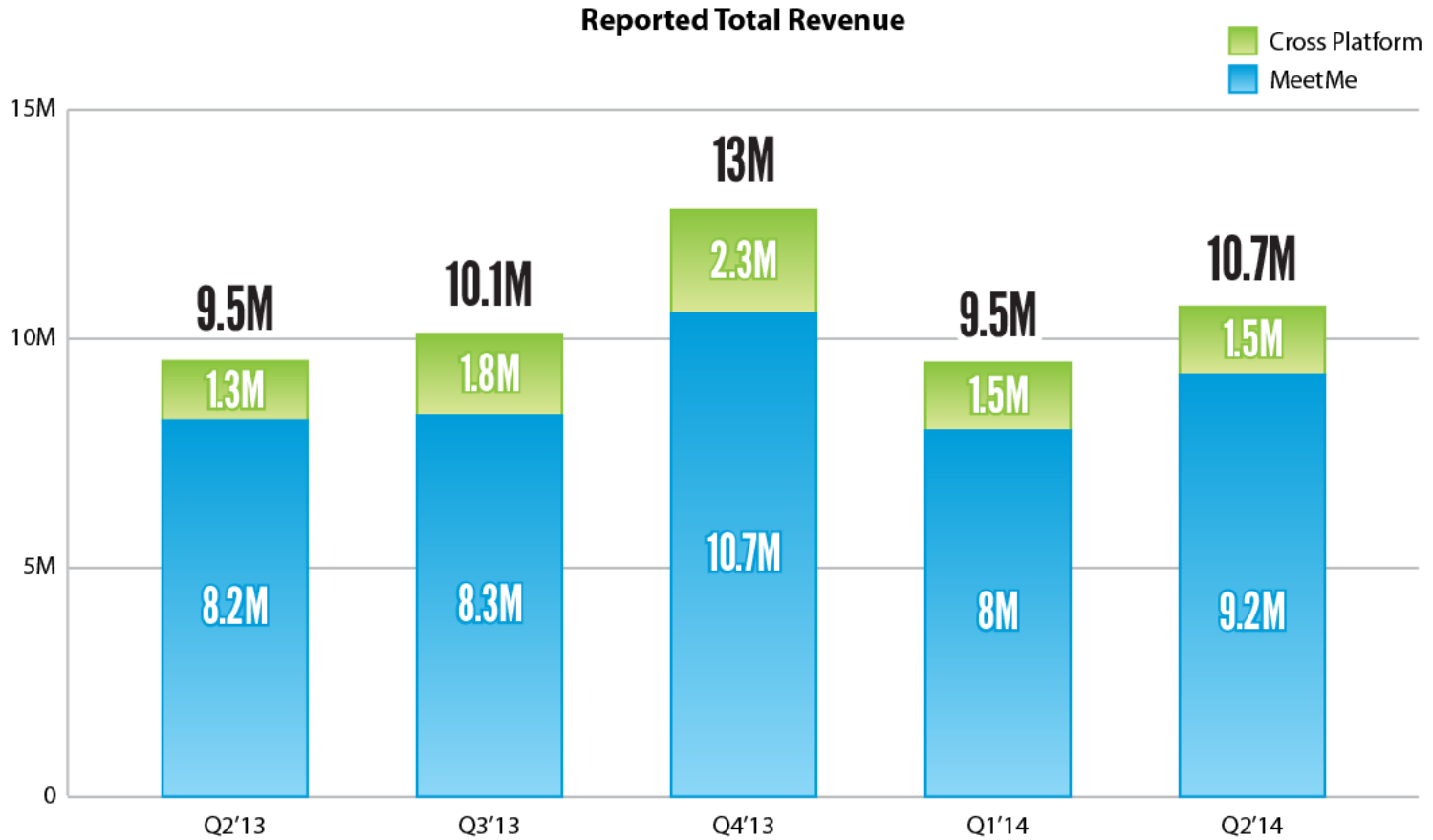
- » Total revenue grew 12.7% from Q2 '13 to \$10.7M.
- » Mobile revenue grew 114% from Q2 '13 to \$5.6M.
- » Mobile ARPU of \$2.19 significantly higher than Web ARPU of \$1.28.
- » 52.8% of total revenue from mobile, up from 27.8% in Q2 '13.
- » Adjusted EBITDA growth of 93% year-over-year.



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 the Adjusted EBITDA Reconciliation slide in the appendix of this presentation.

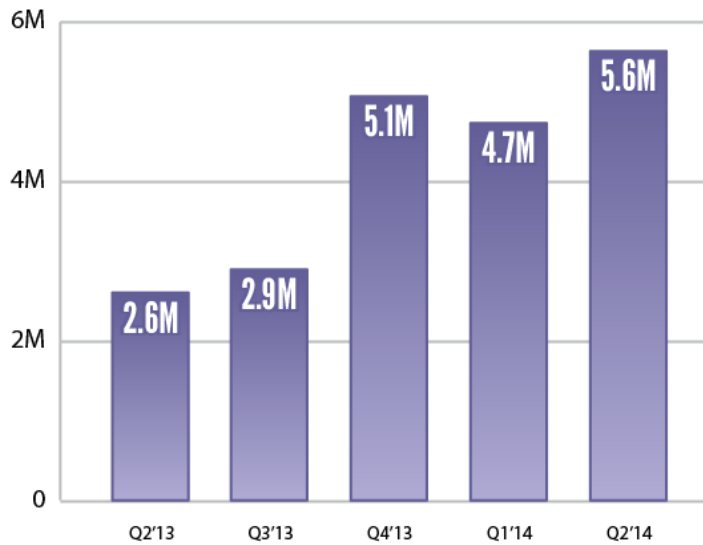


Total Revenue



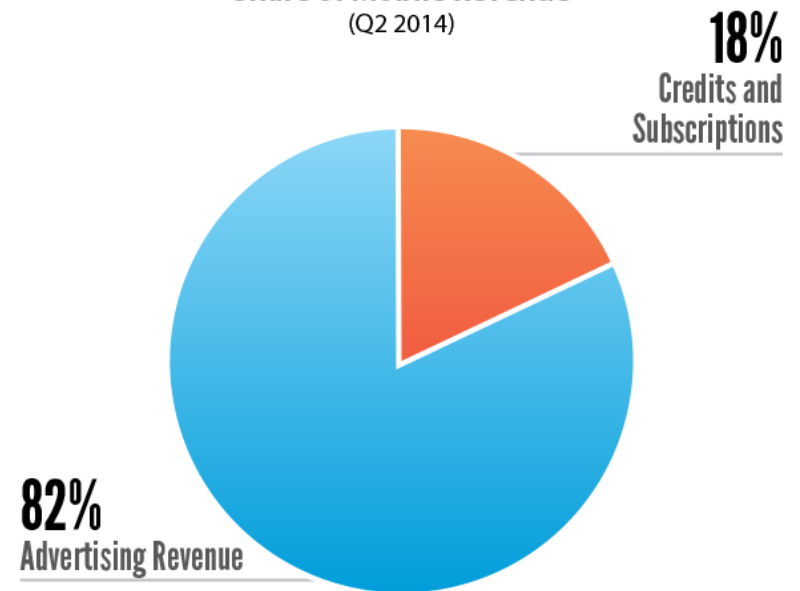
MeetMe Mobile Revenue

MeetMe Mobile Revenue



Share of Mobile Revenue

(Q2 2014)

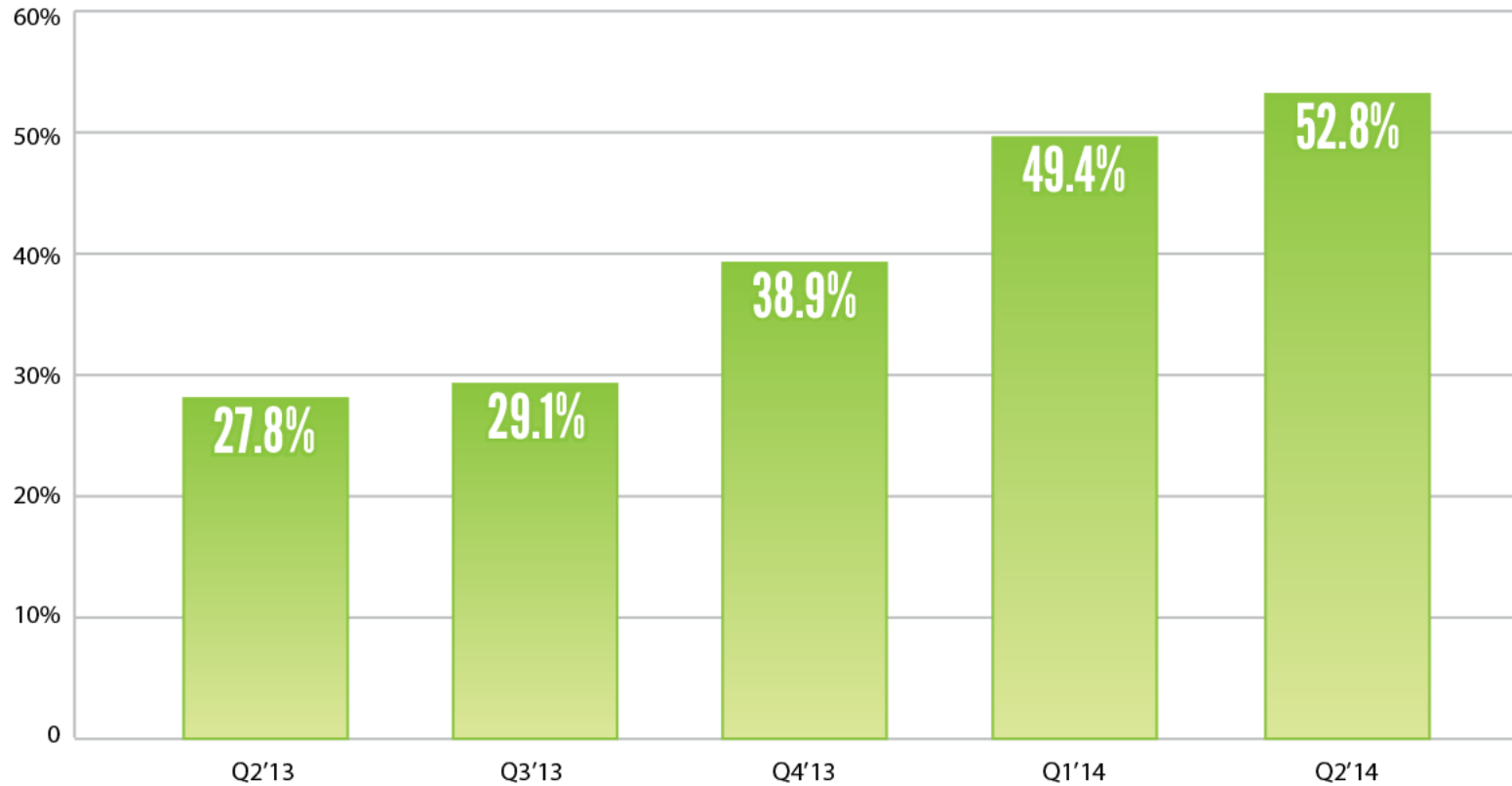


Revenue charts refer to total revenue from the MeetMe website and mobile app, and excludes Cross Platform revenue. Mobile revenue refers to advertising and virtual currency revenue from MeetMe's mobile app and mobile web site.

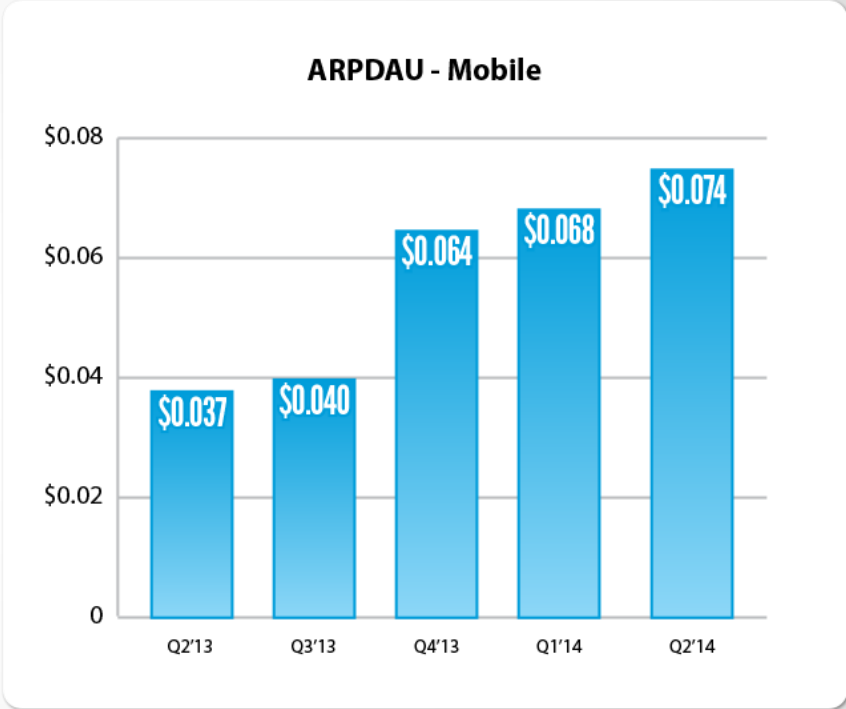
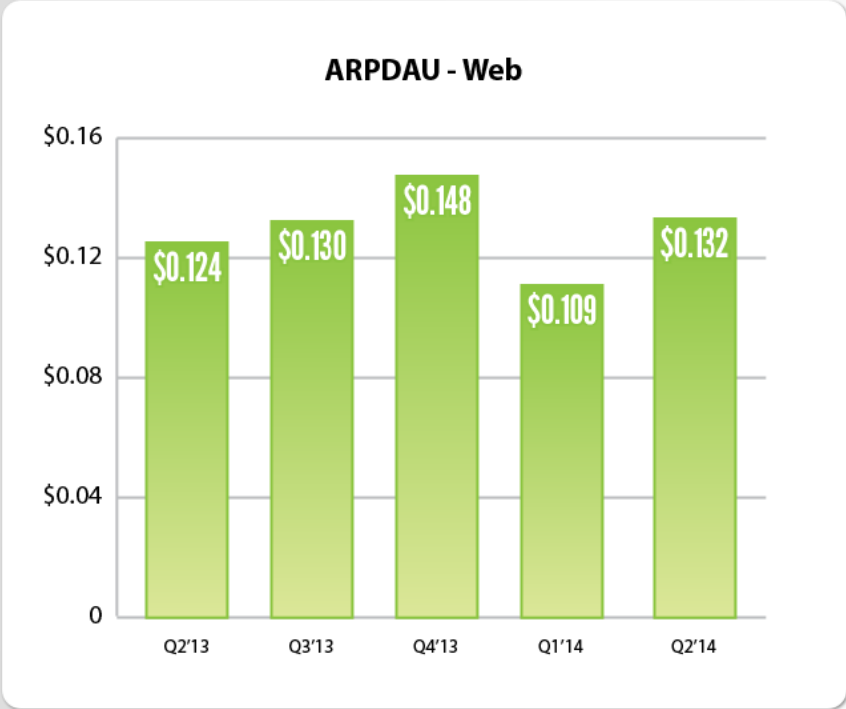


MeetMe Mobile as % of Total Company Revenue

Mobile Revenue as % of Total Company Revenue



Average Revenue Per Daily Active User (ARPDau)



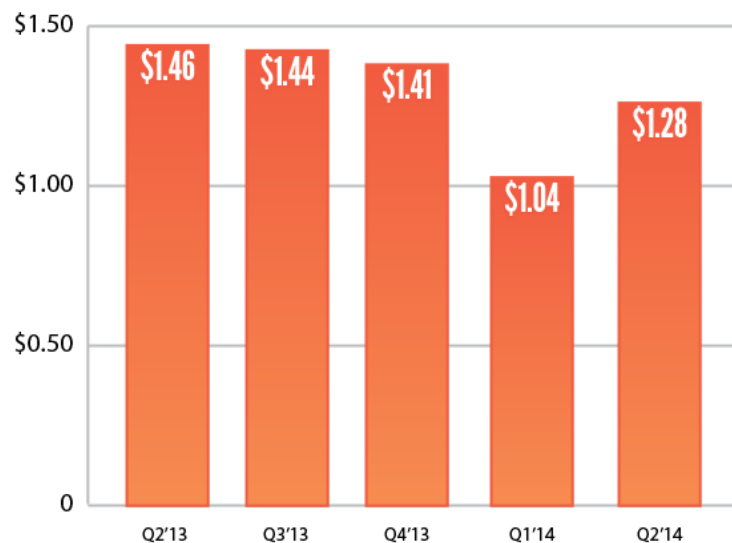
In the quarter ended December 31, 2013, the company reported mobile ARPDau of \$0.071, which included a one-time revenue recognition of past deferred revenue for virtual currency sales previously collected but never used by the purchaser. Excluding this one-time adjustment, the mobile ARPDau for the quarter ended December 31, 2013 would have been \$0.064.

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.

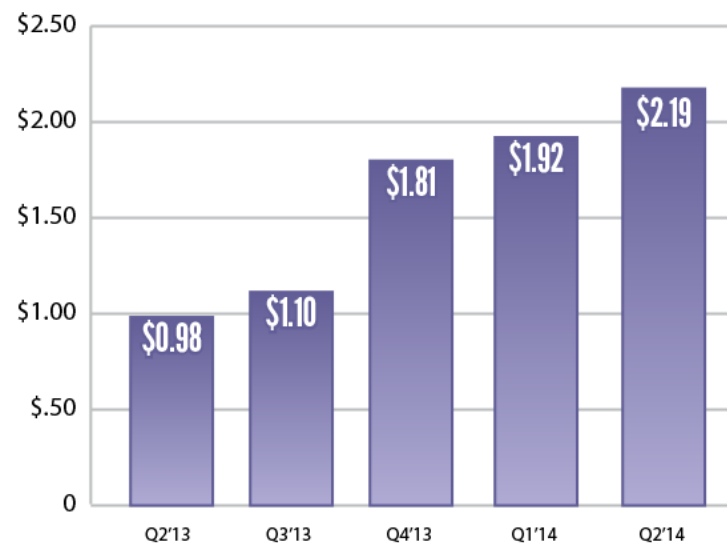


Average Revenue Per User (ARPU)

ARPU - Web



ARPU - Mobile



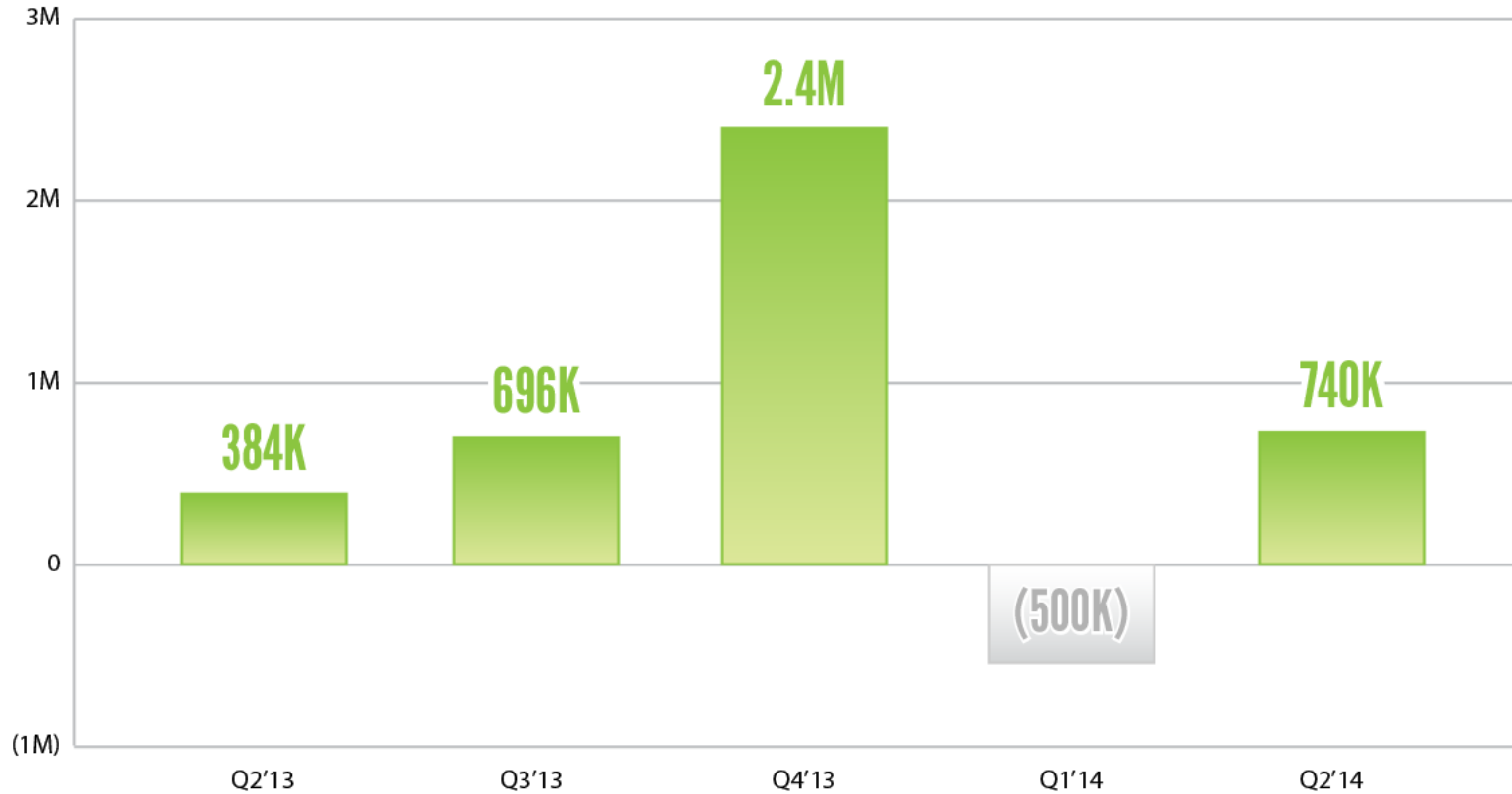
In the quarter ended December 31, 2013, the company reported mobile ARPU of \$2.01, which included a one-time revenue recognition of past deferred revenue for virtual currency sales previously collected but never used by the purchaser. Excluding this one-time adjustment, the mobile ARPU for the quarter ended December 31, 2013 would have been \$1.81.

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. ARPU charts refer to total ARPU of MeetMe.



Adjusted EBITDA

Reported Adjusted EBITDA



Adjusted EBITDA is a non-GAAP financial measure. For definition of Adjusted EBITDA, please refer to the Adjusted EBITDA Reconciliation slide in the appendix of this presentation.

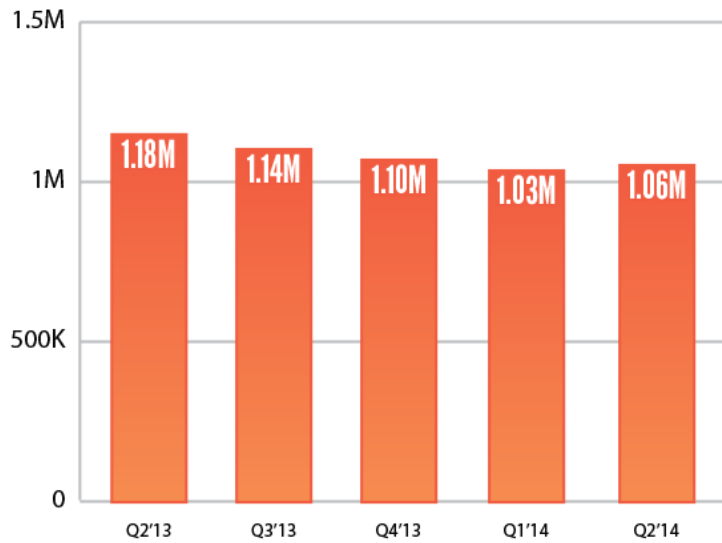




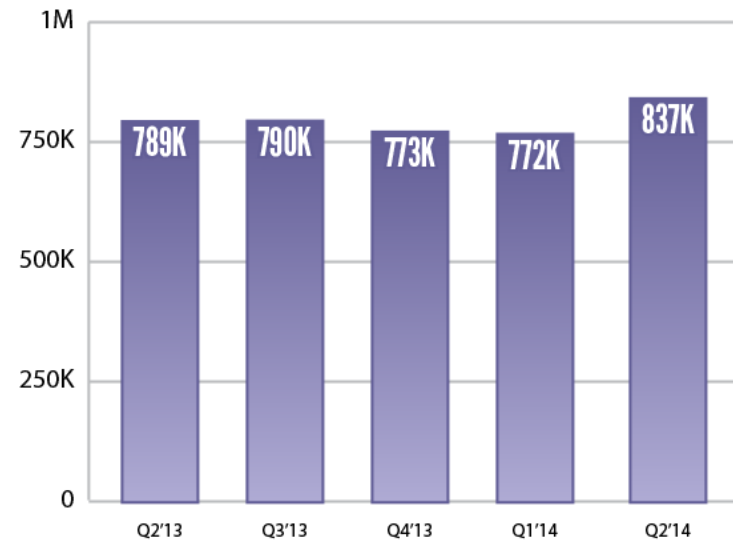
Appendix

Daily Active Users (DAU)

Average DAU

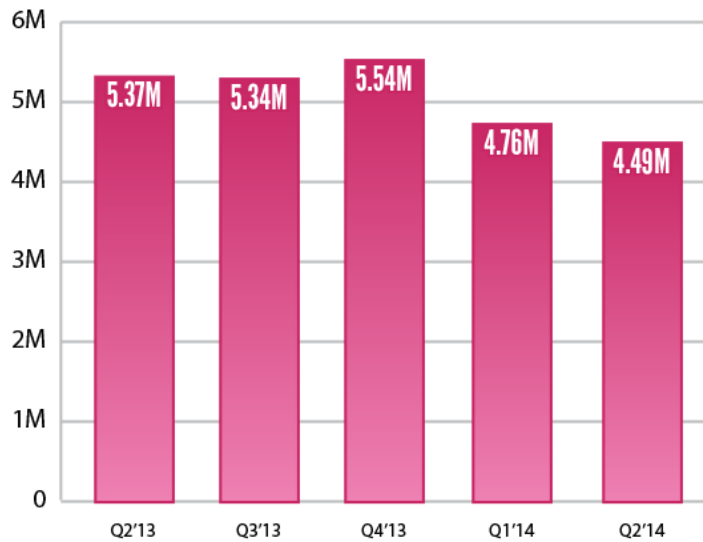


Average Mobile DAU

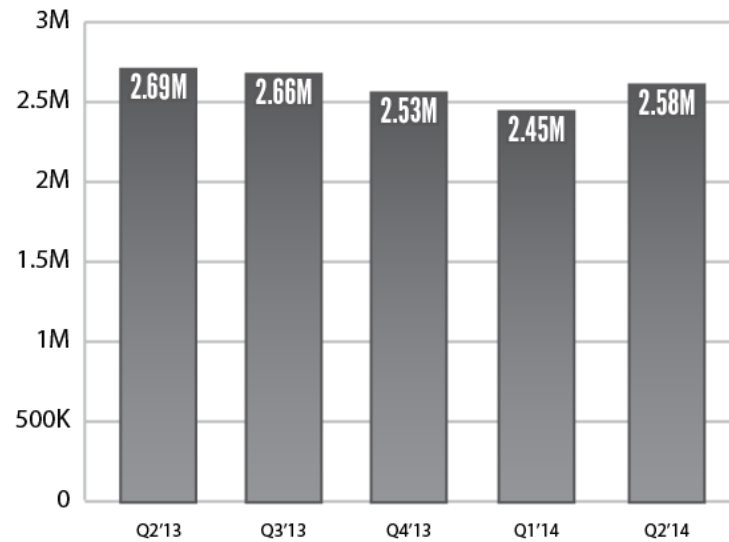


Monthly Active Users (MAU)

Average MAU



Average Mobile MAU



Adjusted EBITDA Reconciliation

	Three Months Ended June 30,		Six Months Ended June 30,	
	2014	2013	2014	2013
Net Income (Loss) from Continuing Operations	\$ (1,437,758)	\$ (2,099,046)	\$ (4,861,119)	\$ (9,427,024)
Interest expense	241,643	141,728	661,886	355,568
Change in warrant liability	(181,493)	-	174,461	-
Depreciation and amortization	1,079,932	1,089,043	2,165,391	2,171,987
Amortization of stock based compensation	1,038,101	605,776	1,979,388	1,910,924
Acquisition and restructuring costs	-	646,479	120,202	2,540,896
Loss on debt restructure	-	-	-	1,174,269
Adjusted EBITDA	\$ 740,425	\$ 383,980	\$ 240,209	\$ (1,273,380)
GAAP basic and diluted net income (loss) per common shareholders	\$ (0.04)	\$ (0.05)	\$ (0.13)	\$ (0.25)
Basic adjusted EBITDA per common shareholders	\$ 0.02	\$ 0.01	\$ 0.01	\$ (0.03)
Diluted adjusted EBITDA per common shareholders	\$ 0.02	\$ 0.01	\$ 0.01	\$ (0.03)
Weighted average number of shares outstanding, Basic	38,798,706	38,127,737	38,649,766	37,749,772
Weighted average number of shares outstanding, Diluted	42,271,469	40,064,802	42,227,631	37,749,772

Adjusted EBITDA is a non-GAAP financial measure. The Company defines Adjusted EBITDA as earnings (or loss) from continuing operations before interest expense, change in warrant liability, income taxes, depreciation and amortization, amortization of stockbased compensation, nonrecurring acquisition, restructuring or other expenses and goodwill impairment charges. The Company excludes stock based compensation because it is noncash in nature. Our management believes Adjusted EBITDA is an important measure of our operating performance because it allows management, investors and analysts to evaluate and assess our operating results from period to period after removing the impact of acquisition related costs, and other items of a nonoperational nature that affect comparability. Our management recognizes that Adjusted EBITDA has inherent limitations because of the excluded items.

