Tinder UK Newsroom

Tinder Kicks Off A Return to IRL with Festival Mode™

Partnerships with The World's Biggest Festivals Across 10 Countries Globally Help Music Lovers Find Their Match This Festival Season

LONDON (April 14, 2022) — Tinder is partnering with the world's leading live entertainment company Live Nation, as well as live event producers AEG Presents and Superstruct Entertainment to introduce Festival Mode™, a feature designed to help members find their new festival crew as they prepare for the first true festival season in years.

According to a recent survey of singles 18-39 in age, 75% agree that being able to connect with someone online before meeting in-person would ease some of the pressure of making a good first impression*.

Launching today, Festival Mode bridges the gap between online introductions and IRL connections by allowing Tinder members to find fellow festival goers before the show. With nearly 1 in 3 singles (31%) planning to attend a music festival or concert this year, Festival Mode helps music lovers break the ice and connect over shared interests. A welcome addition to Tinder, as 64% of singles say they enjoy meeting new people while attending live music events, and over 3 in 5 (61%) say they've become friends, or more, with people they met at a music festival or concert.

Here's how it works:

- Festival Mode is live in Tinder Explore, as one of the many ways members can discover and interact with each other through shared interests and experiences.
- Members can select which of this year's hottest music festivals they plan to attend and will be able to match with others also going as early as a month before the show.
- Festival Mode will feature over 20 of the biggest festivals from around the world, like All Points East, Lollapalooza and Sónar.
- It will also include a "Festival Goers" space, for those who don't see their event listed or are simply just fans of festival culture to connect.

"Music is a universal language and the number-one interest among Tinder members worldwide. So many of our members are excited to jump back into in-person events. We wanted to build on that excitement and offer them a head start at meeting someone new ahead of one of the biggest festival seasons in years," said Kyle Miller, VP of Product Innovation at Tinder. "Festival Mode gives you a chance to get yourself back out there, meet new people, and make friends before you hit the festival grounds. It's a great, low-pressure way to make real world connections again."

Festival Mode is now available to Tinder members globally in Explore. A full list of festivals that will be featured in Festival Mode is below:

U.S.

- Bonnaroo
- EDC Las Vegas
- EDC Orlando
- Hard Summer
- Lovers & Friends
- Stagecoach
- The Governors Ball

Australia

- Falls Festival

- Festival X
- Splendour in the Grass

France

- Lollapalooza Paris

Germany

- Lollapalooza Berlin
- Parookaville

Hungary

- Sziget Festival

Norway

- Palmesus

Spain

- Sónar

Sweden

- Lollapalooza Stockholm

The Netherlands

- Vunzige Deuntjes Festival
- Milkshake

UK

- All Points East
- American Express presents BST Hyde Park

About Tinder
Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 500 million times and led to more than 70 billion matches.

About Live Nation Entertainment
Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Sponsorship. For additional information, visit www.livenationentertainment.com.

About AEG Presents
Combining the power of the live event with a focus on true artist development, AEG Presents is a worldwide leader in the music and entertainment industries. Operating across four continents, the company has an unparalleled commitment to artistry, creativity, and community. The company's tentpole festivals and multi-day music events, global tour promotion, vast network of

clubs, theaters, arenas and stadiums, and renowned wholly-owned and partner brands combine to create an unmatched infrastructure for artist development and audience reach, while continuing to set the bar for the live music experience. More information can be found at www.aegpresents.com.

About Superstruct Entertainment
Superstruct Entertainment is a live entertainment platform that owns and operates more than 50 large scale music festivals globally.

*This survey was conducted online within the United States by The Harris Poll on behalf of Tinder from April 7-11, 2022, among 2,071 adults ages 18+, among whom 325 are single adults ages 18-39. For complete survey methodology, please contact press@gotinder.com.

Additional assets available online: Photos (1)

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