

Net earnings	90,281	126,627	148,359	100,009	84,748
Net (earnings) loss attributable to noncontrolling interests	(4,606)	(1,624)	(595)	(522)	42
Net earnings attributable to Match Group, Inc.'s shareholder	\$ 85,675	\$ 125,003	\$ 147,764	\$ 99,487	\$ 84,790

The following table sets forth our combined statement of operations information as a percentage of total revenues for the years ended December 31, 2012, 2013 and 2014 and the nine months ended September 30, 2014 and 2015:

	Years ended December 31,				
	2012			2013	
	2012	2013	2014	September 30,	
	2012	2013	2014	2014	2015
Revenue	100.0%	100.0%	100.0%	100.0%	100.0%
Operating costs and expenses:					
Cost of revenue (exclusive of depreciation)	10.2%	10.7%	13.5%	12.6%	17.4%
Selling and marketing expense	42.7%	40.1%	37.7%	41.8%	38.5%
General and administrative expense	10.8%	11.7%	13.3%	11.5%	16.1%
Product development expense	5.5%	5.4%	5.6%	5.6%	6.7%
Depreciation	2.3%	2.5%	2.9%	2.6%	2.6%
Amortization of intangibles	2.4%	2.1%	1.3%	1.1%	1.9%
Total operating costs and expenses	73.8%	72.4%	74.3%	75.2%	83.3%
Operating income	26.2%	27.6%	25.7%	24.8%	16.7%
Interest expense—related party	(4.1)%	(4.3)%	(2.9)%	(3.6)%	(0.9)%
Other (expense) income, net	(1.0)%	0.0%	1.4%	1.3%	1.1%
Earnings before income taxes	21.0%	23.3%	24.3%	22.6%	16.9%
Income tax provision	(8.3)%	(7.5)%	(7.6)%	(7.2)%	(5.7)%
Net earnings	12.7%	15.8%	16.7%	15.4%	11.3%
Net (earnings) loss attributable to noncontrolling interests	(0.6)%	(0.2)%	(0.1)%	(0.1)%	0.0%
Net earnings attributable to Match Group, Inc.'s shareholder	12.0%	15.6%	16.6%	15.3%	11.3%

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Results of operations for the nine months ended September 30, 2014 and 2015

Revenue

	Nine months ended		
	September 30,		
	2014	2015	% change
	(dollars in thousands except ARPPU)		
Direct Revenue:			
North America	\$ 391,546	\$ 434,080	10.9%
International	205,358	205,739	0.2%
Total Direct Revenue	596,904	639,819	7.2%
Indirect Revenue	27,102	28,409	4.8%
Total Dating Revenue	624,006	668,228	7.1%
Non-dating Revenue	25,266	84,629	235.0%
Total Revenue	\$ 649,272	\$ 752,857	16.0%
Percentage of Total Revenue:			
Direct Revenue:			
North America	60.3%	57.7%	
International	31.6%	27.3%	
Total Direct Revenue	91.9%	85.0%	
Indirect Revenue	4.2%	3.8%	
Total Dating Revenue	96.1%	88.8%	
Non-dating Revenue	3.9%	11.2%	
Total Revenue	100.0%	100.0%	
Average PMC:			
North America	2,395	2,643	10.3%
International	1,087	1,347	23.8%
Total	3,482	3,990	14.6%
ARPPU:			
North America	\$ 0.60	\$ 0.60	0.5%
International	\$ 0.69	\$ 0.56	(19.1)%
Total	\$ 0.63	\$ 0.59	(6.4)%

Revenue increased \$103.6 million, or 16.0%, in 2015 versus 2014, or 21.8% excluding the effects of foreign exchange.