

Research Now and MarketTools commissioned by us. References in this prospectus to the size of our target users and addressable market are based on population data from the World Bank, marital status information from the United Nations, internet penetration rates from the Economist Intelligence Unit and percentage of singles data obtained from Research Now. Where we make projections involving growth rates of the single population, we assume the single population in each country grows in line with the projected growth rate of the country's total population. In some cases, we do not expressly refer to the sources from which this data is derived. In that regard, when we refer to one or more sources of this type of data in any paragraph, you should assume that other data of this type appearing in the same paragraph is derived from the same source, unless otherwise expressly stated or the context otherwise requires. The market data and industry forecasts that we have included in this prospectus have not been expertized. Forward-looking information obtained from third-party sources is subject to the same qualifications and the uncertainties regarding the other forward-looking statements in this prospectus. See "Risk factors" and "Cautionary note regarding forward-looking statements."

[Table of Contents](#)

Cautionary note regarding forward-looking statements

This prospectus contains forward-looking statements. These forward-looking statements reflect our current views with respect to, among other things, future events and our business, financial condition and results of operations. These statements are often, but not always, made through the use of words or phrases such as "may," "should," "could," "predict," "potential," "believe," "will likely result," "expect," "continue," "will," "anticipate," "seek," "estimate," "intend," "plan," "projection," "would" and "outlook," or the negative version of those words or other comparable words of a future or forward-looking nature. These forward-looking statements are not historical facts, and are based on current expectations, estimates and projections about our industry, management's beliefs and certain assumptions made by management, many of which, by their nature, are inherently uncertain and beyond our control. Accordingly, we caution you that any such forward-looking statements are not guarantees of future performance and are subject to risks, assumptions and uncertainties that are difficult to predict. Although we believe that the expectations reflected in these forward-looking statements are reasonable as of the date made, actual results may prove to be materially different from the results expressed or implied by the forward-looking statements.

There are or will be important factors that could cause our actual results to differ materially from those indicated in these forward-looking statements, including, but not limited to:

- our ability to evaluate our current business and future prospects;
- competition in the dating products industry;
- our ability to maintain user rates on our higher monetizing products;
- our ability to attract users through cost-effective marketing efforts;
- our ability to communicate with our users by email;
- fluctuations in our quarterly results;
- foreign currency exchange rate fluctuations;
- our ability to maintain high levels of distribution through third party publishers and app stores;
- our ability to offset app store fees;
- the integrity and scalability of our systems and infrastructures and our ability to adapt them to changes in technology in a timely and cost-effective manner;
- our ability to periodically complete updates to our technology in a timely and effective manner;
- our ability to protect our systems and infrastructures from cyber attacks;
- our dependence on the integrity of third party systems and infrastructure, generally;
- our ability to prevent personal and confidential user information, including credit card information, that we maintain from being accessed by unauthorized persons;
- risks related to the users' misuse of our dating products;
- our ability to protect our intellectual property rights;
- risks in connection with certain of our international operations;

[Table of Contents](#)