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 our mobile applications will facilitate and deepen connections among our users; the size and attractiveness of the market opportunity and whether it will increase; whether we will continue to experience revenue and DAU growth and if so, at what pace and to what extent; whether we will continue to monetize at industry leading rates; whether user traffic will grow and if so, whether the quality and relevance of our user connections will improve; whether our technology will facilitate new and more Chats; whether we can successfully launch new products and features as anticipated and the effectiveness of those products and features; the quality and extent of our mobile monetization opportunities, including whether we can expand our native advertising program; whether we will continue to enjoy diversified revenue streams; whether we can realize increased mobile impressions and increased mobile CPMs; whether our product strategy will improve the Chat experience and the quality of Chat partners and grow stickiness and DAU; whether we can successfully add additional credits, freemium and subscription products; whether our mobile users will remain highly engaged; whether we can reach our desired user demographic; whether we are poised for significant growth; whether our total and mobile revenue will grow; whether the proportion of our mobile revenue will continue to increase; whether our contractual arrangements with Beanstock and Pinsight will optimize our web and mobile ad revenue, respectively; we will meet our expected financial projections; whether we can continue to manage costs and whether we will be impacted by future bad debt; whether we have sufficient cash to meet our current growth plans; 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; 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.
Who is MeetMe?

» MeetMe is a mobile application focused on transforming the way people socialize and meet

» We are the digital coffeehouse, a social gathering place that facilitates and deepens connections among users
The MeetMe Opportunity

**Large and Growing Mobile Platform.** Over 1 million daily users. 114% growth in mobile revenue yo-yo. Mobile usage at all-time high

**A Mobile Monetization Leader.** MeetMe monetizes chat at industry-leading rates through advertising and freemium products, earning $40 per average daily user per year.

**Massive Market Opportunity.** Vast addressable market of 80+ million people in the US and 1+ billion people worldwide. In the US alone, online dating is a $1.5 billion a year business growing at 9% per year.

**Proprietary Technology.** Proven technology facilitates relevant new chats leveraging the data on the platform.

**Strong Network Effects.** As traffic grows, the quality and relevance of the connections improves.
Dramatic Engagement

Source: Average daily stats and site activity based on internally tracked data from May 14, 2014 through May 21, 2014.

- 12 Million New Messages
- 4 Million Feed Posts & Likes
- 250,000 New Photos
- 100,000 Ephemeral Photos
- 1.7 Million New Friendships

Video: http://meet.me/chat
Technology Facilitates New Chats

Locals
Browse people nearby
1.7 million new friends per day

Match
Engaging admirer game
1.3mm new matches per day

Chats
Icebreakers make conversation easy
12 Million real-time chats per day
100,000 ephemeral photos per day

Feed
Location-based news feed
4mm posts & likes per day

Profile
Entryway to chat & photos
56mm profile & photo views per day

Source: Average daily stats and site activity based on internally tracked data from May 14, 2014 through May 21, 2014.
Why Use MeetMe?

- **75%** Use MeetMe to Make New Friends
- **58%** Have Met In Person
- **89%** Prefer to Start as Friends Before Dating
- **60%** Have Never Joined a Dating Site

What was the reason for meeting?

- **67%** Make a new friend
- **33%** Dating

Source: Statistics obtained from survey results collected from 17,000 MeetMe users between May 31 and June 5, 2013.
MeetMe: A Mobile Leader

More Mobile Revenue Per User Than Facebook

Average Revenue Per User on Mobile

$2.19

MeetMe

$1.55

Facebook

Top-Grossing Social Android Apps

1. OkCupid
2. MeetMe
3. Tagged
5. Badoo
6. Anastasia Date
7. textPlus
9. Skout
13. GREE
16. HowAboutWe
56. Twoo
75. Path

Source: Average Revenue per User (ARPU) is calculated by dividing Q2 '14 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 June 30, 2014 and related earnings press release. Android Top Grossing Social apps is based on Google Play as of July 29, 2014, as summarized by AppAnnie. As of July 29, 2014, MeetMe was #2 in the AppAnnie Android Top Grossing Social apps.
Diversified Revenue Streams

31%  
Display Advertising

43%  
Mobile Advertising

26%  
Credits, Subscriptions, & Other

Ad impressions up 136% yoy

Ad pricing (CPMs) up 29% yoy

3+ Billion mobile ads per month

Pay 50 credits or $1 USD for Spotlight promotion

Spotlight users get more chats

Over 827,000 freemium products purchased per month

Subscription brings premium benefits: No ads, see who viewed your photos, stealth mode, etc.

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 from the period June 30, 2014. SocialTheater revenue is included in Credits Subscriptions & Other.
Mobile Revenue Drivers

**Mobile Impressions**
- Q2'13: 4.4B Native Ads, 136M Banner Ads
- Q2'14: 8.6B

**Mobile CPM**
- Q2'13: $0.33
- Q2'14: $0.43
## Product Strategy

### Improve Chat Experience and Quality of Chat Partners to Grow Stickiness and DAU

- Real-time Chat (April)
- Ephemeral Photos in Chat (April)
- Icebreakers (May)
- Profile Update to Emphasize Chat (May)
- Move 2+ Million New Match and Friend Notifications to Chat (June)
- Friend Suggestions (June)
- Surface Higher Quality Chat Partners (2H 2014)
- Freemium Chat Features (2H 2014)

<table>
<thead>
<tr>
<th></th>
<th>Mobile Chat</th>
<th>Mobile Photos</th>
<th>Mobile Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11.4 Million</td>
<td>378,000</td>
<td>136 Million</td>
</tr>
<tr>
<td>Real-time Impact</td>
<td>81%</td>
<td>84%</td>
<td>45%</td>
</tr>
<tr>
<td>Ephemeral Impact</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engagement Impact</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mobile Chat and Mobile Photos compare the daily averages of messages sent and photos uploaded over the June 1-30 period to those over the March 1-7 period, before deployment of any real-time features, reflecting the addition of ephemeral photo-sharing on top of public feed-based photo-sharing. Mobile Ad Impressions compares the daily average over the June 1-30 period to the daily average over March 1-31. All of these figures reflect activity within the MeetMe iPhone and Android applications, but not the MeetMe iPad application or MeetMe’s mobile website.
Superior Mobile Monetization Opportunities

» Expansion of native advertising program

» Improved CPMs with mobile ad market expansion

» Additional credits, freemium, and subscription products

» Highly engaged mobile users visit 100 times per month on average, compared to 10 times on the web

» Hard-to-reach, Desirable Demographic: More than 60% of MeetMe mobile users aged 18-30

Note: Average Revenue per User (ARPU) is calculated by dividing quarterly MeetMe web and mobile revenue by the average monthly active users (MAUs) for mobile. Q4 2013 ARPU is adjusted for one-time recognition of deferred revenue.

* Source: Google analytics for time spent and visits, June 2014.
### Brand Partners

<table>
<thead>
<tr>
<th>Entertainment</th>
<th>CPG</th>
<th>Technology</th>
<th>Lifestyle and Fashion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Time Warner Cable</strong></td>
<td><strong>Disney</strong></td>
<td><strong>McDonald’s</strong></td>
<td><strong>kraft foods</strong></td>
</tr>
<tr>
<td><strong>MGM Resorts International</strong></td>
<td><strong>Hallmark Channel</strong></td>
<td><strong>General Mills</strong></td>
<td><strong>Nestle</strong></td>
</tr>
<tr>
<td><strong>at&amp;t</strong></td>
<td><strong>verizon</strong></td>
<td><strong>Kellogg’s</strong></td>
<td><strong>P&amp;G</strong></td>
</tr>
<tr>
<td><strong>Sprint</strong></td>
<td><strong>dish</strong></td>
<td><strong>amazon.com</strong></td>
<td><strong>MARS</strong></td>
</tr>
<tr>
<td><strong>NETFLIX</strong></td>
<td><strong>COMCAST</strong></td>
<td><strong>Walmart</strong></td>
<td><strong>PEPSICO</strong></td>
</tr>
<tr>
<td><strong>EA</strong></td>
<td><strong>SONY</strong></td>
<td><strong>Unilever</strong></td>
<td><strong>Coca-Cola</strong></td>
</tr>
<tr>
<td><strong>DIRECTV</strong></td>
<td><strong>WWE</strong></td>
<td><strong>Unilever</strong></td>
<td><strong>Microsoft</strong></td>
</tr>
<tr>
<td><strong>Cabela’s</strong></td>
<td><strong>World’s Foremost Outfitter</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
# Experienced Management Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Prior Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Geoffrey Cook</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Chief Executive Officer</strong></td>
<td>myYearbook</td>
</tr>
<tr>
<td></td>
<td>THOMSON</td>
</tr>
<tr>
<td></td>
<td>EssayEdge</td>
</tr>
<tr>
<td></td>
<td>ResumeEdge</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>David Clark</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Chief Financial Officer</strong></td>
<td>NutriSystem</td>
</tr>
<tr>
<td></td>
<td>SunCom Wireless</td>
</tr>
<tr>
<td></td>
<td>Claymont Steel</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>William Alena</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Chief Revenue Officer</strong></td>
<td>myYearbook</td>
</tr>
<tr>
<td></td>
<td>SCHOLASTIC</td>
</tr>
<tr>
<td></td>
<td>doubleclick by Google</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Richard Friedman</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Chief Technology Officer</strong></td>
<td>Bluestone Software</td>
</tr>
<tr>
<td></td>
<td>HP</td>
</tr>
<tr>
<td></td>
<td>JBoss by Red Hat</td>
</tr>
<tr>
<td></td>
<td>JPMorganChase</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Frederic Beckley</strong></td>
<td></td>
</tr>
<tr>
<td><strong>General Counsel &amp; EVP Business Affairs</strong></td>
<td>TruePosition</td>
</tr>
<tr>
<td></td>
<td>Verizon</td>
</tr>
<tr>
<td></td>
<td>Dechert LLP</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Catherine Cook</strong></td>
<td></td>
</tr>
<tr>
<td><strong>VP Brand Strategy</strong></td>
<td>myYearbook</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Mobile: Poised for Significant Growth

% of Time Spent in Media vs. % of Advertising Spending, USA 2013

- **Time Spent**
  - Print: 5%
  - Radio: 12%
  - TV: 38%
  - Internet: 25%
  - Mobile: 4%

- **Ad Spend**
  - Print: 19%
  - Radio: 10%
  - TV: 45%
  - Internet: 22%
  - Mobile: 20%

Source: 2014 Meeker/Kleiner Internet Trends Report. Advertising spend based on IAB data for full year 2013. Print includes newspaper and magazine. $30B+ opportunity calculated assuming Internet and Mobile ad spend share equal their respective time spent share. Time spent share data based on eMarketer 7/13 (adjusted to exclude outdoors / classified media spend). Arrows denote Y/Y shift in percent share.
Revenue Performance

"Mobile Revenue" chart refers to mobile advertising and mobile virtual currency revenue on MeetMe’s mobile apps and mobile web site.
Q4 ‘13 MeetMe Revenue includes approximately $600,000 of virtual currency sales previously collected and deferred, $500,000 of which is Mobile Revenue.
Exclusive Ad Partnerships

In September 2013, we established a contractual partnership with Beanstock Media to optimize revenue generated from our desktop ad inventory.

In November 2013, we established a contractual partnership with Pinsight Media (a division of Sprint) to manage all mobile ad inventory on iOS and Android platforms.
# Income Statement

<table>
<thead>
<tr>
<th>($ in millions)</th>
<th>2013</th>
<th></th>
<th></th>
<th></th>
<th>2014</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
<td>Q1</td>
<td>Q2</td>
</tr>
<tr>
<td>Revenue</td>
<td>$7.8</td>
<td>$9.5</td>
<td>$10.1</td>
<td>$13.0</td>
<td>$9.5</td>
<td>$10.7</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>$2.0</td>
<td>$1.5</td>
<td>$1.9</td>
<td>$2.4</td>
<td>$2.2</td>
<td>$1.9</td>
</tr>
<tr>
<td>Product Development &amp; Content</td>
<td>6.4</td>
<td>6.3</td>
<td>6.8</td>
<td>7.1</td>
<td>6.9</td>
<td>6.9</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>2.4</td>
<td>1.8</td>
<td>1.5</td>
<td>2.1</td>
<td>1.9</td>
<td>2.2</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>4.2</td>
<td>1.7</td>
<td>1.1</td>
<td>1.1</td>
<td>1.2</td>
<td>1.1</td>
</tr>
<tr>
<td>Total Operating Expenses</td>
<td>$14.9</td>
<td>$11.4</td>
<td>$11.3</td>
<td>$12.7</td>
<td>$12.2</td>
<td>$12.1</td>
</tr>
<tr>
<td>Loss from Operations</td>
<td>($7.1)</td>
<td>($2.0)</td>
<td>($1.3)</td>
<td>$0.3</td>
<td>($2.6)</td>
<td>($1.4)</td>
</tr>
<tr>
<td>Operating Margin</td>
<td>NM</td>
<td>NM</td>
<td>NM</td>
<td>2.2%</td>
<td>NM</td>
<td>NM</td>
</tr>
<tr>
<td>EBITDA Adjustments (1)</td>
<td>5.5</td>
<td>2.3</td>
<td>2.0</td>
<td>2.1</td>
<td>2.1</td>
<td>2.1</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>($1.7)</td>
<td>$0.4</td>
<td>$0.7</td>
<td>$2.4</td>
<td>($0.5)</td>
<td>$0.7</td>
</tr>
<tr>
<td>Adjusted EBITDA Margin</td>
<td>NM</td>
<td>4.0%</td>
<td>6.9%</td>
<td>18.3%</td>
<td>NM</td>
<td>6.9%</td>
</tr>
</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 the Company’s 10-Q filing for the period ended June 30, 2014.
The MeetMe Opportunity

Large and Growing Mobile Platform. Over 1 million daily users. 114% growth in mobile revenue yoy. Mobile usage at all-time high

A Mobile Monetization Leader. MeetMe monetizes chat at industry-leading rates through advertising and freemium products, earning $40 per average daily user per year ¹

Massive Market Opportunity. Vast addressable market of 80+ million people in the US and 1+ billion people worldwide. In the US alone, online dating is a $1.5 billion a year business growing at 9% per year ²

Proprietary Technology. Proven technology facilitates relevant new chats leveraging the data on the platform

Strong Network Effects. As traffic grows, the quality and relevance of the connections improves

---

MeetMe Investor Presentation

Summer 2014

Geoff Cook
Chief Executive Officer

David Clark
Chief Financial Officer