Chat with new people.

MeetMe Investor Deck
Winter 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 and exceed web ARPU; whether our mobile revenue will continue to constitute an increasing percentage of our total revenue; 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; whether mobile revenue will continue to offset declining web revenue; our ability to enhance our apps 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 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; 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, positively impact DAU and drive strong mobile results across the board; the strength of our 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; whether our expanded partnership with Beanstock will result in expected benefits; 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, data-driven matching, and enhanced Icebreakers; whether and when we will launch additional freemium chat features and additional standalone apps; and the growth of market opportunity in the mobile app market. 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, 2013, the Prospectus Supplement (Rule 424(b)(5)) filed on July 24, 2014, and the Current Report on Form 8-K filed on December 29, 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 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 January 2015: mobile daily active users up 30% to over 1M, mobile registrations up 47% to 40K+ per day.

Strong Mobile Revenue Growth
96% growth in annual mobile revenue to $24.6 million in 2014. $44.8 million in total. Higher mobile ARPU than Facebook.

Profitable, FCF and EBITDA Positive
177% growth in Adjusted EBITDA to $5.0M in 2014. Free Cash Flow of $3.5 million in 2014 and $17.0 million in cash on hand.

(1) Social App rankings and “Chat” keyword search rankings as of February 24, 2015. (2) Mobile Daily Active Users and mobile registration year-over-year growth compares January 2015 to January 2014. (3) Total revenue and mobile revenue from fiscal year 2014. Mobile revenue refers to advertising and virtual currency revenue from MeetMe’s mobile app and mobile website. (4) Net Income for three-months ended December 31, 2014 was $846,924. 2014 adjusted EBITDA and Free Cash Flow from the fiscal year fiscal year 2014; cash balance as of December 31, 2014.
Intuitive Mobile Design

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

Source: Why Use MeetMe percentages obtained from survey results collected from 17,000 MeetMe users between May 31 and June 5, 2013. Top Platforms data based on average daily active users in September 2014. User age data as of October 2014.
Competitive Landscape

Chat Apps
- Facebook Messenger
- WeChat
- Viber
- Snapchat
- Skype
- Hangouts
- Line
- Kik

Meet New People Apps
- Tinder
- Zoosk
- OkCupid
- Meetic
- eHarmony
- JDate
- Ok Cupid
- Skout
- POF
- Ayi
- Christian Mingle
- Twoo
- momo
- badoo
- Match.com

Casual
Intimate
Technology Delivers Engagement

Meet
Browse people nearby

Match
Engaging admirer game

Chats
100+ %
Chat Growth in 2014
Icebreakers make conversation easy
15+ Million real-time chats per day
Over 200,000 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 September 2014.
Growing Mobile Traffic

Mobile Daily Active Users up 30%
- January 2014: 0.78M
- January 2015: 1.02M

Mobile Registrations up 47%
- January 2014: 0.82M
- January 2015: 1.21M
Monetizing an Engaged Mobile Audience

32% Native Advertising
8% Credits
57% Mobile Banner Advertising
3% Subscriptions

700,000 Freemium Products Purchased Per Month

Note: Monetization percentages based on October 1, 2014 through December 31, 2014 results. Freemium products of 700,000 purchased per month based on January 1, 2015 through January 31, 2015. Freemium products purchased with Credits. Credits may be bought or earned.
Chat Increases Engagement & Retention

Note: Monthly results are based on December 1, 2014 through December 31, 2014. Methodology for tracking user visits through Google Analytics changed in the fourth quarter 2014. Prior to the methodology change, monthly users averaged 122 visits per month, and 12.8 ads per visit.

3.2 Million Monthly Users
× 177 Visits Per User Per Month
× 10.1 Ads Per Visit
= 5.7 Billion Mobile Ad Impressions Per Month

31% of Monthly Users Login Every Day
Mobile Advertising Drivers

Mobile Impressions

- Native Ads: 1.9B (Q4'13), 3.2B (Q4'14)
- Banner Ads: 6.2B (Q4'13), 12.6B (Q4'14)

Mobile DAU

- Q4'13: 773k
- Q4'14: 923k
A Leader in Monetizing Mobile Social Audiences

Mobile ARPU

Q4'13: $1.81
Q1'14: $1.92
Q2'14: $2.19
Q3'14: $2.29
Q4'14: $2.46

Average Revenue Per User on Mobile

$2.46
$2.09

Source: MeetMe Mobile Average Revenue per User (ARPU) is calculated by dividing Q4 '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-K filing for the period ended December 31, 2014 and related earnings press release.

In Q4 '13, 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 ARPU for Q4 '13 would have been $1.81, as noted above.
# Experienced Management Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Prior Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Geoffrey Cook</strong></td>
<td><img src="#" alt="myYearbook" /> <img src="#" alt="THOMSON" /> <img src="#" alt="EssayEdge" /> <img src="#" alt="ResumeEdge" /></td>
</tr>
<tr>
<td>Chief Executive Officer</td>
<td></td>
</tr>
<tr>
<td><strong>David Clark</strong></td>
<td><img src="#" alt="Nutrisystem" /> <img src="#" alt="SunCom" /> <img src="#" alt="Claymont" /></td>
</tr>
<tr>
<td>Chief Financial Officer</td>
<td></td>
</tr>
<tr>
<td><strong>William Alena</strong></td>
<td><img src="#" alt="myYearbook" /> <img src="#" alt="SCHOLASTIC" /> <img src="#" alt="doubleclick" /></td>
</tr>
<tr>
<td>Chief Revenue Officer</td>
<td></td>
</tr>
<tr>
<td><strong>Richard Friedman</strong></td>
<td><img src="#" alt="Bluestone" /> <img src="#" alt="JBoss" /> <img src="#" alt="JPMorganChase" /></td>
</tr>
<tr>
<td>Chief Technology Officer</td>
<td></td>
</tr>
<tr>
<td><strong>Frederic Beckley</strong></td>
<td><img src="#" alt="TruePosition" /> <img src="#" alt="verizon" /> <img src="#" alt="PepperHamilton" /> <img src="#" alt="Dechert" /></td>
</tr>
<tr>
<td>General Counsel &amp; EVP Business Affairs</td>
<td></td>
</tr>
<tr>
<td><strong>Catherine Cook</strong></td>
<td><img src="#" alt="myYearbook" /> <img src="#" alt="eBay" /> <img src="#" alt="Greeley Police Dept." /> <img src="#" alt="District Attorney Office Of Weld County" /></td>
</tr>
<tr>
<td>VP Brand Strategy</td>
<td></td>
</tr>
<tr>
<td><strong>Don Eyer</strong></td>
<td><img src="#" alt="myYearbook" /> <img src="#" alt="eBay" /> <img src="#" alt="Greeley Police Dept." /> <img src="#" alt="District Attorney Office Of Weld County" /></td>
</tr>
<tr>
<td>VP Safety Operations</td>
<td></td>
</tr>
</tbody>
</table>
Financial Overview
Mobile: Poised for Significant Growth

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

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.
2014 Highlights

» 55% of total revenue from mobile, up from 31% in 2013.

» Mobile revenue grew 96% from 2013 to $24.6M.

» Mobile ARPU of $2.46 in Q4 ‘14, significantly higher than Web ARPU of $1.03.

» Adjusted EBITDA grew 177% from 2013, representing an 11% adjusted EBITDA Margin.

» Free Cash Flow of $3.5M in 2014, and December 31, 2014 cash and cash equivalents balance of $17M.

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 dated February 27, 2015.
In September 2013, we established an exclusive contractual partnership with Beanstock Media to optimize revenue generated from our desktop ad inventory.

In December 2014, we expanded our partnership to include mobile ad inventory. Mobile partnership will commence March 1, 2015 and expire December 31, 2015.

We Believe Benefits will include:

→ Strong rate / revenue visibility

→ Rate stability
Financial Performance and Guidance

**Full Year Total Revenue Growth**

- 2013: $40.4
- 2014: $44.8

**Full Year Mobile Revenue Growth**

- 2013: $12.6
- 2014: $24.6

**Total Revenue**

- 2013: $40.4
- 2014: $44.8
- 2015E: $47.0 to $53.0

**Adjusted EBITDA**

- 2013: $1.8
- 2014: $5.0
- 2015E: $7.0 to $10.0

*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; $47M to $53M for revenue and $7M to $10M for adjusted EBITDA. For definition of Adjusted EBITDA, please refer to Exhibit 99.1 to the Company’s 8-K filing dated February 27, 2015.
## Income Statement

<table>
<thead>
<tr>
<th>($ in millions)</th>
<th>2014</th>
<th>2013</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>$12.8</td>
<td>$21.7</td>
<td>-41%</td>
</tr>
<tr>
<td>Mobile</td>
<td>24.6</td>
<td>12.6</td>
<td>96%</td>
</tr>
<tr>
<td>Cross Platform</td>
<td>7.4</td>
<td>6.1</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$44.8</td>
<td>$40.4</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Operating Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$48.0</td>
<td>$50.4</td>
<td>-5%</td>
</tr>
<tr>
<td><strong>Income (Loss) from Operations</strong></td>
<td>($3.2)</td>
<td>($10.0)</td>
<td>69%</td>
</tr>
<tr>
<td>EBITDA Adjustments (1)</td>
<td>8.2</td>
<td>11.8</td>
<td>-31%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$5.0</td>
<td>$1.8</td>
<td>177%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA Margin</strong></td>
<td>11.2%</td>
<td>4.5%</td>
<td>150%</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 Exhibit 99.1 to the Company’s 8-K filing dated February 27, 2015.
## Balance Sheet

<table>
<thead>
<tr>
<th>($ in millions)</th>
<th>2014</th>
<th>2013</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>$17.0</td>
<td>$6.3</td>
<td>169.2%</td>
</tr>
<tr>
<td>Other current assets</td>
<td>9.8</td>
<td>10.7</td>
<td>-8.4%</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>2.5</td>
<td>2.9</td>
<td>-14.4%</td>
</tr>
<tr>
<td>Goodwill, intangibles &amp; other assets</td>
<td>73.9</td>
<td>75.7</td>
<td>-2.3%</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$103.2</td>
<td>$95.6</td>
<td>8.0%</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>$6.5</td>
<td>$6.9</td>
<td>-6.1%</td>
</tr>
<tr>
<td>Long-term debt</td>
<td>2.6</td>
<td>4.4</td>
<td>-40.8%</td>
</tr>
<tr>
<td>Long-term capital leases</td>
<td>1.5</td>
<td>1.6</td>
<td>-11.1%</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>0.4</td>
<td>0.9</td>
<td>-49.0%</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$11.0</td>
<td>$13.8</td>
<td>-20.4%</td>
</tr>
<tr>
<td><strong>Stockholders’ Equity</strong></td>
<td>$92.2</td>
<td>$81.8</td>
<td>12.8%</td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Stockholders’ Equity</strong></td>
<td>$103.2</td>
<td>$95.6</td>
<td>8.0%</td>
</tr>
<tr>
<td><strong>Free Cash Flow</strong></td>
<td>$3.5</td>
<td>$1.6</td>
<td>119.1%</td>
</tr>
<tr>
<td><strong>Capital Expenditures</strong></td>
<td>$1.9</td>
<td>$0.5</td>
<td>263.7%</td>
</tr>
</tbody>
</table>
Highlights

» **Large young, engaged mobile audience.** 1+ million DAU. 82% of users under age 35. 177 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-40 ranking in iPhone Social.

» **Profitable.** $2.6M in Adj. EBITDA, Free Cash Flow and Net Income positive in Q4 2014.

» **Dramatic Growing Mobile Revenue.** Mobile revenue up 96% yoy to $24.6 million in 2014. Total Company revenue of $44.8 million in 2014.

» **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.

---

Android and iPhone rankings as of February 24, 2015. Mobile DAU refers to the average daily active users on MeetMe’s mobile app and mobile web site. Mobile revenue refers to advertising and virtual currency revenue from MeetMe’s mobile app and mobile website. For definition of adjusted EBITDA, please refer to Exhibit 99.1 to the Company’s 8-K filing dated February 27, 2015.
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

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

Don Eyer

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

**Hindsights**
- Rules System
- Email, Push
- ReEngagement

**Insights**
- Geospatial Collection and Classification