



# Creating meaningful connections

Impact Report 2022



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# Global presence. Revolutionary technology. Deeper connections.



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Message from the CEO

# Bringing people together for meaningful connections

## Welcome to our 2022 Impact Report.

Since we published our inaugural Impact Report last year, we have accomplished so much that we are proud to share in this year's Report. Our brands continued to spark joyful connections for singles around the world, despite lockdown restrictions and the continued global pandemic. The fundamental need for human connection unites us all, and our employees work tirelessly to bring the best platforms and services to those looking for flirtations, relationships, friendships, and life-long partnerships. Our most important relationships are those that make us resilient, and our ability to make those introductions motivates us every day.

### SAFE AND INCLUSIVE COMMUNITIES

We offer digital communities for singles, but those lead to in real life interactions and meetings that impact our society as a whole. We take a holistic approach to cultivating safer communities, both on and off our platforms, through launching new safety products to working with NGOs, advocates, law enforcement, and regulators. We announced our support for the Violence Against Women Act – which funds programs that protect and support survivors of domestic abuse – and built a grassroots effort through our services to support its passage. I'm so pleased that Congress has passed this bill that President Biden has just signed into law. We continue to iterate and invest in our safety team and have spent more than \$125 million on Trust and Safety efforts annually, to bring new tools to the industry, such as the industry's first law enforcement portal to better aid investigations. Tinder launched "Are You Sure?," which helps stop bad behavior before it starts, and "Does This Bother

"The fundamental need for human connection unites us all, and our employees work tirelessly to bring the best platforms and services to those looking for flirtations, relationships, friendships, and life-long partnerships."

SHAR DUBEY Chief Executive Officer of Match Group



You?," which creates an easy way to report behavior that isn't appropriate. And we reviewed and updated our reporting flows and resources for survivors of assault through our partnership with the Rape, Abuse & Incest National Network (RAINN). We also announced that we would be supporting Carbo, a female-founded non-profit background check company, and bringing their service to our platform. We recently introduced this on Tinder and look forward to making this public information more easily accessible to our users at our other brands as well.

Building a safer environment also means an inclusive, supportive culture internally. I'm very pleased to announce that last year we hired our first Head of Diversity, Equity, and Inclusion. We've promoted an inclusive and supportive environment and have invested in our employee resource groups, along with diverse recruiting efforts, learning and development programs, and mentorship

programs for underrepresented groups. We also named our first VP of Corporate Social Responsibility, to focus on partnerships, employee engagement, sustainability, and charitable contributions that benefit the communities where we live and work.

### ENVIRONMENTAL IMPACT

We assessed our environmental impact and achieved carbon neutrality for this year. We will stay vigilant in our endeavor to maintain carbon neutrality and are committed to developing short- and long-term science-based targets to achieve net zero. We continue to build-out additional green programs that are good for the environment and the places we work.

### DATA SECURITY AND GOVERNANCE

We've also strengthened our governance with the creation of a Nominating and Corporate Governance Committee. We adopted a new

Committee charter, and the Committee now oversees ESG matters and best practices across Match Group. And on data security, Tinder, Match and our Affinity brands all achieved ISO 27001 certifications, another industry first.

### LOOKING FORWARD

As part of our fundamental mission of bringing people together for meaningful connections, we are committed to implementing ESG initiatives and want to further our positive impact. This work is a journey, and we are pleased with our continued progress – with more to do – as we strive to help people find connections that enhance their lives safely, securely, and inclusively.

### SHAR DUBEY Chief Executive Officer of Match Group

Named on Fortune's 2021 List of the Most Powerful Women in Business

## About us

# Building a global technology company to connect people

At Match Group, our mission is to spark meaningful connections for every single person worldwide.

**\$3.0bn**

Revenue<sup>1</sup>

**\$1.1bn**

Adjusted Operating Income<sup>1</sup>

**15.5m**

Average Payers<sup>1,2</sup>

**2,500+**

Employees worldwide<sup>1</sup>

1. Metrics for the year 2021. Please note Adjusted Operating Income reconciliation on page 40.  
 2. "Payers" are unique users at a brand level in a given month from whom we earned Direct Revenue. When presented as a quarter-to-date or year-to-date value, Payers represents the average of the monthly values for the respective period presented. At a consolidated level, duplicate Payers may exist when we earn revenue from the same individual at multiple brands in a given month, as we are unable to identify unique individuals across brands in the Match Group portfolio. Our global portfolio of brands includes Tinder®, Match®, Meetic®, OkCupid®, Hinge®, Pairs™, PlentyOfFish®, OurTime®, Azar®, Hakuna Live™, and more, each built to increase our users' likelihood of connecting with others.

### OVERVIEW

We are committed to fulfilling our mission responsibly, to maximize our positive impact around the world, and to keep on raising the bar across our industry.

Since we first started, hundreds of millions of people have used our brands' services to create meaningful connections. We pioneered the concept of online dating more than 25 years ago, and we are now evolving our diverse portfolio of apps so that we can continue to lead the way in helping people make meaningful connections across the spectrum of age, race, gender, sexual orientation, and backgrounds.

We believe that having a diverse portfolio of leading brands under one umbrella enhances their ability to pioneer, disrupt, and revolutionize their categories.

As we look forward, we aim to stay on the cutting edge of technologies for bringing people together, and we are unending in our pursuit to build and integrate technology that truly helps connect people.



**Magdalena & Annie**

✓ **MATCHED ON: TINDER**

"My name is Magdalena and my fiancée's name is Annie! We liked each other and really haven't looked back since. We went on our first date after about a week of chatting back and forth and both knew right away that we had found someone special. We just wanted to share our story and say thanks to Tinder, because we wouldn't have met without you!"



**Ashley & Kyle**

✓ **MATCHED ON: OKCUPID**

"The wildest part is that, when we met, it was her first night on the app! We had a lot in common, and both of us rearranged our schedules to meet up as soon as we possibly could. Now we are married, we have two cats, a niece, and a nephew. We love everything about one another. We've built this amazing life together, and it all started on OkCupid."



## About us continued

### OUR LARGEST BRANDS

We have a global portfolio of brands, including:



**TINDER**

- Launched in 2012
- World's most popular app for meeting new people



**MATCH**

- Launched in 1995
- Created millions of love stories as a top destination for singles looking for a long-term relationship



**MEETIC**

- Launched in 2001
- A leader for dating services in Europe, enabling its members to find meaningful connections



**PAIRS**

- Launched in 2012
- A leading dating app in Japan



**AZAR**

- Launched in 2014
- Leading 1:1 live chat and video app with user base predominantly in Asia



**PLENTY OF FISH**

- Launched in 2003
- Offers a low-pressure user experience, and live streaming, helping people to match and meet



**OKCUPID**

- Launched in 2004
- Uses daters' responses to its iconic, in-depth questions to match singles based on the things that matter to them



**HINGE**

- Launched in 2011
- Designed to be Deleted®: dating app for the modern millennial, getting them off the app and out on great dates



**OUR TIME**

- Launched in 2011
- Premier experience tailored to celebrate singles over 50



**HAKUNA**

- Launched in 2019
- Interactive, social livestreaming app enabling group video and audio broadcasts



**HAWAYA**

- Launched in 2017
- Matchmaking app for young adults connected to Muslim culture



**ABLO**

- Launched in 2019
- Chat and video app that provides automatic translation to encourage global connections



**CHISPA**

- Launched in 2017
- Largest dating app for U.S. Hispanic or Latin singles



**BLK**

- Launched in 2017
- A leading dating and lifestyle app for Black singles



**UPWARD**

- Launched in 2020
- Leading dating app for Christian singles in the U.S.

## Our ESG strategy

# Empowering safer and more inclusive connections

We are dedicated to advancing our ESG strategy.

### OUR VISION

Providing services that enable all singles to make a meaningful connection has been a driving force for us and underpins how we approach our work every day. Our environmental, social, and governance (ESG) strategy and practices are aligned to our business strategy, and we are committed to continue making meaningful progress.

### OUR APPROACH

Match Group's approach to ESG is informed by an understanding of the issues that are considered to be the highest priority to our business, to our stakeholders, and to the communities we impact – including safety, inclusivity, and privacy.

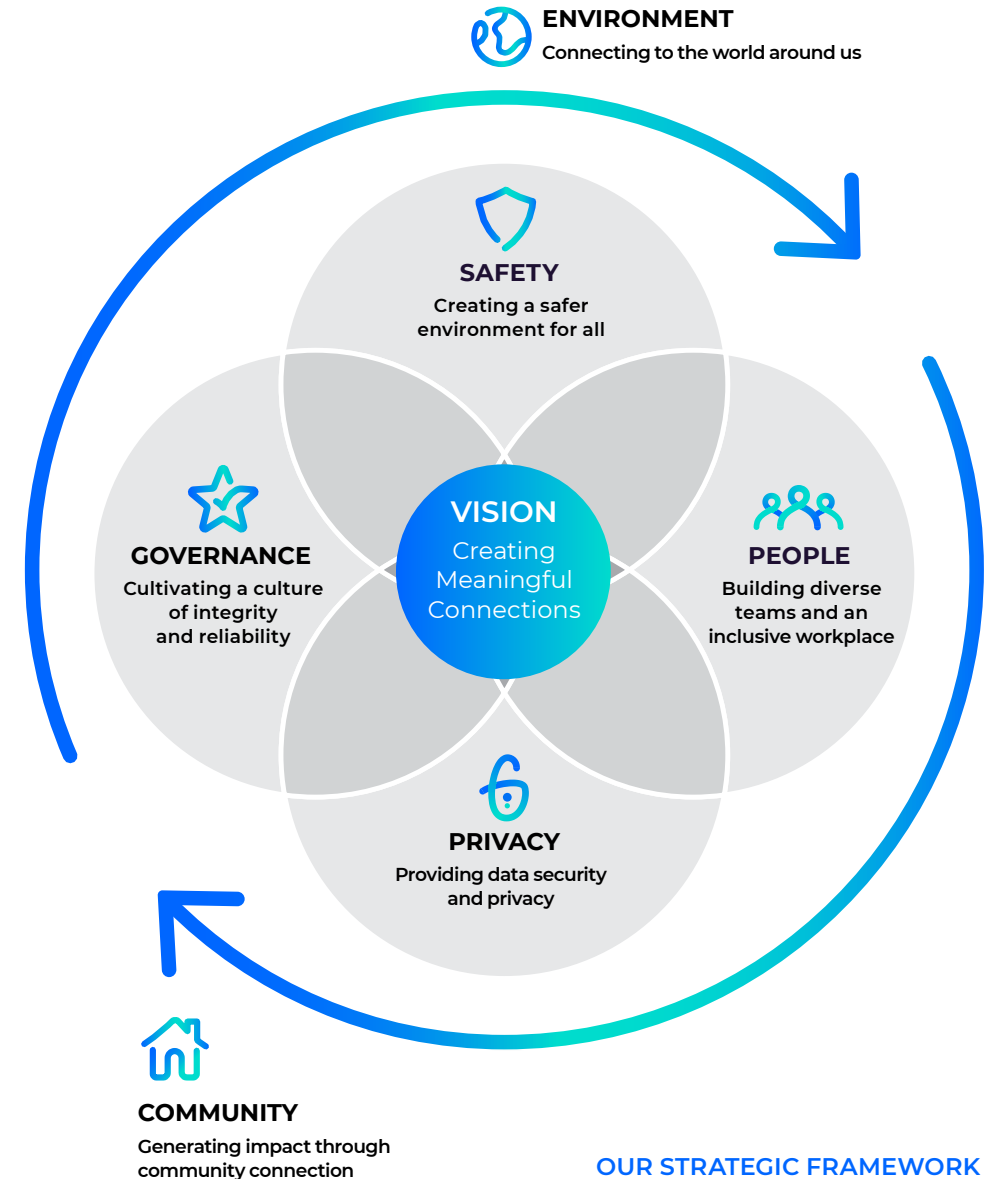
To this end, we have reviewed material issues and will continue to review them in line with our regular business planning and risk management processes. We have currently identified the following as being most material to our business and to our stakeholders:

- Safety
- Data security
- Data privacy
- Diversity, equity, and inclusion (DEI)
- People development
- Climate change

Our ESG reporting focuses primarily on these key material issues. Our reporting is also informed by the frameworks for the [Sustainability Accounting Standards Board \(SASB\)](#) and the [Task Force on Climate-Related Financial Disclosures \(TCFD\)](#).

We have expanded our disclosure in this Report to include the TCFD framework and our alignment with the [United Nations Sustainable Development Goals \(SDGs\)](#).

We look forward to sharing our progress with our stakeholders.



## SAFETY

# Providing a safer environment for all

It takes truth to build meaningful connections, and that calls for safety, which is why we make it a top priority here at Match Group. Whatever their background and whomever they are looking for, our users all desire and deserve to feel secure, protected, and loved for who they really are.

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## Safety strategy

# Building a community of safety

We strive to create a safer environment for everyone.

### OUR VISION

We aim to build an authentic, equitable, and respectful community, free from all forms of harm. To realize this vision, we apply our safety values. We work hard to put people first. We empower and inspire others through service. We enable connections with truth and transparency. We innovate from shared ideas and mutual ownership. And we operate from a place of integrity.

### Our Focus Areas

To deliver lasting impact in line with our vision, we are working towards these safety focus areas:

- Create an educated community
- Empower women and those traditionally marginalized
- Help create a safe haven online and promote safety in real life
- Build up shared knowledge, services, and people

### OUR APPROACH

Safety is truly one of the areas where, as a company, we can collaborate and do more together. Working together across our diverse brands with expert insight from across the portfolio, we can have a much bigger impact on safety.

Our goal is to lead by setting the highest overall safety standards in the industry and by continually improving them. To integrate safety into the fabric of Match Group, we have a central safety team and dedicated safety teams at each of our brands. The central safety team is a center of excellence that advances global safety by creating strategy and identifying best practices from our brands to build standards, policies, processes, safety features, and education. The brand safety teams aim to be the experts on their user base and geographies and focus on executing on critical feature innovations.

“We believe everyone has the right to date freely and safely, and it’s the reason why our team is pushing the Company and our industry to do more to create new standards, invest in new technology and develop policies around the globe to make dating safer.”

**TRACEY BREEDEN** Head of Safety and Social Advocacy



### Strengthening Our Safety Team

We’ve built our central safety team to support our brand safety teams and to oversee our focus on five key safety pillars: Trust and Safety Operations, Social Advocacy, Law Enforcement Operations and Investigations, Safety Product, and International Safety.

Across Match Group and its brands, there are now more than 450 people working on trust and safety. We also continued to significantly grow our central safety team throughout 2021, from four to 18 employees, working together to help our brands create a safer environment for everyone. To this end, we are able to build a safer dating experience for both on-app and in real life interactions. We are committed to continue expanding our safety initiatives and investing in flagship safety features aimed at making online dating safer and more inclusive.

450+

Number of colleagues engaged in trust and safety

\$125m+

Our investment in trust and safety in 2021



## Match Group Advisory Council

Formed in 2018, the Match Group Advisory Council (MGAC) is a group of leading experts and advocates involved in the study and prevention of sexual assault, sex trafficking, abuse, harassment, and similar issues. The first of its kind, the council regularly makes recommendations to improve safety on our platforms.

Find out more: <https://mtch.com/mgac>



## Safety strategy continued

### SAFETY FRAMEWORK

Our safety framework guides our brands and addresses three core safety areas: prevention, disruption, and response. Each brand has their own safety team including representatives from development and customer care. We align our focus across five key pillars:

#### Trust and Safety Operations

Achieving operational safety excellence through cross-portfolio initiatives.

#### Social Advocacy

Building partnerships to advocate for those traditionally marginalized.

#### Law Enforcement Operations and Investigations

Collaborating with public safety organizations and law enforcement.

#### Safety Product

Guiding safety product strategy through shared services and Safety by Design.

#### International Safety

Leveraging our diverse global portfolio to share safety best practices.

### LOOKING FORWARD

To drive further improvement in our safety culture and environment, we will continue to prioritize our key focus areas. This means strengthening customer support, moderation efforts, and the knowledge of our employee base by providing additional training and sessions with experts on key safety topics. It means making the reporting flows across our portfolio more trauma-informed by expanding the recommendations made to us by RAINN, the nation's largest anti-sexual violence organization. It means providing more education and awareness of our features to our users and continually partnering with experts, NGOs, and law enforcement to understand the latest trends and approaches to keeping people safer. And it means increased transparency on safety data which will be further advanced in our upcoming Transparency Report for the United States that we intend to publish for 2022.





## Five key safety pillars

# Maximizing our safety efforts

To organize and focus our work on safety for maximum impact across Match Group, we have five key pillars.

### TRUST AND SAFETY OPERATIONS

We focus on achieving operational excellence across the Company, through several cross-portfolio initiatives. We partner with brands to develop safety strategies, share best practices, and implement projects that scale across our portfolio. In August 2021, for instance, we held our very first Company-wide **Safety Summit** to learn and share safety knowledge and best practices across our portfolio of brands.

Another example is our partnership with RAINN. RAINN reviewed and provided expert feedback on our existing reporting and response policies and processes. Implementation of their recommendations began with Tinder, Hinge, and Plenty of Fish in 2021, including the creation of a new, trauma-informed reporting flow. These efforts will expand to other brands in 2022. We also launched RAINN training on how to respond to reports of sexual violence across our U.S. brands.

### SOCIAL ADVOCACY

We bring in outside experts and organizations to share their specialist knowledge on key issues, including women's safety, sexual violence, and suicide prevention. This helps to build understanding across the Company, which in turn informs our policies, and supports a strong safety culture and user experience across each platform.

In 2021, we collaborated with seven central non-profit and NGO partnerships and expert facilitations across the portfolio, including the National Network to End Domestic Violence, No More, At Last, RAINN, Still Bisexual, Center for Democracy and Technology, and the Human Rights Campaign. They support a diverse range of communities including women, transgender, and incarcerated individuals. Many of these organizations spoke at our first ever Safety Summit to share guidance on restorative justice, LGBTQIA+ inclusion, and human trafficking.

We also invested \$500,000 towards the National Network to End Domestic Violence (NNEDV) to support the reauthorization of the Violence Against Women Act (VAWA).

### LAW ENFORCEMENT OPERATIONS AND INVESTIGATIONS

We work closely with law enforcement agencies to stay informed of safety trends, to manage safety incidents as quickly and effectively as possible, and to prevent incidents. In 2021, we engaged with 21 law enforcement agencies globally to identify and respond to key trends and safety concerns.

We aim to build strong relationships with local, state, and federal agencies so that together we can identify safety trends and develop proactive safety intervention campaigns in partnership with our portfolio brands. For example, we ran a proactive Sexual Assault Awareness campaign with Queensland Police in Australia, and we are also working with the Federal Bureau of Investigation (FBI) on Romance Scam Awareness. This enables us to help provide backup for users in the real world.

In order to quickly deal with the most critical safety incidents, we have a specialist team focusing on serious safety escalations. Taking this to the next level, in a first for the industry, in 2021, we launched a **law enforcement portal** to enhance collaboration and understanding between Match Group and agencies.

### SAFETY PRODUCT

We support the development teams of our brands at a strategic level and believe that by utilizing and investing in innovative technology, each of our brands can design features as effectively as possible from the outset with safety at the center of every product. Across the Company, we also share insights on safety developments and consider emerging concepts, such as the metaverse and how people can connect safely and enjoyably in virtual worlds.

In 2021, Tinder introduced a new safety feature: "Are You Sure?" (AYS?). It uses artificial intelligence to detect potentially inappropriate language, based on past reporting. In early testing, AYS? meaningfully reduced harmful language in sent messages. This innovative feature exemplifies positive behavior change and a safe and welcome community. As of March 2022, Plenty of Fish has introduced AYS? as well.

Match Group, starting with Tinder, has also partnered with Garbo, a female founded, non-profit background check platform, with the goal to help proactively prevent gender-based violence in the digital age. By doing so, we hope to help our users make more informed decisions and choices about their safety. Tinder is the first Match Group property to provide access to Garbo, with other Match Group U.S. brands to follow in the coming months.

### INTERNATIONAL SAFETY

As a diverse global Company, we are very aware of how important it is to create safe environments that resonate locally around the world. Having an international focus helps us set and strive for the highest safety standards and culture throughout Match Group.

In 2021, the Tinder India team launched a consent campaign informed by experts to meaningfully address and normalize this key issue that impacts dating safety. As part of this campaign, they created a fictional eight-minute film that explores the nuances of consent, what consent really means, and how it manifests in relationships. Tinder India has also partnered with several influencers, brands, and creators from the industry and created a resource center called "**Let's Talk Consent**".

Over the past year, we met with governing bodies and officials to discuss promoting safety, including the UK Parliament, and we partnered with the Australian eSafety Commission to provide feedback and inform their Safety by Design framework.

Across EMEA and APAC, we worked with NGOs to support marginalized communities, such as Ablo's partnership with a Belgium-based NGO to add non-binary gender options, as well as the option to hide gender information from profiles.



## Safety practices

# Enhancing safety practices

**Safety is at the top of our minds, and we will continue making it our priority.**

Two key examples of this from the past year are our Safety Summit and our law enforcement portal.



Match Group Safety and Social Advocacy Team

### SAFETY SUMMIT

As a Company, we are committed to bringing all our brands together to share learnings and best practices. We put this principle into action with our Company-wide Safety Summit, which we held for the first time in August 2021 and plan to hold annually going forward.

The Summit's objectives were to strengthen relationships with our brands; share best practices and elevate safety expertise; and align on our vision and strategy for 2022 safety planning.

It brought cross-functional teams together to guide the development of our safety strategy and roadmaps. Attendees ranged from specialists in trust and safety product, operations, and moderation to teams from marketing and communications. Our goal was to empower a strong cross-functional safety group with allies from across the Company and disciplines that can deliver on an integrated safety strategy.

During the 2.5-day Summit, we discussed our vision, values, strategic goals, and objectives for safety. It was an opportunity for our brands to get together and share the safety issues that were particularly concerning for them, and to pool their ideas and solutions so everyone could benefit. In addition, we brought in external experts, such as NGOs in the trans inclusion space and law enforcement agencies, who were able to share their latest insights on cryptocurrency and romance scams.

Following the Summit, our brands have taken the insights gathered and woven them into their safety roadmaps. Together, we are focusing on key safety problem areas, such as reporting and response and online harassment and abuse. We are prioritizing what our brands have told us they want in terms of Group-level safety support: sharing portfolio knowledge and learnings; safety problem work sessions; creating effective consumer-facing safety narrative; and more centralized partnerships with law enforcement, NGOs, and other outside experts.



## Law enforcement portal

In a first for the dating industry, we launched a law enforcement portal in 2021. The portal is currently receiving legal requests for all U.S.-based brands and will be available for our international-based brands by the end of 2022.

Developed in consultation with various law enforcement officials and departments from around the world, it provides a faster, more efficient way to submit and receive legal requests all in one place.

Through the portal, verified public safety and law enforcement professionals can make a general inquiry to check if a user has a profile on an app and if there is information available; a legal request for more detailed data supported by a warrant, court order, subpoena, or similar legal document; and an emergency request to assist in responding to an imminent safety threat.

An innovative step forward, it is part of our ongoing commitment to build and implement new safety technologies and collaborate with partners to cultivate a safer society both on and off our platforms.

## PEOPLE

# Connecting teams across the globe

We are proud to create apps for a diverse world, and we are able to do that by fostering a safe and inclusive workplace for all of our employees. We want Match Group to be a place where everyone who works here can truly connect, contribute, and belong.

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Diversity, equity, and inclusion

# Creating an equitable, inclusive, and engaging workplace

We promote a supportive and inclusive culture at Match Group.

**OUR VISION**

We want to make Match Group a global leader in connecting diverse people on an equitable, inclusive, and safe platform.

Our mission is to build a diverse workforce; to build an inclusive and equitable workplace of belonging; and to meet the needs of our diverse consumers, ensuring equitable experiences in the global marketplace.

The goals of Match Group's Diversity, Equity, and Inclusion (DEI) commitment are to enable people with diverse identities to thrive. We aim to create and support an inclusive platform and to help provide services where our consumers feel seen.

**OUR APPROACH**

We recognize that enhancing DEI initiatives within Match Group is an ongoing, long-term process. It takes time to change culture, structure, and representation in a thoughtful, respectful, and authentic way. To organize and amplify our impact, our DEI strategy is focused on achieving meaningful, lasting change across three key pillars: workforce, workplace, and marketplace. Working closely with our brands, we are concentrating on several workstreams to build a strong foundation for Match Group's DEI commitment.

To develop and lead Match Group's DEI work, we named our first-ever Head of DEI in June 2021. Growing out the DEI team will enable us to provide thought leadership, to drive accountability, and to build the support infrastructure needed to help our brands collectively achieve our DEI mission.

The team works to make DEI an integral part of Match Group's culture and priorities, including raising awareness through Company-wide programming, investing in strategic partnerships, policymaking around equity and inclusion, infusing DEI into existing processes, and incentivizing equity and inclusion in employee job performance.

“As Match Group’s first-ever Head of Diversity, Equity, and Inclusion, I have been excited to lead the development of our new DEI strategy. We are laying out the foundations for building awareness and the incorporation of equity across our global portfolio.”

JENNIFER ZEPHIRIN Head of Diversity, Equity, and Inclusion



**ETHNIC DIVERSITY IN OUR U.S. POPULATION**



- White
- Asian
- Hispanic/Latin
- Black/African American
- Other/Not specified

**ETHNIC DIVERSITY IN OUR U.S. LEADERSHIP<sup>1</sup>**



- White
- Asian
- Hispanic/Latin
- Black/African American
- Other/Not specified

**GENDER DIVERSITY IN OUR GLOBAL POPULATION<sup>2</sup>**



- Male
- Female
- Not specified

**GENDER DIVERSITY IN OUR GLOBAL LEADERSHIP<sup>1,2</sup>**



- Male
- Female
- Not specified

1. Our leadership consists of Director level and above.  
2. Totals may not sum to 100% due to rounding.

## Diversity, equity, and inclusion continued

### PROGRESS IN 2021

During 2021, we made meaningful progress in a number of priority areas. We highlight a few here:

#### Data Transparency and Accountability

To improve data transparency and accountability, we have built a dashboard across brands. This dashboard measures the organization's internal demographic data, to identify key areas of focus.

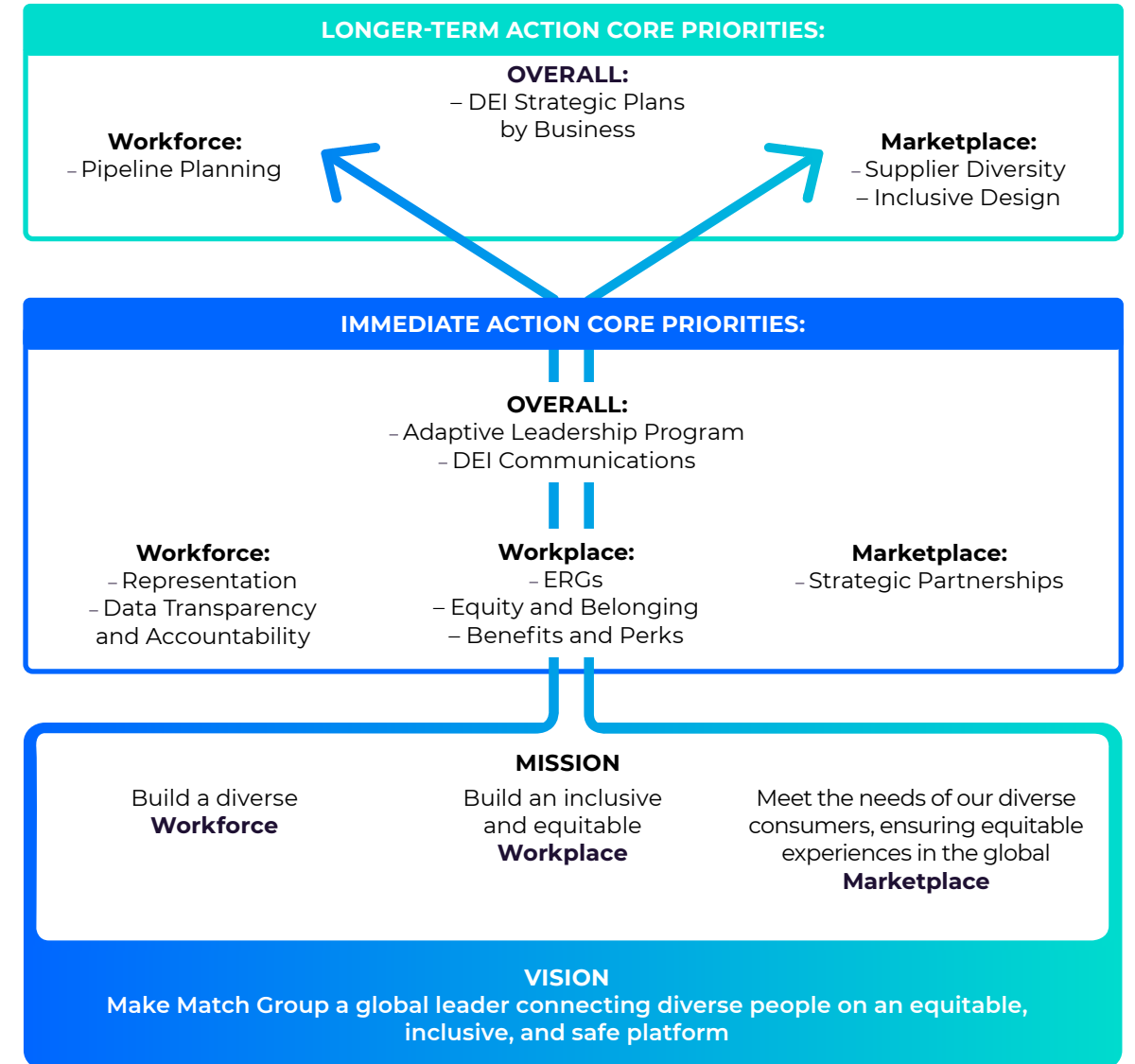
#### Integrating DEI Across Match Group

In its first year, the newly formed DEI team focused on integrating DEI into already existing practices, policies, and processes. For example, the DEI team partnered with the People Team to roll out an employee engagement survey and to support DEI-enhanced policymaking.

### NEW PROGRAM FOR 2022

A major focus of the DEI team was to create a brand-new Adaptive Leadership program to be rolled out in 2022 for Match Group executives across all brands. This program empowers leaders to advance our commitment to become a more inclusive organization by developing their roles as guardians of DEI. During these sessions, leaders will gain a greater understanding of this role and their impact as leaders, along with how Company values, identity, and culture affect their ability to successfully drive inclusion and change by region. By the end of the program, each leader will develop the mindset and tools to overcome barriers in their own teams and to create team-specific action plans to activate inclusion goals.

## OUR DEI FRAMEWORK



## Diversity, equity, and inclusion continued

### ERGs

Led by our new Head of Employee Resource Groups (ERGs), the DEI team worked to build-out the strategic roadmap for ERGs across our brands. We are focusing on bringing their collective voices together and leveling up their impact. We hosted our first ERG summit in Q1 2022 and announced our plan to create enterprise-wide ERG communities, with corresponding Executive Sponsors. We also emphasized the need to increase visibility and support for ERG leaders and Company leaders across Match Group, by providing more formal executive engagement, professional development opportunities, and leveraging newly established external strategic partnerships.

ERGs throughout Match Group are still relatively new, across Tinder, Hinge, and Match. They include Pride@ Tinder, Desis@ Tinder, Women of Color@ Tinder, Black Excellence@ Match (BE@M), Women@ Match (W@M), Asian@ Hinge, UNAPOLOGETIC@ Hinge, LGBTQIA+@ Hinge, Women and Non-Binary@ Hinge, Women of Color@ Hinge, and Disability@ Hinge. Driven by passionate champions to create a culture where everyone feels like they belong, our ERGs have independent budgets and are empowered to plan their own programs.

**MATCH:**

**TINDER:**

**HINGE:**

## Named one of the “Best Places to Work for LGBTQ+ Equality”

In January 2022, Match Group, for the first time as an independent company, was named one of the “Best Places to Work for LGBTQ+ Equality”, receiving a top score of 100 on the Human Rights Campaign (HRC) Foundation’s 2022 Corporate Equality Index (CEI).

The CEI is the nation’s foremost benchmarking survey and report measuring corporate policies and practices related to LGBTQ+ workplace equality. Top-rated CEI employers take concrete steps to establish and implement comprehensive policies, benefits, and practices that ensure greater equity for LGBTQ+ workers and their families.

The CEI rates companies on detailed criteria falling under four central pillars:

- Non-discrimination policies across business entities;
- Equitable benefits for LGBTQ+ workers and their families;
- Supporting an inclusive culture; and,
- Corporate social responsibility

Match Group’s efforts in satisfying all of the CEI’s criteria earned a 100% ranking and the designation as one of the “Best Places to Work for LGBTQ+ Equality.” Match Group joins the ranks of 842 major U.S. businesses that also earned top marks this year.

We are proud to receive this recognition and remain committed to creating an equitable and inclusive workplace.

Find out more: [www.hrc.org/cei](http://www.hrc.org/cei)





## Talent acquisition and retention

# Attracting and retaining top talent

**We are actively growing our pipeline of diverse talent and investing in our greatest asset – our employees.**

### OUR VISION

We grow our business by attracting, encouraging, and retaining the best talent, resulting in an outstanding team of over 2,500 colleagues across 20 countries dedicated to bringing people together across the globe.

We care about our people and invest in them throughout their Match Group journey, which helps us improve our business outcomes and drive innovation, while also increasing retention.

### OUR APPROACH

We are committed to investing in learning and development. Our People strategy is focused on continuing to widen our recruiting net to find talent from diverse backgrounds, rewarding our people, and prioritizing their mobility, learning, and career development.

Our approach to the People team is a mix of local and global. We have a number of key centralized People functions, such as systems, compensation, and benefits, to operate as a center of excellence to set our People strategy. We then support local People business partners across our individual brands in these areas, to ensure they translate best practice into their own unique needs and culture.

### ATTRACTING THE BEST

We focus on identifying and attracting diverse top talent to add to our outstanding team. To this end, while Match Group brands build their own recruiting strategy, we work closely with each brand, making the most of analytics and insights to help optimize candidate sourcing. Each brand uses a wide range of sources to find talent and build a diverse pipeline of potential

candidates, such as our partnerships with Jopwell and Fairygodboss. We are also increasing our impact through our expanding diversity internship program.

### ENGAGING EMPLOYEES

Our work helps to support strong employee engagement across Match Group. This is reflected in our annual engagement survey, whereby employee participation increased 3% to 85% in 2021. We had an overall score of 70% in 2021, and there were advances in key areas that we have been investing in. These include 81% of participants feeling they can be themselves at work. There was also a 5% increase in employees agreeing that they have access to **learning and development** to do their job well.

We identified areas to celebrate, including confidence in the feedback process and People survey; people think this is a great place to work; people know how their work contributes to Company goals; and managers are doing a good job caring for employee wellbeing.

We also identified items to keep doing, including highlighting ongoing safety efforts; managers continuing to prioritize employee wellbeing; ensuring people see how their role connects to the big picture; improving benefits and compensation iteratively; offering learning and development opportunities at scale; holding virtual events and social

activities; and communicating often and with transparency.

In addition, we highlighted areas for opportunity, including preventing employee burnout and promoting work-life balance; promoting internal mobility; providing clarity around promotions and career advancement; increasing diversity in senior leadership roles and new recruits; communicating the Company vision and strategy more often; creating processes and policies that can improve sense of belonging; and providing opportunities for more cross-team/brand collaboration.

### ENSURING PAY EQUITY

In 2021, we carried out a comprehensive pay equity audit across Match Group, partnering with Syndio. The audit found no systemic statistically significant gaps by sex or race/ethnicity, which was consistent with our analysis in 2018. Our 2021 audit was more extensive than the one conducted in 2018 – it expanded the analysis by sex globally, by race/ethnicity within the U.S., and added manual analysis for a more comprehensive review.

In addition, we conducted manual analysis of small groups not fully covered by the main analysis and did further research based on findings from that analysis.

We shared the findings of the audit with our employees across Match Group and will continue to report on any actions we take, to ensure everyone is engaged and informed. We are building our approach to pay equity into our day-to-day compensation management, and we aim to keep refining our analysis going forward. To that end, we are exploring a number of areas to expand in our 2022 analysis.

### ENCOURAGING AN OWNERSHIP CULTURE

As part of our full separation process from IAC, in 2020 we offered our employees the opportunity to buy shares in Match Group. This allowed our people to feel even more connected to our business and share in our future success.

In 2021, we extended this opportunity to new and existing employees. With the Employee Stock Purchase Plan (ESPP) that was rolled out in 2021, eligible employees can purchase Match Group common stock at a discounted purchase price through automatic payroll deductions. Roughly half of eligible employees enrolled in the ESPP following the latest enrollment period.





## Talent acquisition and retention continued

### PROVIDING A FULL RANGE OF COMPETITIVE BENEFITS

We are proud of the comprehensive and competitive benefits package we offer our people.

In 2021, we expanded our benefits package for employees in the United States. We announced our partnership with Modern Health for permanent employees, to expand on our mental health offerings to include services such as therapy sessions and behavioral coaching, and the increase to our parental leave policy. We also added 10 additional wellness days off for employees, expanded our family planning policy to include adoption, surrogacy, and IVF expenses, and increased the family forming stipend for employees and their spouses/domestic partners to \$10,000.



### Compensation packages

#### PAY

- Competitive salary
- Retirement matching funds<sup>1</sup>
- Performance bonuses

#### TRAINING

- Training and education allowance

#### OTHER BENEFITS

- Employee stock purchase program
- Work from home allowance
- Commuter subsidy



### Health benefits

#### MEDICAL

- Medical insurance
- Dental insurance
- Vision insurance
- Health Savings Account<sup>2</sup>
- Family forming benefits<sup>3</sup>

#### INSURANCE

- Life insurance
- Disability insurance
- Legal insurance

#### WELLNESS

- Wellness program
- Mental health counseling
- Meditation services
- Virtual gym membership



### Personal time off and leave

#### VACATION

- Paid vacation time
- Local holidays
- Birthday time off at select brands

#### LEAVE

- Parental<sup>4</sup>
- Bereavement
- Emergency

#### COMMUNITY SERVICE

- Paid community service time



### Authenticity at work

#### DEI

- ERGs
- DEI training
- Company celebrations of Heritage Months

#### GIVING

- Charitable matching program<sup>5</sup>

#### OTHER BENEFITS

- Discount programs
- Flexible work from home options
- Come-as-you-are dress code
- Premium memberships on our apps
- Pet discounts and insurance

1. 401k retirement plan support that is matched 10% up to \$10,000.

2. Up to \$500 per employee (\$1,000 if more than one person is covered) for employees who elect the high deductible plan.

3. Up to \$10,000 per employee and their spouse/domestic partner to use towards fertility preservation treatment, adoption fees, surrogacy fees, and IVF treatments.

4. Fully paid parental leave of 20 weeks for both the birth and non-birth parent (increased from 16 weeks for the child-carrying partner and 12 weeks leave for the supporting parent).

5. Up to \$15,000 per employee.



## Employee development

# Developing our people

**We believe that learning in all aspects of life enriches us not just as working professionals, but also as human beings. A commitment to learning helps us on our journey to becoming the best version of ourselves.**

### OUR VISION

We aim to help our people perform at the highest level and be more inclusive, equitable, and engaged.

### OUR APPROACH

We take a collaborative approach, encouraging our managers to connect with their teams and have regular performance and development conversations. Our combination of a global footprint and various brands gives our people a wide range of future career opportunities.

We've launched development programs to stimulate internal mobility and a global mentorship program that involves all levels of our organization. Our learning and development approach not only includes a personalized budget for everyone to drive their career growth, but also provides on-demand training courses.

### MAKING THE MOST OF DIGITAL PLATFORMS FOR LEARNING

We put strong emphasis on improving engagement and communications with our people through digital platforms, making it as easy as possible to connect and learn, and ultimately, democratizing learning. In 2021, we introduced Central, our new intranet. It is available to all teams in the U.S. including Match Group Corporate, Match, Match Media, +1 Labs, Tinder, Hinge, and OkCupid. Central provides one shared hub for employees to learn more about Match Group and our brands, our benefits, what it means to work here, and keeps all teams updated on the latest news and announcements about our platforms and employee-specific initiatives. We plan to extend access to Central to our brands and teams outside the U.S. in 2022.

In 2021, we also appointed a vendor for a new centralized learning management system (LMS). The plan is to have one LMS that is shared by all of our brands and will enable us to easily assign and track training with robust reporting capabilities. Our initial focus will be to house our new compliance training on the system, and we'll add on-demand learning options as we continue to build our portfolio-wide offerings.

### TRAINING MID-LEVEL MANAGERS

To help newly promoted managers gain leadership skills, we developed a training program specifically for this audience, in 2021. This program equips leaders with the skills to have effective one-on-ones, navigate challenging conversations, build trust and team cohesion, and have meaningful career conversations with direct reports. The program is launching in 2022.

### PERFORMANCE REVIEW AND SUCCESSION PLANNING

In 2021, we focused on supporting our employees to have more meaningful and frequent performance and development conversations with their managers. This included self-reflections, peer feedback and employee calibrations throughout the performance review cycle. This was achieved by our team offering train-the-trainer materials for our brand People leads to use throughout the performance review cycle. As a result, we have found that employees across

Match Group are getting more comfortable and familiar with the performance review process.

We have also continued to improve the integration of succession planning into the performance review process, focusing on plans for the brand CEOs and their direct reports.

We created succession planning materials and tools for the brand People leads to help standardize the process, making things more efficient and consistent across brands.

In another example of our people-centric, tech-enabled approach, we have digitized succession planning and goal setting, making these modules available on our Workday human resources information system. We also created guides on how to access the modules to enable the development of more targeted development plans and focused training budgets.

### A WEALTH OF LEARNING ALL IN ONE PLACE

In June 2021, we internally launched Udemy for Business, an on-demand learning platform offering more than 6,000 top-rated, engaging courses, for our full-time, permanent employees. People are free to make their own choices and can learn at their own pace.

Next, we are working on adding specific learning paths for core areas of interest that our employees have shared. This way, employees can

quickly access targeted courses that have already been bundled together for them upon logging in.

Our employees can also choose from a wide range of courses based on personal interests, such as courses focused on home decorating or learning how to play guitar.

### MENTORMATCH™

In 2021, we piloted our first mentorship program, MentorMatch. It is designed to facilitate focused career and professional development, an ongoing relationship between mentors and mentees, and purposeful conversations.

MentorMatch is a cross-brand program where mentors and mentees are intentionally matched with someone outside of their own brand, in an effort to expand networks and to build relationships across Match Group.

138 MentorMatch partnerships were formed in 2021, with meetings occurring at least monthly. The program was favored by participants, and we will be launching the next cycle of MentorMatch in the summer of 2022.

# 138

MentorMatch partnerships formed in 2021

## COMMUNITY

# Generating impact through community connection



We work within our communities to create positive change and enrich lives. From innovative ideas implemented by individual brands to initiatives across Match Group, we are committed to creating positive social impact through meaningful connection.

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Community investment	20	→
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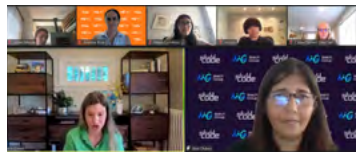
<p>4 QUALITY EDUCATION</p>	<p>5 GENDER EQUALITY</p>	<p>10 REDUCED INEQUALITIES</p>
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## Community investment

# Connecting with our communities

**We live for connections. Making the most meaningful ones is fundamental to human happiness, which is why we actively strive to connect with and support the diverse communities of our brands around the world.**



While we remained virtual, we were still able to meaningfully connect. In some cases, it provided even more opportunities to engage globally with senior leadership.

Shar Dubey, CEO of Match Group, and Malgosia Green, CEO of Plenty of Fish, speak at Match Group's sponsored Girls Who Code Summer Immersion Program classroom.

### OUR VISION

Community investment is inextricably linked to our purpose – helping people find a place to express their authentic selves and create connections with those who love them for who they are. While each Match Group brand has a distinct identity, we are joined by a common goal – to contribute to a better society, one connection at a time.

### OUR APPROACH

As a Company, we are committed to leading on community involvement and impact through direct action. We empower all our Match Group colleagues to raise their hands and lead on issues that are important to them.

In 2021, Match Group and its brands donated \$3 million to charitable causes, including employee matching and special double-matching opportunities. Our brands provided advertising inventory pro bono at a value equivalent of approximately \$2 million.

Furthermore, given the remote work environment over the past year, Match Group provided employees with virtual experience kits to keep teams engaged, while simultaneously donating a meal for every kit purchased. Over 3,000 meals have been donated to the Feeding America network of food banks, as of March 2022.

We modified our investment policy to be able to take a stand against financial inequality by supporting the work of credit unions serving low-income communities to provide access to equitable financial products and services.

We encourage active participation and give our people the freedom, as well as paid time off for volunteering, to be passionate in community support. From local Pride marches to a Company-wide global virtual walk supporting Best Buddies, a simultaneous in-person and virtual

event at the Dallas Holocaust and Human Rights museum, promoting diversity and inclusion, and so much more.

### SUPPORTING TECH EDUCATION

Match Group has taken several steps in line with our goals of supporting women in technology and moving towards closing the gender gap in tech. We became a long-term corporate partner of The National Center for Women & Information Technology (NCWIT), the farthest-reaching network of change leaders focused on advancing innovation by correcting underrepresentation in computing. We also became a supporter of Catalyst, a global non-profit company, to help build workplaces that work for women, and our CEO joined their Board of Directors. We sponsored a Girls Who Code Summer Immersion Program, a two-week interactive, cooperative, coding boot camp for 60 10th to 12th grade girls. In addition to daily coursework, there were several other Match Group employee and executive engagements, including an “Executive Chat” with the CEOs of Match Group and Plenty of Fish, an “Internet Safety Introduction” led by the Head of Safety, and a “Brand Yourself – Resume and LinkedIn Workshop” led by Match Group Human Resources. We have taken this approach globally, including supporting the Feminist Approach to Technology (FAT) with our local team in India and Mozaik in France.

## Match Group Fellowship

The Match Group Fellowship aims to provide professional and academic learning opportunities to high-achieving underrepresented students to transform individual lives and careers. Each year, it provides internship opportunities to underrepresented students, working with key community partners such as Inroads, Code 2040, and Correlation One, to source the students.

In 2021, there were numerous students at every Match Group brand in North America. Initially scheduled for 10-12 weeks, several internships were extended for many more months, and several full-time offers were extended. The interns were paid competitive wages for full-time work and received educational grants upon completion of the program. Benefits included access to health benefits, including HeadSpace; 401k participation and matching; donation gift matching; swag and snack boxes; a technology stipend; fun events, learning and development programming, access to executives, and much more.

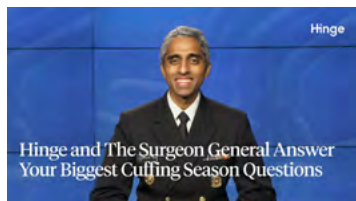
**In 2021, the Fellowship received 100% favorable feedback from the fellows.**



## Community investment continued

### CONNECTING COMMUNITIES ON ISSUES THAT MATTER

Across Match Group, we are proud to promote various social causes and encourage community engagement on issues that matter. We do this at a Company-wide level and through initiatives led by our individual brands.



### PROMOTING COVID-19 VACCINATIONS AROUND THE GLOBE

In 2021, we teamed up with the White House to promote COVID-19 vaccinations across our leading U.S. brands including Tinder, Match, OkCupid, Hinge, Plenty of Fish, BLK, and Chispa. The campaigns included information on where to find COVID-19 vaccine sites, vaccination badges for singles to display on their profiles, plus free “Super Likes” and other boost-type features for users who said they were vaccinated.

BLK got the message across through a song – “Vax That Thang Up” – creating a summer hit in the process.

Hinge joined U.S. Surgeon General Dr. Vivek Murthy to discuss and share tips to help people to date safely during the pandemic, notably by getting vaccinated.

Outside the U.S., we partnered with UK, Irish, French, and Austrian governments on similar vaccination campaigns that included vaccination badges, push notifications, in-app rewards and more. Pairs even partnered with health experts in Japan to develop and distribute unique restaurant partitions that limit the spread of pathogens while allowing patrons to hear one another more clearly on dates.

### CAMPAIGNING AGAINST DOMESTIC VIOLENCE

Across our apps that run ads, such as Tinder, OkCupid, and Plenty of Fish, we launched a campaign in 2021 urging users to call their congressional representatives and advocate for reauthorization of the Violence Against Women Act.

The legislation around the reauthorization of the Violence Against Women Act includes new funding, housing protections for survivors of domestic abuse, and closing loopholes in previously passed firearm legislation, according to the NNEDV.

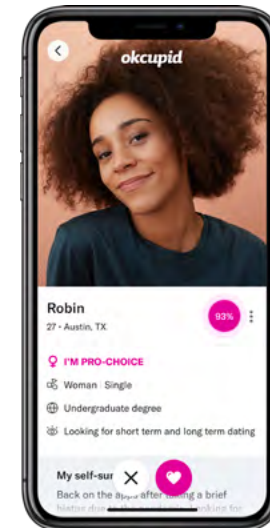
As referenced in the **“Safety” section**, we made a \$500,000 corporate donation to the NNEDV and matched employee contributions to the organization.

We also have a partnership with NO MORE Foundation and teamed up with me too. International to promote GivingTuesday campaigns across the U.S., matching \$250,000 in charitable donations spread across seven different women-led grassroots organizations.

### STANDING UP FOR ABORTION RIGHTS

In 2021, OkCupid introduced a Pro-Choice badge that users can add to their profile to show their support of abortion access. For everyone who adds the Pro-Choice badge to their profile, OkCupid donates \$1 to Planned Parenthood (up to \$50,000).

OkCupid also joined the **“Don’t Ban Equality”** movement, dedicated to ensuring companies provide employee access to comprehensive reproductive care, including abortion. The movement stands against policies that hinder people’s health, independence, and ability to fully succeed in the workplace.



### SUPPORTING THE LGBTQIA+ COMMUNITY

Hinge teamed up with The Lesbian Bar Project to celebrate and support lesbian bars across the U.S. In the late 1980s, there were an estimated 200 lesbian bars across the country, and now, only 21 remain. Hinge has committed at least \$50,000 to the lesbian bars from its U.S. one-day sale of Roses, a premium like on the app, and is also encouraging LGBTQIA+ singles on the app to connect with dates at the bars.

Tinder’s development team also collaborated with the HRC Foundation to host a listening session with their Youth Ambassador program, which is comprised of teens and young adults that engage with the Foundation’s work to improve the lives of LGBTQIA+ youth.



## Underrepresented empowerment

# Working together to make a difference

**Inclusion is core to Match Group. We partner with several distinct organizations, including Correlation One, to support and positively transform the lives and careers of those in underrepresented communities.**

correlation.one

25

Match Group  
Endowed Scholars

500

Combined volunteer  
hours by employee  
mentors

### DATA SCIENCE FOR ALL

Match Group was the inaugural sponsor of Correlation One's Data Science For All (DS4A) / Empowerment – an innovative program dedicated to advancing women and underrepresented minorities in data science and promoting a more inclusive global AI ecosystem.

In 2021, Match Group created life-changing opportunities for 25 individuals, selected from 40,000 applicants, who participated in DS4A for free as Match Group Endowed Scholars.

They completed 14 weeks of practical data analytics training and partnered with professional mentors. We provided employee mentors who volunteered nearly 500 combined hours. Match Group also covered the costs of employees who participated as DS4A Fellows.

Subsequently, we have hired DS4A graduates as interns and full-time employees.

One team was honored with the Match Group Impact Award, recognizing a project that delivered meaningful and measurable social value through data science. The project helped a grocery store co-op deliver on its racial equality commitments – to buy local, buy Black.

## DS4A Fellow profile

Ilissa Hendricks is a Match Group employee who participated in Correlation One's DS4A / Empowerment program, completing the course in February 2021.

Ilissa was able to change roles at Match Group following the DS4A training program and received a promotion to Associate Product Manager. She is also a lead at Match Group's Black Excellence@Match (BE@M) ERG.

Ilissa's career progression is a prime example of how we hope to advance and elevate Match Group employees, as well as the broader community, to expand their skill sets and offer more programs to increase women and underrepresented groups in technical roles and in the data science industry. Our ultimate goal is to empower this next generation of underrepresented professionals to advance into data-driven leadership roles.

**"My experience with Correlation One/DS4A has been a career-defining and honestly life-changing experience. DS4A helped me make the right connections (inside and outside of my organization) and gave me new technical skills, which led to exciting new opportunities and promotions. I'm so thankful to the team at Match Group who supported my decision to join DS4A and were there to support me throughout the journey."**

**ILISSA HENDRICKS** Associate  
Product Manager, Match



DS4A EMPOWERMENT

## ENVIRONMENT

# Creating connections in an environmentally friendly way

We are determined to execute on our mission in an environmentally friendly way. To this end, we have embarked on a journey not only to minimize our negative environmental impact but also to look for ways to make a positive difference.

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## Climate change

# Tackling climate change

**We carried out a carbon assessment across Match Group to measure our footprint. Armed with this understanding, we decided to commit to being carbon neutral.**

### OUR VISION

We want to play our part in ensuring that the world we share and connect in becomes more sustainable – for every single one of us now, and for future generations. We care deeply about the environment, and this goes beyond just meeting global regulatory requirements. We look for opportunities to make a positive difference as well as being clear on the risks to ensure we manage them well.

### OUR APPROACH

We take a collaborative approach to decreasing our environmental impact across Match Group, guided and facilitated from the center.

We aim to understand the activities affecting our climate impact across the businesses; measure and mitigate the impact; and share best practices among brands to amplify our positive impact.

In 2021, we created the Match Group Global Environmental Sustainability Council. It brings together people from across the businesses to share and work on environmental practices, encourage tangible action, and help shape overall strategy. The Council is open to anyone interested in contributing and is currently made up of over 100 changemakers across our brands, all working together to make a difference.

We are focusing on embedding sustainability into the Match Group culture in various ways. For example, we are working toward including sustainability goals in job descriptions and are aiming to integrate sustainability topics into more management conversations.

Allied to this, we engage across our brands to influence positive environmental behavior changes.

For example, we held a “Going Green” contest in which many employees shared their ideas for how to green Match Group and its brands. We received a variety of imaginative and impactful suggestions and are looking at how best to adopt them across our global offices.

We purchased verified carbon offsets through 2023 to balance our impact. This long-term approach solidifies our participation in carbon markets and helps us evaluate the cost of carbon in a tangible way, so we can be clear on our impact and track improvements.

We are not stopping there. We are currently exploring developing a near-term and net zero long-term (2050) commitment through the Science-Based Targets initiative (SBTi), to hold ourselves and our value chain accountable for meeting ambitious

reduction targets. These commitments will drive Match Group’s contributions towards global decarbonization goals and ensure the Company is managing its impact alongside projected business growth.

### CLIMATE RISK MANAGEMENT

Due to our limited physical footprint, we do not have material exposure to high physical risks such as extreme weather or flooding. As a digital business, our carbon footprint is relatively low compared to companies in many other sectors.

However, we do face certain risks, which we have identified and are addressing as part of our commitment to the environment. These include increased regulatory requirements around climate and greenhouse gas (GHG) emissions affecting many of our global brands, new market and technological demands to offer low-carbon app and web-based platforms, and shifts in consumer preferences which may impact our reputation both as a service provider and an employer. These risks are impacting our business today, and we expect them to continue to do so into the medium and long term, so we are actively managing them across Match Group as key drivers to guide our environmental strategy.

“Sustainability is a core foundational principle that all companies should care about. There’s no future if we do not have a livable planet to hand over to our children and grandchildren.”

**SHAR DUBEY** Chief Executive Officer of Match Group

# 100%

Match Group achieved carbon neutrality in 2021



## Climate change continued

### OFFSETTING CARBON IN SOUTH KOREA

To achieve carbon neutrality, we invested in offsets from Hyundai Green Power Corporation, which captures and recycles waste gases to generate electricity through its Hyundai Steel Waste Energy Cogeneration Project. We chose to offset carbon in South Korea not least because it is home to our newly acquired Hyperconnect business and, in turn, our largest office outside the United States.

### OUR CARBON REDUCTION JOURNEY

We evaluated several relevant sources of carbon emissions to identify our first carbon baseline in accordance with the GHG Protocol and assess performance over time. Given the nature of our business, our real estate footprint and cloud storage services cause the majority of our emissions. Our owned buildings operate on 100% green electricity provided by the local utility, and we hope to transition leased office spaces to highly efficient LEED (Leadership in Energy and Environmental Design) certified buildings over time. Our cloud storage providers are part of our carbon footprint, and we monitor their progress on meeting public commitments for renewable energy procurement.

COVID-19 had a significant influence on our footprint, driving down emissions related to business travel and employee commuting. We intend to extend some flexible work policies, such as hybrid and remote work options, to keep these emissions low.

## Sharing best practices to increase sustainability

By sharing best practices across brands and offices we have increased sustainability across Match Group. For example, since 2017, the OkCupid offices in New York have donated 1,241 pounds of food. That food created 1,034 meals, saved 339,800 gallons of water and diverted 2,495 pounds of carbon dioxide from the atmosphere. OkCupid has now shared that vendor with our other Match Group offices around the country to pick up excess food and put it to good use.

In another example, Tinder's green team has shared its success stories for engaging employees in sustainability, hosting lunch and learns around composting and recycling and organizing community volunteering including beach clean ups and clean air days. This has led to increased green engagement in other locations.

Members of the Match Group facilities team are using technology to drive sustainability in our offices and are showcasing this approach



with initiatives like installing electric vehicle (EV) charging stations with intelligent power control in order to charge more vehicles with less stress applied to the power grid during peak usage hours. In our Los Angeles office, we are introducing an intelligent charging system for electric vehicles (EVs) called power flex. It allows us to prioritize when we pull electricity and how much we send to each car, based on people's needs, to be as energy efficient as possible. This has led to increased discussions around adding

EV stations in other offices, and exploration of other solutions that can be used to increase the efficiency of our offices through automation. These actions all contribute towards reducing our impact as a global company and the sharing of best practices helps our businesses learn quickly from one another to amplify our success.

# 100%

Green electricity at owned facilities



## Environmental impact

# Improving our environmental impact across Match Group

We are focused on reducing our Scope 1 and Scope 2 emissions across Match Group, particularly making our offices more energy efficient while also purchasing as much renewable energy as possible from our energy suppliers.

### INCREASING ENERGY EFFICIENCY

We use renewable energy (wind and solar) for all our owned offices. In the buildings we rent and for our data centers, we liaise with our landlords to secure renewable energy where possible.

Furthermore, we focus on increasing office energy efficiency across Match Group. Our headquarters in Dallas is in a LEED certified building, as is our Paris office, and we signed a new lease in Vancouver in a LEED platinum certified building. LEED enables us to reduce energy and water consumption across our real estate portfolio, reducing operating costs and providing healthy buildings for our employees.

We took environmental considerations into account in our 2021 new office build-outs in New York, Paris, and Los Angeles. We make the most of technology to automate the efficiency of our offices wherever possible. For example, we implement smart technology to program lighting systems, use intelligent sensors to better understand when spaces are in use, and have systems to monitor air quality. In addition, our teams are working to ensure heating, ventilation, and air conditioning (HVAC) systems have sensors that optimize their use based on how many people are in the building, assuring that our sustainable practices can adapt to a hybrid office environment.

“We are developing an environmental strategy that reflects the positive impact we want to have on the planet while complementing our business strategy, starting with achieving carbon neutrality in 2021. I am proud to lead us towards a more sustainable future and evolve our carbon strategy to become more measurable and time-bound in the near future.”

**JOANNA RICE** Vice President of Corporate Social Responsibility



### TCFD

In 2021, we started to assess our environmental impact, as well as the risks and opportunities presented by climate change, in line with the framework set out by the Financial Stability Board’s Task Force on Climate-related Financial Disclosures (TCFD). We recognize that we are at the beginning of our journey and much work lies ahead as we develop our climate risk management and metrics capabilities. This summary, together with our separate [TCFD summary table](#), forms our first TCFD disclosure.

## Leading the way on carbon reduction

Our Meetic brand achieved ISO 14001 certification to ensure environmental concerns are integrated across its business processes. ISO 14001 is internationally recognized as the leading environmental management system (EMS) standard, providing a systematic framework for integrating environmental management practices. It helps Meetic maintain an environmental focus. Meetic has pledged to follow Paris Agreement objectives for carbon reduction, reducing its carbon footprint by 10% each year. Using internal evaluations,

Meetic has achieved this 10% yearly decrease since 2019 and believes it will be able to maintain this effort in the coming years.

During Match Group Global Environmental Sustainability Council meetings, Meetic has shared its onboarding document where they teach about its green best practices and expectations for employees, its approach to IT recycling, and other initiatives. Meetic is also building increased energy efficiency into its app and held an eco-themed hackathon.

## GOVERNANCE

# Cultivating a culture of integrity and reliability

At Match Group, we are committed to best practices for corporate governance, data security, and data privacy as we continue to bring people together for meaningful connections. Such practices help build trust with our stakeholders and our users.

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## Corporate governance

# Practicing good corporate governance

**We know how critical governance practices are to being able to achieve our goals, control risks, and promote compliance. It provides the foundation for engaging with stakeholders and continuing our work toward a more sustainable business with a greater positive impact.**

45%

Number of female Board members

8 out of 11

Number of independent members of the Board

### OUR VISION

Our aim is to help people make the connections that matter most to them, while working for all our stakeholders. We are responsive to the views of our shareholders and uphold a company culture of integrity through good governance practices, led by a diverse Board of Directors that demonstrates adaptive leadership and ethical decision-making.

### OUR APPROACH

We have a sound corporate governance approach that meets all the requirements of a listed company on the Nasdaq stock exchange and all other applicable local and national regulations. This is led by our Board and executive team, who shape the structure, processes, and policies that drive continuous improvement.

As a leading technology company, Match Group has an important role to play in defining governance standards for the tech sector. Our Code of Business Conduct and Ethics, which covers ethical conduct, insider trading, and fraud, applies to all our people worldwide and is something we expect everyone to uphold.

Our Board exceeds independence requirements, maintaining eight independent directors out of a total of eleven. This group is also diverse, including 45% female members. Our Audit, Nominating and Corporate Governance, and Compensation and Human Resources Committees are each composed solely of independent directors. At least twice a year, our independent directors meet in scheduled executive sessions without management and non-independent directors present.

## Nominating and Corporate Governance Committee

Reflecting our increased emphasis on strengthening our governance as a publicly listed company, in September 2021 we expanded the remit of our Nominating Committee to create a Nominating and Corporate Governance Committee. At the same time, we adopted a new Committee charter, which is available on our [Investor Relations website](#).

Alongside director nomination responsibilities, the scope of the Committee now includes overseeing environmental, social, and governance (ESG) matters. As such it has responsibility for overseeing the implementation of governance best practices across Match Group. The Committee also periodically reviews Board and Committee composition, to ensure the appropriate skills and diversity.

We have added to the Committee's charter responsibility for the oversight of evaluations of the Boards and its Committees, even though we are not required to conduct these evaluations as a Nasdaq-listed company. We view this as a best practice, and we carried out the first evaluations in Q1 2022. We expect to conduct annual evaluations going forward.

In line with the Committee's charter and our commitment to good governance at Match Group, we developed and implemented a set of corporate governance guidelines in September 2021. These guidelines formalized key good governance principles and practices, such as maintaining an independent Chair of the Board. The guidelines are available on our [Investor Relations website](#).

**Find out more:**  
[Guidelines and Committee Charters](#) ↻



## Corporate governance continued

### CLIMATE STRATEGY

As outlined in the “[Environment](#)” section, in 2021, we developed a formal Company-wide environmental strategy, including the assessment of climate-related risks across the Group and how these are being addressed. Regular updates are provided to our Board on Match Group’s environmental strategy.

### STOCK OWNERSHIP GUIDELINES

In line with best practices for publicly listed companies, we have introduced a minimum stock ownership requirement for each of our non-employee directors and named executive officers, including our chief executive officer, chief operating officer and chief financial officer, chief business affairs and legal officer, and chief accounting officer. The minimum stock ownership requirements are disclosed in our [Proxy Statement](#), which is available on our Investor Relations website.

### RISK MANAGEMENT

We review risk at an enterprise-wide level, including an annual comprehensive risk assessment across all brands and geographies. The results of these assessments are regularly reviewed at the executive and Board levels. Our aim is to include impact-related risks and strengthen our governance of sustainability considerations at the Board and executive levels.

### PUBLIC ADVOCACY

We are proud technology pioneers and are continuously innovating and working closely with legislators and regulators across the globe to make the internet safer. We have helped support national legislation – such as the bipartisan Protecting our Kids Act – that has expanded the information provided to sex offender registries, thus making bad actors easier to identify and removed from platforms. Our overriding objective is to ensure that users are safe and protected.

### TAXATION

As a global business, we meet applicable local and national tax requirements. Overall, we seek to make appropriate tax contributions based on our business operations and footprint and recognize that they are a crucial component of local community investment by public bodies.

### POLITICAL CONTRIBUTIONS

Match Group does not make any federal political contributions in the United States.

### ETHICS AND WHISTLEBLOWING

Our employees share a common responsibility to uphold the highest standards of conduct. We require all employees to certify their compliance with our core policies annually, including the Code of Business Conduct and Ethics, Harassment Policy, Securities Trading Policy, and whistleblower procedures. Employees can access our full Policies and Procedures Manual on our Workday human resources information system.

### REPORTING HOTLINE

If employees have any concerns about issues such as fraud or misrepresentation, they can report them confidentially through our 24/7 hotline and web-based reporting service.

Beginning in November 2021, our independent reporting hotline is now managed by EthicsPoint, replacing our former system. EthicsPoint is a comprehensive and confidential reporting tool and is available 24 hours a day, 7 days a week. Employees are able to confidentially report any violation of our stated Code of Business Conduct and Ethics, our Harassment Policy, or other work-related concerns, except for matters related to an audit or financial issue (addressed through a separate process).

Reports can be submitted via either the phone or online. The hotline and website were emailed out to all employees and are easily accessible on Central, our Match Group intranet.

### HARASSMENT PREVENTION

All U.S. employees must complete annual harassment prevention training.

### BUSINESS CONTINUITY

We have a strong global business and a team that can adapt quickly. We have made a concerted effort to bring our security systems together and to form a consistent approach across all of our brands, so that our business can continue robustly in any scenario. For example, in response to the COVID-19 pandemic, we integrated data security and physical security in the context of disaster recovery and emergency action plans.

Furthermore, to help people be safe and feel safe, we regularly test all of our employees for COVID-19 at our offices. In January 2022, we expanded our testing program to also include employees’ families and on-site vendors.



## Data security and data privacy

# Implementing strong data security and data privacy standards

**At Match Group, we believe every user should feel confident that their privacy is being protected online.**

### OUR VISION

Making connections is a deeply personal experience – keeping users’ privacy secure is fundamental. We want our members to feel confident that we’ve got their backs as they navigate the exciting world our platforms create.

### OUR APPROACH

We set high Company-wide standards for data security and data privacy and look to continuously improve in these critical areas.

### DATA SECURITY

Data security is a significant risk to all technology companies, and Match Group is no exception. We take a Company-wide approach to help ensure that our data remains secure and is not accessed or disclosed without authorization and to integrate data security into our risk monitoring and risk procedures. We also have a National Institute of Standards and Technology (NIST) framework in place for all Match Group brands in order to be able to assess and report on their security capabilities and maturity.

In 2021, we improved on our data security practices in a number of ways. Tinder achieved ISO 27001 certification in February 2021 for its Information Security Management System (ISMS). This certification provides a trusted framework to improve information security practices and to reduce security risks, and it demonstrates to our customers that Match Group takes a proactive approach towards protecting their information. Match and Match Affinity (BLK, Chispa, and Upward) also achieved ISO 27001 certifications in Q1 2022. We are looking to continue to expand our compliance standards to other Match Group brands.

We aim to standardize data security practices across all our brands. This enables us to share best practices and raise technology standards. For example, in 2021, as part of the post-acquisition onboarding of Hyperconnect, we reviewed their data security to make sure it aligned with Match Group’s standards. Based on our findings, we were able to outline and reflect a number of Match Group best practices at Hyperconnect.

In addition, all data breach detection practices are standardized across all brands and fed into event management tools, and we are continually exploring ways to bolster how we detect and alert people to any unauthorized access.

We take a multi-layered approach to external security scans and audits. This includes bug bounty programs and carrying out regular external security audits with third-party penetration testing to identify and remove any potential vulnerabilities across the systems. This is also analyzed through the lens of our internal vulnerability management program.

All employees of the various Match Group companies receive data security awareness training during the new hire and onboarding process. All brands also provide annual recertification for data security awareness training.

### DATA PRIVACY

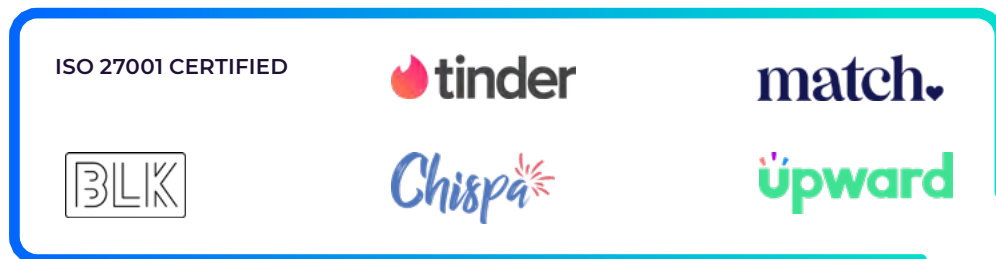
We implement strong data privacy standards globally at all of our brands, regardless of where the brand or their users are located. We collect only necessary and proportionate data, are transparent in the way we process it, obtain strong security and confidentiality commitments from our vendors, and seek to delete data when it is no longer necessary.

We maintain data privacy as a separate function, to ensure that the way data is processed is in line with applicable laws and meets our own high standards. Our privacy and data security teams act as a joint center of excellence to support our brands’ apps.

We take a proactive approach to data privacy, looking at best practices for data governance, rather than just focusing on current legal requirements. This reinforces our commitment to setting and implementing the highest standards and continually looking to improve on this.

We look at current and future factors and aim to strike the right balance to future proof our privacy policies and practices while making sure they remain grounded in today’s requirements and challenges. So, for example, when one of our brands develops a new feature on their app, we assess whether we need to update our policies or practices.

This is aligned to our focus on privacy by design, to ensure that privacy is enabled and reinforced from the outset as new features and services are developed by Match Group brands.



[Read more](#)

# About this report

**This Impact Report includes all of Match Group, Inc.'s wholly-owned and majority-owned subsidiaries where direct operational control was exercised as of December 31, 2021.**

## REPORTING APPROACH

Where we have minority investments, the performance of those businesses is not included in this Report.

Except as otherwise noted, all performance data included in this Report is based on the 2021 calendar year. Where appropriate for a fuller understanding, we've supplemented our performance with key performance elements through March 2022.

All performance data is measured, collected, and reported internally, subject to our usual control and compliance procedures. Our goal is to be accurate, complete, and comprehensive. Our non-financial performance data is not externally audited or reviewed.

## MORE INFORMATION



### Safety

User Safety Center  
Safety Framework



### Privacy

Privacy Principles  
User Privacy Center



### Governance

Code of Conduct  
Annual Report  
Proxy Statement  
Modern Slavery Statement  
Anti-Fraud/Anti-Corruption Policy  
UK Taxation Policies  
Guidelines and Committee Charters



### People

Career Center

## UN SDGs

# Match Group Supports the Sustainable Development Goals

We consider opportunities to align our business activities and key priority areas throughout Match Group with these important goals.

The United Nations' Sustainable Development Goals (SDGs) are a collaborative, global effort to achieve a better and more sustainable future for all. Represented by 17 Global Goals and 189 targets, the SDGs address challenges of poverty, inequality, climate change, environmental degradation, peace, and justice.

We have identified key areas where we have the greatest influence and impact through our business strategy, platforms, and services, and therefore see that we have a direct, positive contribution to six of the 17 SDGs. At the same time, we remain committed to responsibly managing our operations and supporting our communities in line with all of the SDGs.

### WE DIRECTLY CONTRIBUTE TO THE FOLLOWING SIX SDGs:

**Goal 3: Good Health and Well-being**  
Ensure healthy lives and promote wellbeing for all at all ages.

**Goal 4: Quality Education**  
Ensure inclusive and equitable quality education and opportunities for all.

**Goal 5: Gender Equality**  
Achieve gender equality and empower all women and girls.

**Goal 10: Reduced Inequalities**  
Reduce inequality within and among countries.

**Goal 13: Climate Action**  
Take urgent action to combat climate change and its impacts.

**Goal 16: Peace, Justice and Strong Institutions**  
Promote peaceful and inclusive societies for sustainable development.







Performance table

# Our performance

We measure our progress using these key performance indicators.

	METRIC	UNIT	2021
<b>FINANCIAL</b>	Revenue	USD\$	3.0 billion
	Adjusted Operating Income	USD\$	1.1 billion
	Average total Payers	Payers	15.5 million
<b>SAFETY</b>	Investment in trust and safety	USD\$	125 million+
	Employees engaged in trust and safety	Number	450+
<b>PEOPLE</b>	Employee engagement (favorability)	Percentage	70%
	Gender diversity in workforce	Percentage	41% female
	Gender diversity in leadership	Percentage	43% female
	Gender diversity in tech teams	Percentage	25% female
	Ethnic diversity in workforce (U.S.)	Percentage	42% non-white
	Ethnic diversity in leadership (U.S.)	Percentage	29% non-white
	Ethnic diversity in tech teams (U.S.)	Percentage	47% non-white
<b>GOVERNANCE</b>	Gender diversity of the Board	Percentage	45% female
	Independent members of the Board	Number	8 out of 11
<b>COMMUNITY</b>	Employer and employee donations and advertising space	USD\$	5.2 million
<b>ENVIRONMENT</b>	Grid electricity used	Percentage	100%



## SASB report

# Our approach

This report includes all disclosures as defined by the Sustainability Accounting Standards Board (SASB) framework for “technology and communications” industries.

Our disclosures are based on the 2018-10 version of the Standard, and, except where otherwise noted, we provide information for the 2021 calendar year.

We expect our SASB framework to continue to evolve over time. Where noted, in accordance with SASB Standards Application Guidance section 2.2, certain information is not included in this appendix, to the extent the information is not considered material; is privileged or confidential; or is not currently collected in a manner wholly correlative with the related SASB metric.

### REPORTING STATUS:

- Fully reporting
- ◐ Partially reporting
- Not reporting

SASB CODE	ACTIVITY METRIC	2021 RESPONSE	REPORTING STATUS
TC-IM-000.A	Entity-defined measure of user activity	15.5 million average total Payers as defined on page 4 of our Impact Report.	●
TC-IM-000.B	(1) Data processing capacity (2) Percentage outsourced	Omitted as privileged and confidential.	○
TC-IM-000.C	(1) Amount of data storage (2) Percentage outsourced	Omitted as privileged and confidential.	○

SASB CODE	ACCOUNTING METRIC	2021 RESPONSE	REPORTING STATUS
<b>ENVIRONMENTAL FOOTPRINT OF HARDWARE INFRASTRUCTURE</b>			
TC-IM-130a.1	(1) Total energy consumed (2) Percentage grid electricity (3) Percentage renewable	(1) 13,589 gigajoules (2) 100% (3) 0% renewable	●
TC-IM-130a.2	(1) Total water withdrawn (2) Total water consumed, percentage of each in regions with high or extremely high baseline water stress	According to the current WRI Aqueduct Water Risk Atlas, 11 out of 36 active facilities in 2021 are located in high or extremely high baseline water stress regions, equivalent to 31% of our facilities by number. We do not currently track water consumption as all of our facilities are office spaces (>90% leased), with only three active data centers.	●
TC-IM-130a.3	Discussion of the integration of environmental considerations into strategy planning for data center needs	We are developing an environmental strategy that would include this over the coming years. Our brand, Meetic, for example, achieved ISO 14001 certification, which is internationally recognized as the leading environmental management system (EMS) standard.	◐



## SASB report continued

### REPORTING STATUS:

- Fully reporting
- Partially reporting
- Not reporting

SASB CODE	ACCOUNTING METRIC	2021 RESPONSE	REPORTING STATUS
<b>DATA PRIVACY, ADVERTISING STANDARDS &amp; FREEDOM OF EXPRESSION</b>			
TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	Our Privacy Principles are referenced in the “Safety” section of our Impact Report on page 7 and in the “Governance” section on page 30. They can be read in full in the “Trust and Safety” center on our <a href="#">website</a> , which includes a fuller description of all our policies and practices related to user privacy.	<input type="radio"/>
TC-IM-220a.2	Number of users whose information is used for secondary purposes	Omitted as immaterial because fewer than 3% of our revenues are derived from advertising.	<input type="radio"/>
TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	No regulatory fines paid in 2021.	<input checked="" type="radio"/>
TC-IM-220a.4	(1) Number of law enforcement requests for user information (2) Number of users whose information was requested (3) Percentage resulting in disclosure	Omitted as data collection is not wholly correlative with this metric. (1) (2) (3) As outlined in our Impact Report, we expect to publish a Transparency Report for the United States for 2022 which would include this data.	<input type="radio"/>
TC-IM-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Given the nature of online dating services, certain of our services or features have been blocked in certain countries. In some instances we have placed restrictions on our services in order to comply with U.S. sanctions laws.	<input checked="" type="radio"/>
TC-IM-220a.6	(1) Number of government requests to remove content (2) Percentage compliance with requests	Omitted as data collection is not wholly correlative with this metric. (1) (2) As outlined in our Impact Report, we expect to publish a Transparency Report for the United States for 2022 which would include this data.	<input type="radio"/>



## SASB report continued

### REPORTING STATUS:

- Fully reporting
- ◐ Partially reporting
- Not reporting

SASB CODE	ACCOUNTING METRIC	2021 RESPONSE	REPORTING STATUS
<b>DATA SECURITY</b>			
<b>TC-IM-230a.1</b>	(1) Number of data breaches (2) Percentage involving personally identifiable information (PII) (3) Number of users affected	(1) No data breaches (2) Not applicable (3) Not applicable	<span style="color: blue;">●</span>
<b>TC-IM-230a.2</b>	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	<p>Our approach to identifying and addressing data security risks is outlined briefly in the “Safety” (page 7) and “Governance” (page 27) sections of our Impact Report.</p> <p>In addition, we conduct an Annual Risk Assessment with business stakeholders to discuss high level cybersecurity risks; develop an Annual Security Scorecard on a per brand level based on NIST Cybersecurity standards; and maintain on-going regular communication with business and brand leaders to identify and assess risk, including third-party vendor-related risks. Tinder achieved certification in February 2021 for its Information Security Management System (ISMS) under the ISO/IEC 27001:2013, and Match and Match Affinity (BLK, Chispa, Upward) achieved certification in 2022.</p>	<span style="color: blue;">●</span>



## SASB report continued

### REPORTING STATUS:

- Fully reporting
- Partially reporting
- Not reporting

SASB CODE	ACCOUNTING METRIC	2021 RESPONSE	REPORTING STATUS
<b>EMPLOYEE RECRUITMENT, INCLUSION &amp; PERFORMANCE</b>			
TC-IM-330a.1	Percentage of employees that are foreign nationals	10% of our U.S. employees on December 31, 2021 were foreign nationals.	<input checked="" type="radio"/>
TC-IM-330a.2	Employee engagement as a percentage	In September 2021, we had an employee engagement favorability score of 70%.	<input checked="" type="radio"/>
TC-IM-330a.3	Percentage of gender and racial/ethnic group representation for: (1) Management (2) Technical staff <sup>1</sup> (3) All other employees <sup>1</sup>	<b>Gender diversity at Match Group (worldwide)<sup>2</sup></b> (1) 43% female / 56% male / 0% not provided (2) 25% female / 75% male / 0% not provided (3) 55% female / 44% male / 1% not provided  <b>Ethnic diversity at Match Group (U.S. only)<sup>2</sup></b> (1) 29% non-white / 61% white / 10% other (2) 47% non-white / 41% white / 12% other (3) 42% non-white / 48% white / 10% other	<input checked="" type="radio"/>
<b>INTELLECTUAL PROPERTY PROTECTION &amp; COMPETITIVE BEHAVIOR</b>			
TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	There were no monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations in 2021.	<input checked="" type="radio"/>

1. "Technical staff" and "All other employees" do not include "Management."  
 2. Totals may not sum to 100% due to rounding.



TCFD report

# Our approach

In 2021, we started to assess our environmental impact, as well as the risks and opportunities presented by climate change, in line with the framework set out by the Financial Stability Board’s Task Force on Climate-related Financial Disclosures (TCFD).

TOPIC	PAGE REFERENCE	DISCLOSURE
GOVERNANCE	“Governance” Section: <a href="#">Nominating and Corporate Governance Committee</a> (Page 28)	Our Nominating and Corporate Governance Committee scope now includes overseeing ESG matters.  In 2021, we developed a formal Company-wide environmental strategy, including the assessment of climate-related risks across the portfolio and how these are being addressed. Regular updates are provided to our Board on our environmental strategy.
	“Governance” Section: <a href="#">Climate Strategy</a> (Page 29)	
STRATEGY	“Environment” Section: <a href="#">Our Approach</a> (Page 24)	We carried out a carbon assessment across Match Group to clarify our footprint. Armed with this understanding, we decided as a Company to commit to being carbon neutral through at least 2023, purchasing verified carbon offsets to balance our impact, solidify our participation in carbon markets, and help evaluate the financial cost of carbon in a tangible way.
	“Environment” Section: <a href="#">Our Carbon Reduction Journey</a> (Page 25)	We are currently exploring developing a near-term and net zero long-term (2050) commitment through the Science-Based Targets initiative (SBTi), to hold ourselves and our value chain accountable for meeting ambitious reduction targets. These commitments will drive Match Group’s contributions towards global decarbonization goals and ensure the Company is managing its impact alongside projected business growth.
RISK MANAGEMENT	“Governance” Section: <a href="#">Risk Management</a> (Page 29)	Our Nominating and Corporate Governance Committee scope now includes overseeing environmental, social, and governance (ESG) matters.  The key climate risks to Match Group include increased regulatory requirements around climate and greenhouse gas (GHG) emissions affecting many of our global brands, new market and technological demands to offer low-carbon app and web-based platforms and shifts in consumer preferences which may impact our reputation both as a service provider and an employer.
METRICS AND TARGETS	“Environment” Section: <a href="#">Our Carbon Reduction Journey</a> (Page 25)	Scope 1: 77 metric tons CO <sub>2</sub> e.  Scope 2: 0 metric tons CO <sub>2</sub> e (all owned facilities operate with 100% renewables as part of a green power purchasing agreement with the local utility).

## Awards

# Recognition for our efforts

We are proud to have received a number of awards for efforts at Match Group and across our brands.



Human Rights Campaign: "Best Places to Work for LGBTQ+ Equality"  
MATCH GROUP



Fortune 1000: Best Places to Work  
MATCH GROUP



Digiday Worklife Award for "Most Committed to Work Life Balance"  
HINGE



BC's Best Places to Work  
PLENTY OF FISH



2021 Built In's Best Paying Companies  
TINDER



2021 Built In's Companies with the Best Benefits  
TINDER



2021 Built In's Best Places to Work  
TINDER



2021 Built In's Best Midsize Companies to Work For  
TINDER



## Forward-looking statements

# Disclaimer

### SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995

This Impact Report may contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. All statements that are not historical facts are “forward-looking statements.” The use of words such as “anticipates,” “estimates,” “expects,” “plans” and “believes,” among others, generally identify forward-looking statements. These forward-looking statements include, among others, statements relating to: Match Group’s future financial performance, Match Group’s business prospects and strategy, anticipated trends, and other similar matters. These forward-looking statements are based on management’s current expectations and assumptions about future events as of the date of this presentation, which are inherently subject to uncertainties, risks, and changes in circumstances that are difficult to predict. Actual results could differ materially from those contained in these forward-looking statements for a variety of reasons, including, among others: competition, our ability to maintain user rates on our higher

monetizing services, our ability to attract users to our services through cost-effective marketing and related efforts, foreign currency exchange rate fluctuations, our ability to distribute our services through third parties and offset related fees, the integrity and scalability of our systems and infrastructure (and those of third parties), and our ability to adapt ours to changes in a timely and cost-effective manner, our ability to protect our systems from cyberattacks and to protect personal and confidential user information, risks relating to certain of our international operations and acquisitions, certain risks relating to our relationship with IAC post-separation, the impact of the outbreak of COVID-19 coronavirus, the risks inherent in separating Match Group from IAC, including uncertainties related to, among other things, the expected benefits of the separation, any litigation arising out of or relating to the transaction, the tax treatment of the separation on the businesses of Match Group, and uncertainties related to the acquisition of Hyperconnect, including, among other things, the expected benefits of the transaction, any litigation arising out of or relating to the

transaction, and the impact of the transaction on the businesses of Match Group. Certain of these and other risks and uncertainties are discussed in Match Group’s filings with the Securities and Exchange Commission. Other unknown or unpredictable factors that could also adversely affect Match Group’s business, financial condition and results of operations may arise from time to time. In light of these risks and uncertainties, these forward-looking statements may not prove to be accurate. Accordingly, you should not place undue reliance on these forward-looking statements, which only reflect the views of Match Group management as of the date of this presentation. Match Group does not undertake to update these forward-looking statements.

### NON-GAAP FINANCIAL MEASURES

This Impact Report includes Adjusted Operating Income, which is a non-GAAP financial measure. Adjusted Operating Income is not a substitute for, or superior to, Operating Income, which is a measure of financial performance prepared in accordance with U.S. GAAP. See the table to the right for a reconciliation of Adjusted Operating Income to Operating Income.

### TRADEMARKS

MATCH GROUP, the MG Logo, the MG Blue-Gradient Thread, Tinder, Match, and Swipe are trademarks and registered trademarks of Match Group, LLC. Hinge, OkCupid, PlentyOfFish,

Chispa, BLK, Stir, Upward, Ourtime, Twoo, Ablo, Meetic, Pairs, Eureka, Hawaya, Hakuna, Azar, and all other trademarks are trademarks and registered trademarks of their respective owners.

### Year Ended December 31, 2021

(In Thousands)

<b>Net Earnings attributable to Match Group, Inc. shareholders</b>	<b>\$277,723</b>
Net loss attributable to noncontrolling interests	(\$1,169)
Earnings from discontinued operations, net of tax	(\$509)
Income tax benefit	(\$19,897)
Other expense, net	\$465,038
Interest expense	\$130,493
<b>Operating Income</b>	<b>\$851,679</b>
Stock-based compensation expense	\$146,816
Depreciation	\$41,402
Amortization of intangibles	\$28,559
<b>Adjusted Operating Income</b>	<b>\$1,068,456</b>





## Impact Report 2022

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