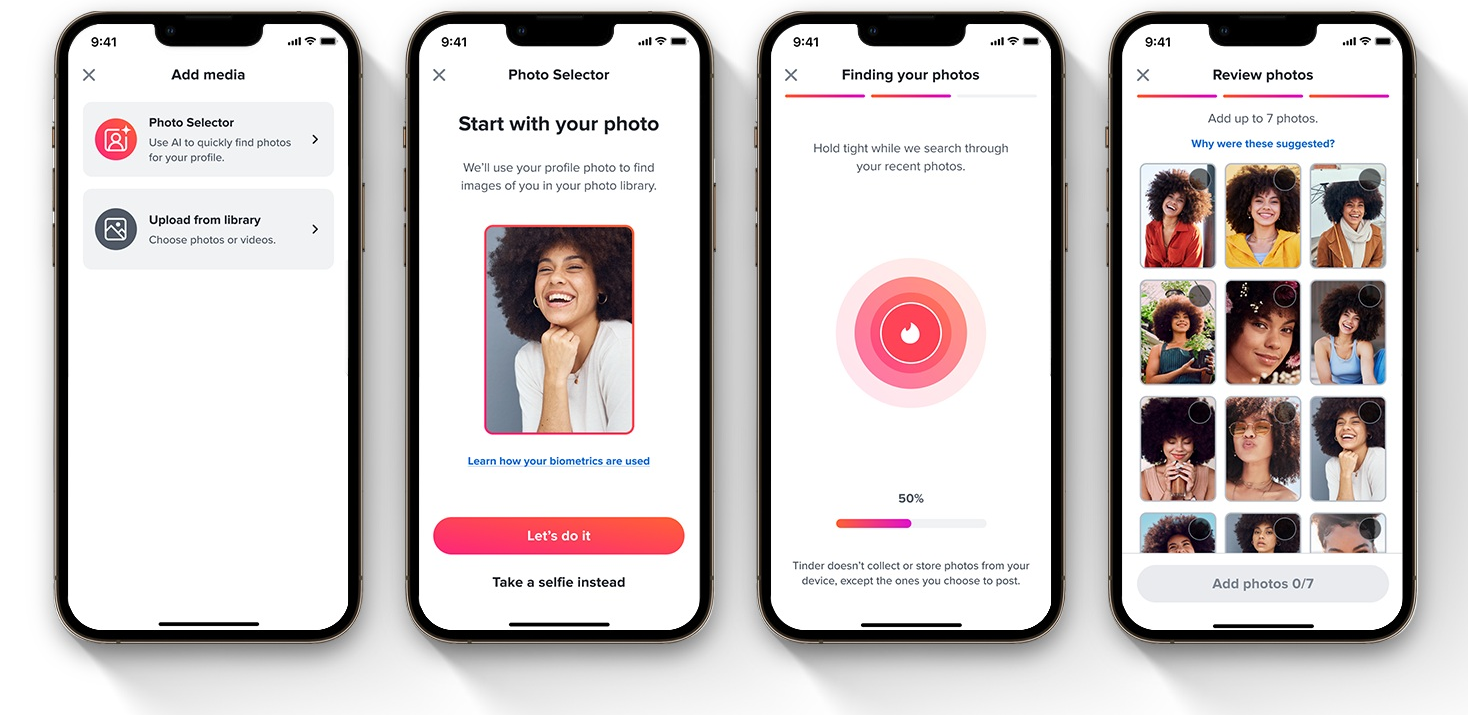


TINDER UNVEILS 'PHOTO SELECTOR' AI: FEATURE TO MAKE CHOOSING PROFILE PICTURES EASIER

Photo Selector helps eliminate the guesswork of photo selection, showcasing your personality with industry-leading, user-controlled AI technology.



Tinder® Unveils 'Photo Selector' AI: Feature to Make Choosing Profile Pictures Easier

LOS ANGELES, July 17, 2024 — Tinder, the dating app that revolutionised how people meet, announces the release of 'Photo Selector'—an AI-powered feature that empowers users to effortlessly choose their profile pictures from a curated selection of photos retrieved directly from their devices.

A picture is worth a thousand words

Authenticity plays a crucial role in attracting the right match on Tinder. In a recent survey¹, 85% of singles say that their dating app profiles are important to represent their true selves, 52% say it is hard to select a profile image, and 68% report that an AI feature for photo selection assistance would be helpful¹.

At the same time, most single women prefer men's profiles with at least four images that genuinely reflect their personalities². Men who include more than one face photo in their profiles increase their likelihood of matching with women by 71%. With Photo Selector, Tinder offers a digital companion that curates a diverse selection of photos from users' camera roll optimised to help users find a match.

Making it easier to focus on real connections

Singles aged 18-24 report spending an average of 33 minutes selecting the right profile photo for their dating app. By alleviating the burden of photo selection, Photo Selector empowers users to focus more on making meaningful connections rather than spending excessive time on photo selection. This AI innovation promises to inject more spontaneity into the online dating experience.

The advent of smartphones and handheld cameras has introduced a new challenge in the digital age: the paradox of choice amidst a plethora of options - a challenge being addressed with the aid of AI technology.

"We're proud to be the first dating app to roll out an AI tool that can make the profile-building experience significantly easier -- an area we know is one of the hardest parts of dating. As the category leader, we're pushing ourselves to define the industry's best use cases for meaningful consumer AI integrations," said **Faye Iosotaluno, CEO of Tinder**. "As demonstrated by our Photo Selector feature, we're developing AI tech to assist you in making decisions, not to make them for you. Our commitment to our users is clear and equally applies to our view of AI: at Tinder, we develop innovative technologies to create a safer space for people to make authentic connections."

Using Photo Selector is effortless

Simply snap a selfie for facial recognition, grant access to your camera roll, and let our AI tech curate a selection of images for your review. You decide which pictures you want to select and add to your profile. Though Photo Selector is here to simplify the process of selecting profile photos, there are still 'tried and true' ways to present your best self as a first impression.

Photo Selector will be rolling out to UK users in the later Summer months.

- ENDS -

Notes to Editors:

¹ Online Opinium survey of 7000 18-25-year-olds who are single and use dating apps (1000 UK, 1000 USA, 1000 Canada, 1000 Australia, 1000 France, 1000 Germany, and 1000 Japan) commissioned on behalf of Tinder in accordance with the Market Research Society's code of conduct. Data was collected between 21/6/2024 and 2/7/2024.

² Internal Tinder data from Tinder profiles on the number of profile photos and the correlation with Matches. Data was pulled on 21 June.

About Tinder:

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 97 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

Tinder is a registered trademark of Tinder LLC.

