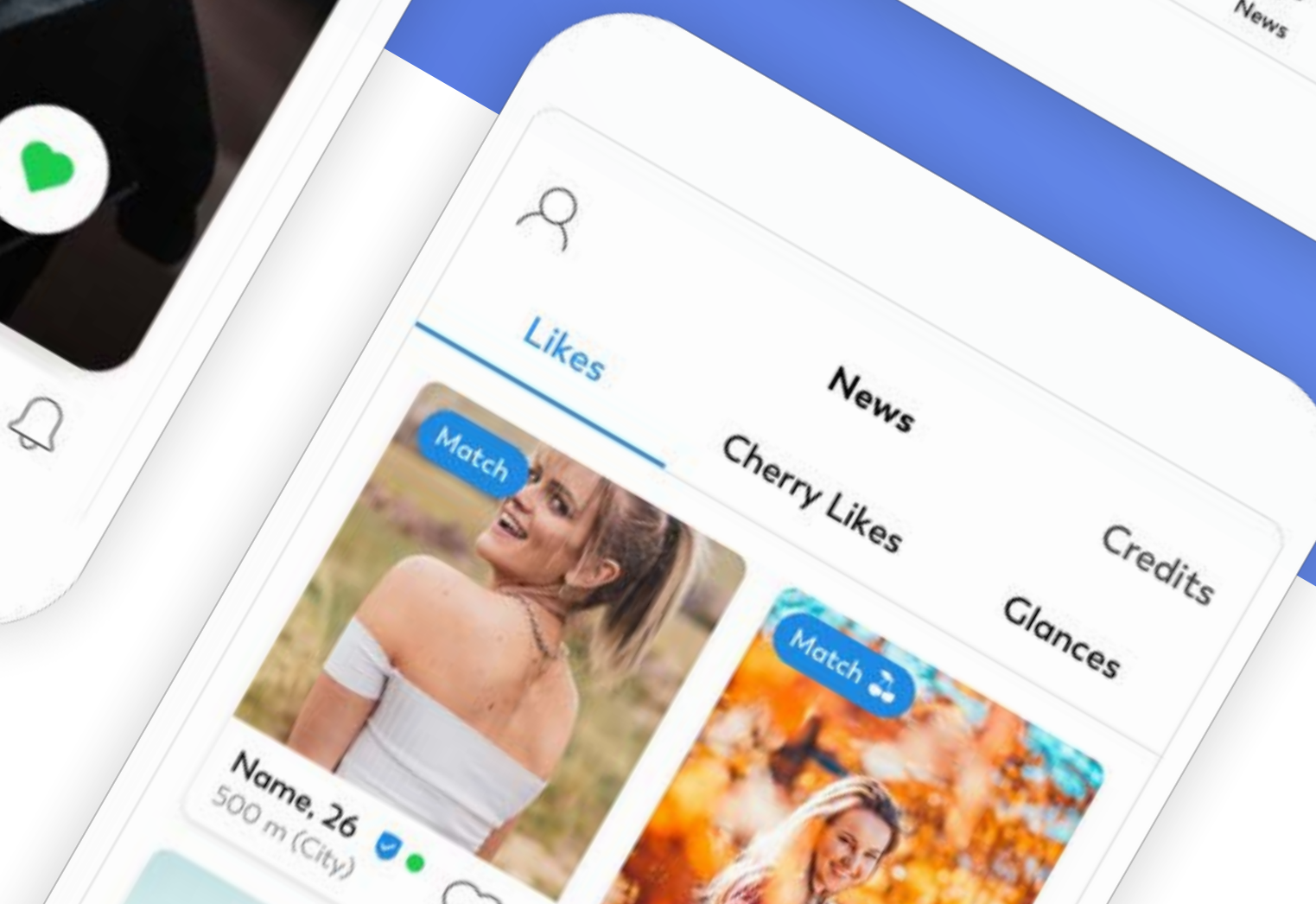
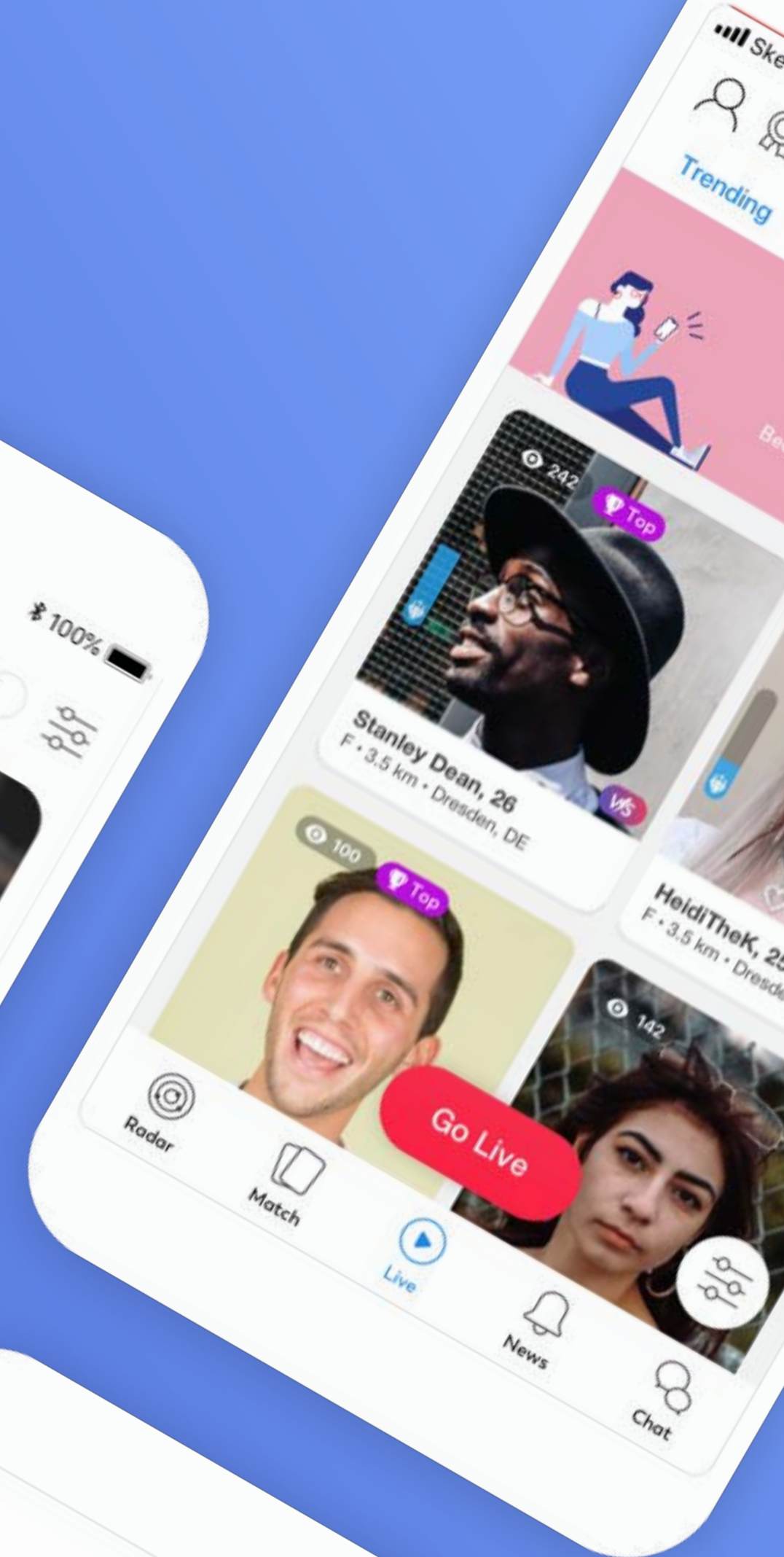




THE OPPOSITE OF LONELINESS

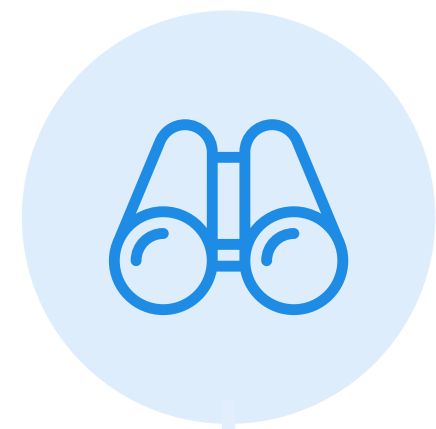
Media Kit 2021



1. LOVOO as a media partner
2. LOVOO at a glance
3. Advertising formats
4. Specials
5. Targeting

Agenda

1. LOVOO as a media partner
2. LOVOO at a glance
3. Advertising formats
4. Specials
5. Targeting



REACH

Millions of single young adults looking to make new contacts



GLOBAL PLAYER

2001: Foundation of LOVOO
2017: Takeover by **The Meet Group**
2020: Takeover by **ProSiebenSat1** / part of the ParshipMeet Group



BRAND SAFETY

Over 40% of our employees work hard to ensure that the safety of users and brands is always guaranteed in the app



DIVERSITY

We have a solution for almost every marketing goal (e.g. exclusive live video formats)



INNOVATION

Setting new standards with live streaming platform in social dating entertainment

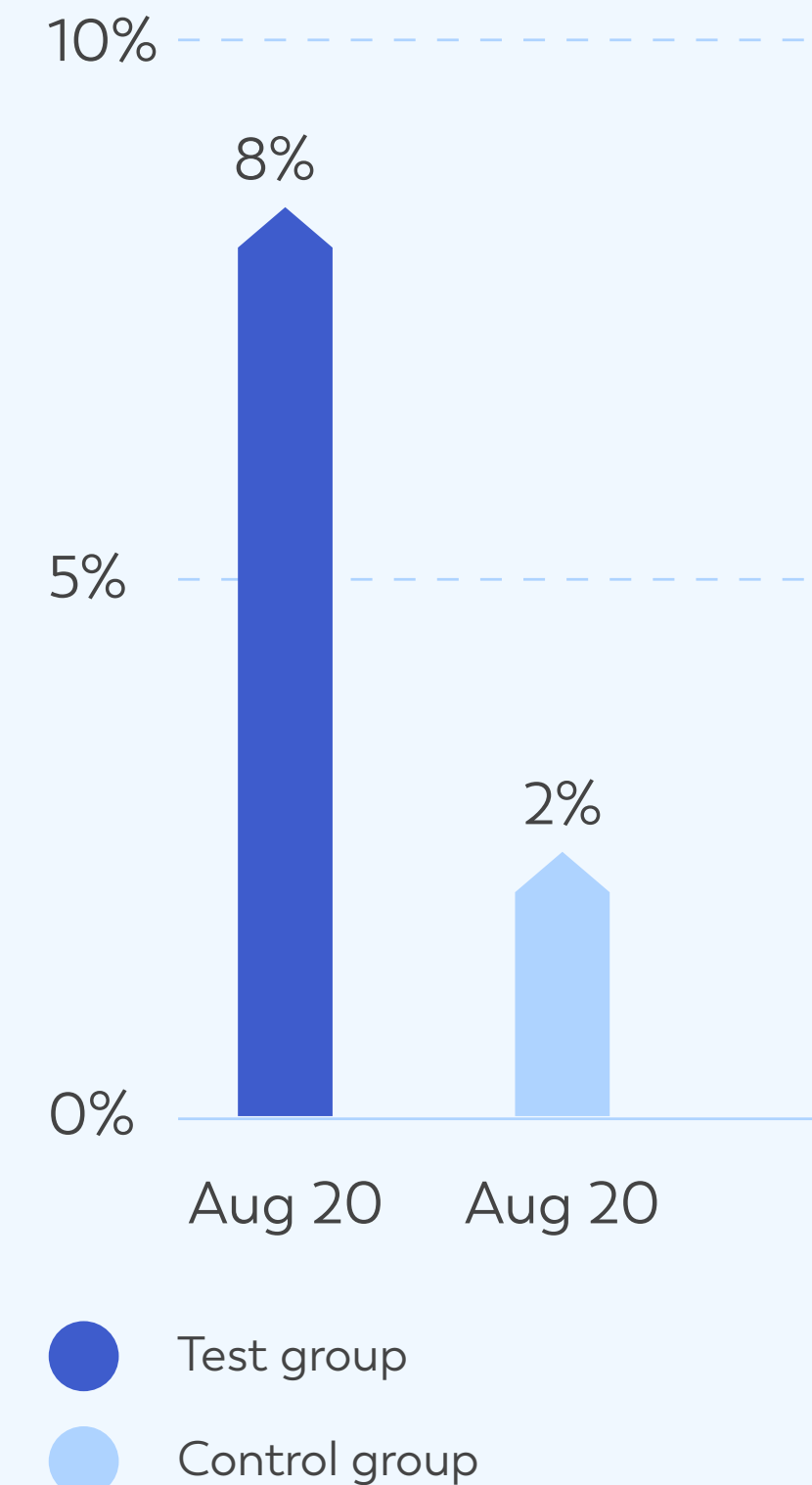
WE OFFER THE FULL SERVICE OF A CAMPAIGN:

- End-to-end processes: quick and simple campaign implementation (fully in-house)
- Personal contact prior to and during campaign
- Campaigns created with state-of-the-art ad technology
- Success evaluation option: brand awareness, interest and recognition (see overview)
- We can handle the creation of designs and visuals

Ad Recall

„Do you recall having seen online advertising for YOUR BRAND in the last 3 days“

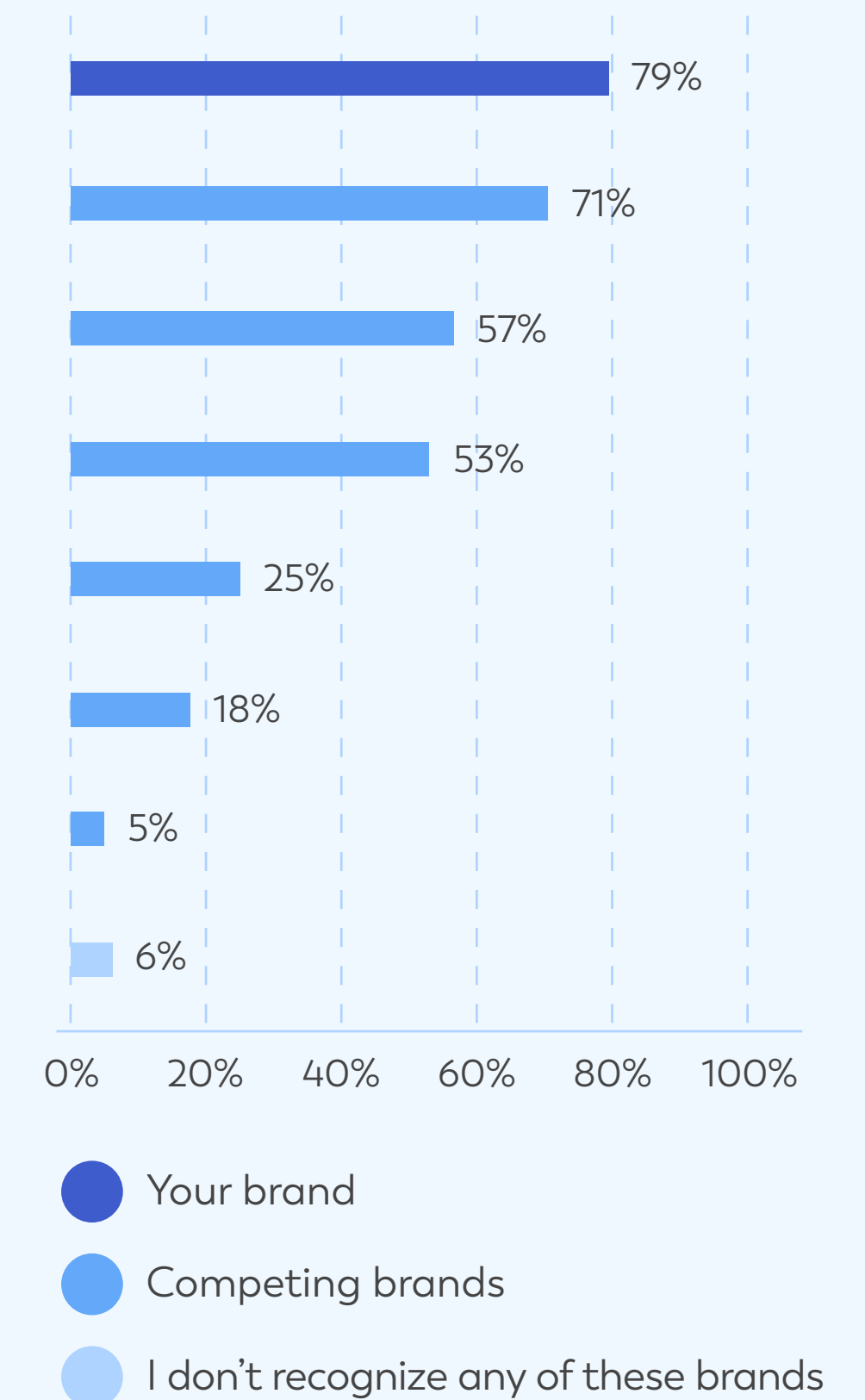
*Answer “YES”
t0-t1 DELTA



Aided Brand Awareness

„Which of these brands do you recognize (even if just by name)“

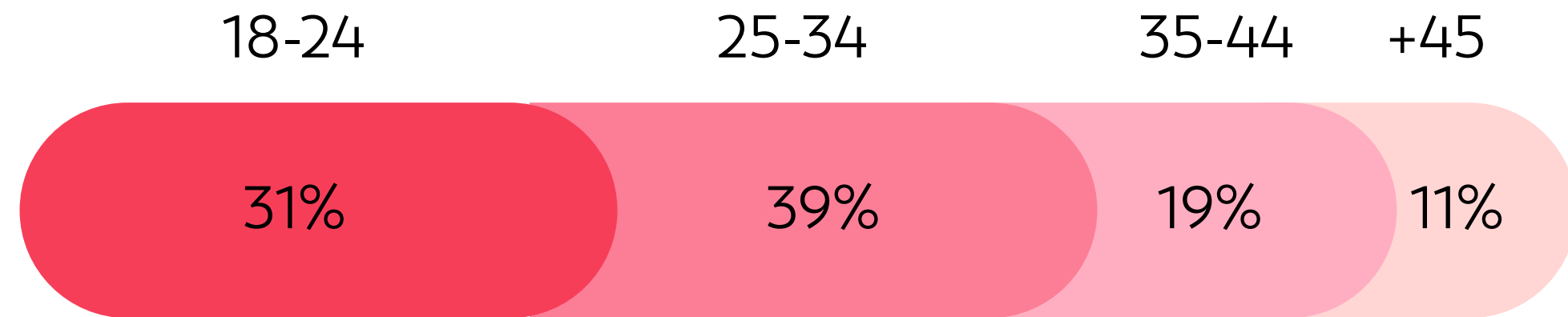
n=12.345



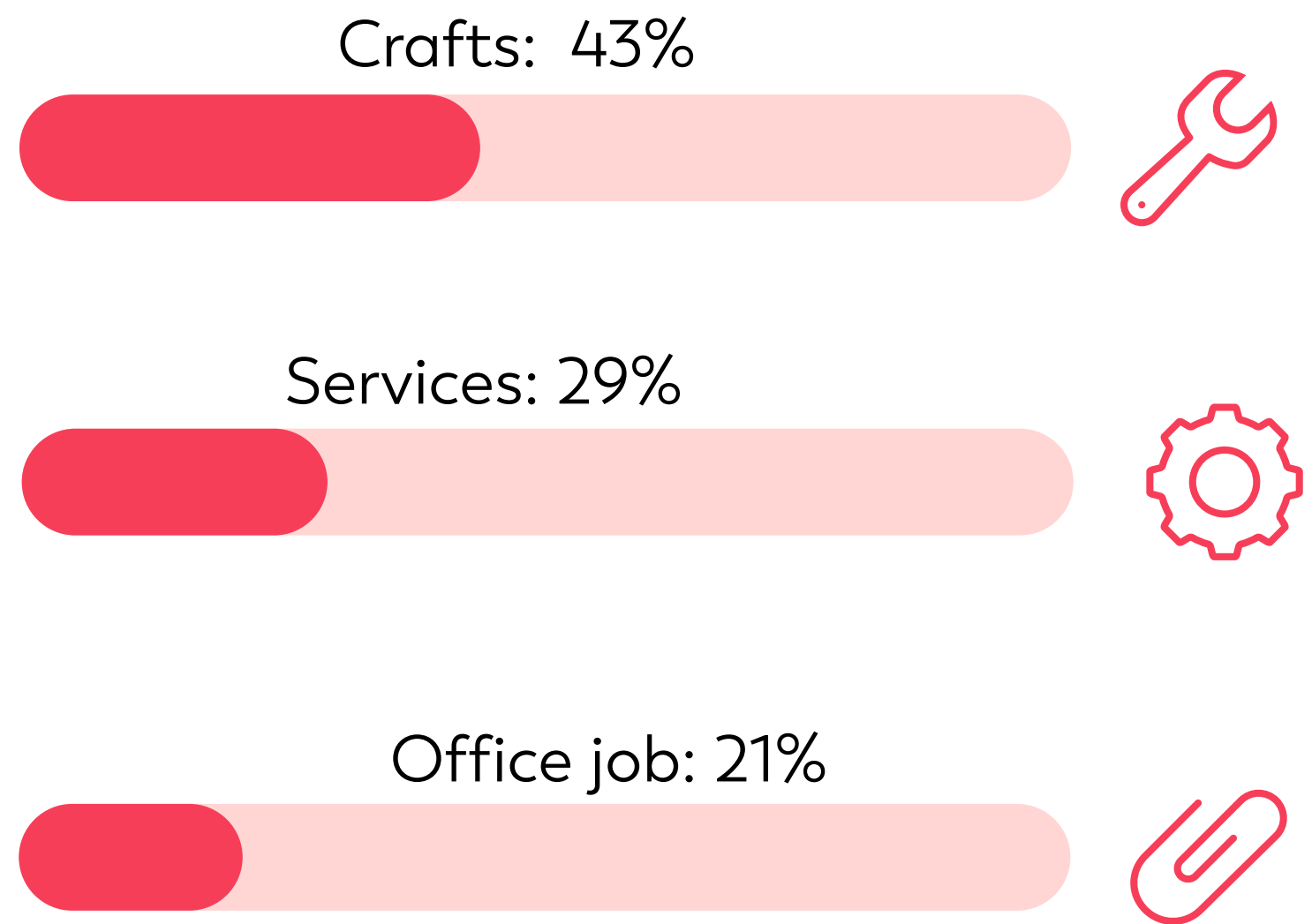
Agenda

1. LOVOO as a media partner
- 2. LOVOO at a glance**
3. Advertising formats
4. Specials
5. Targeting

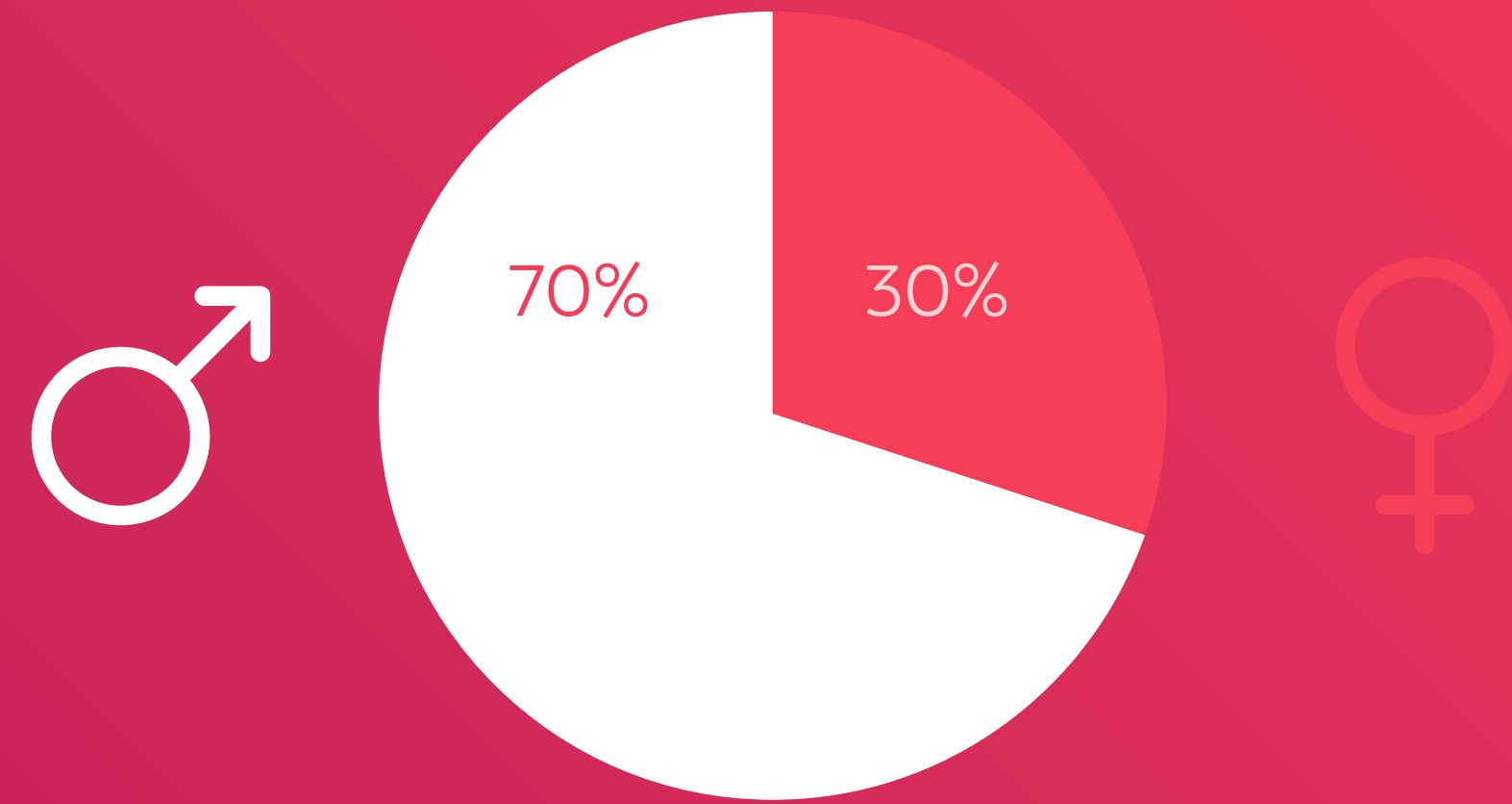
AGE DISTRIBUTION



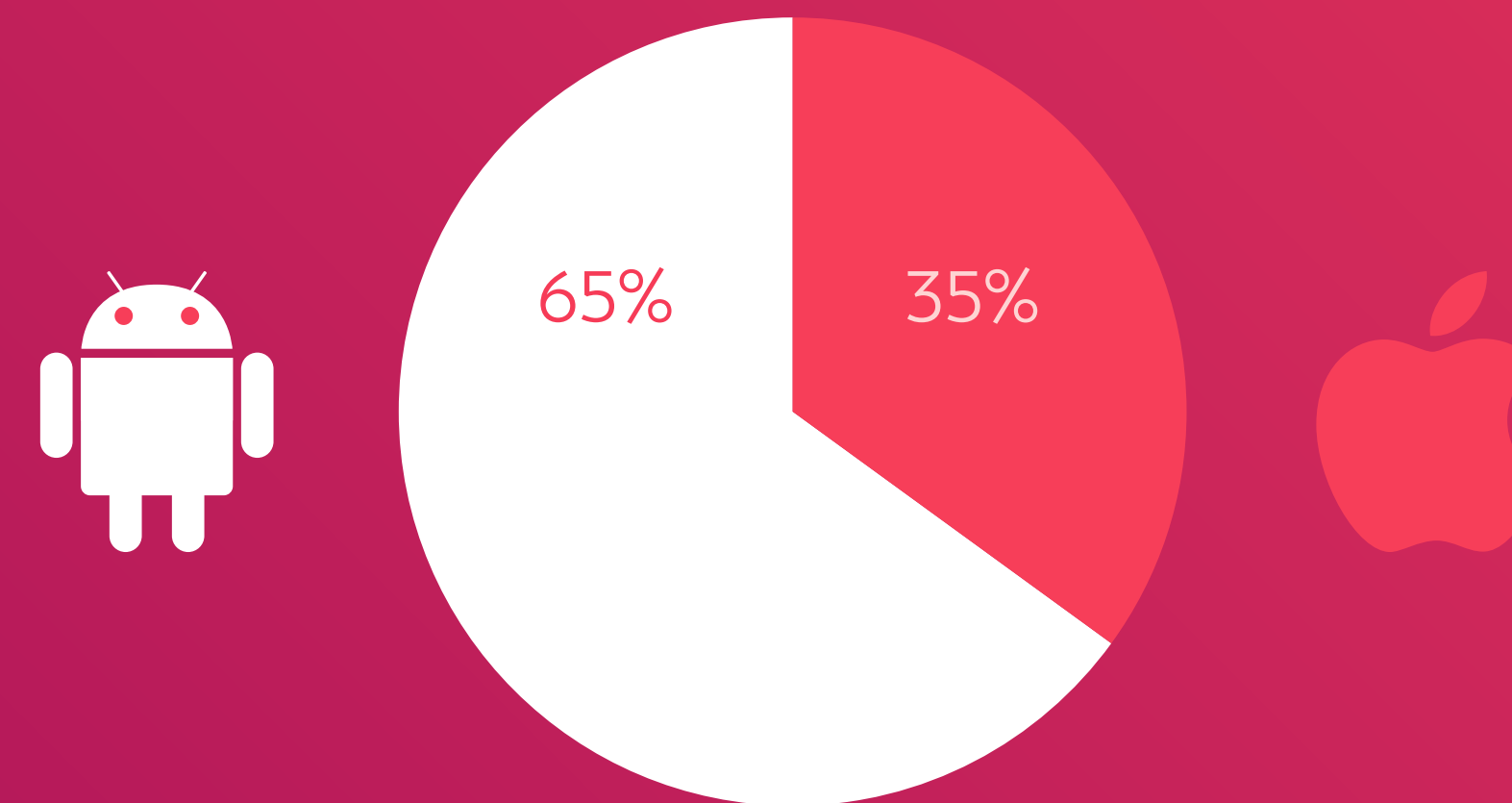
OCCUPATION



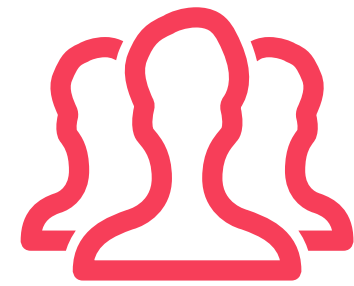
GENDER



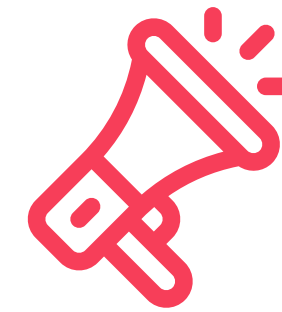
PLATFORM SPLIT



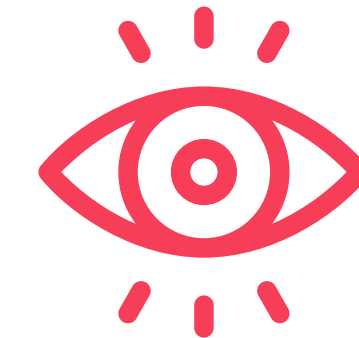
REACH



Monthly active users:
SEVERAL MILLION



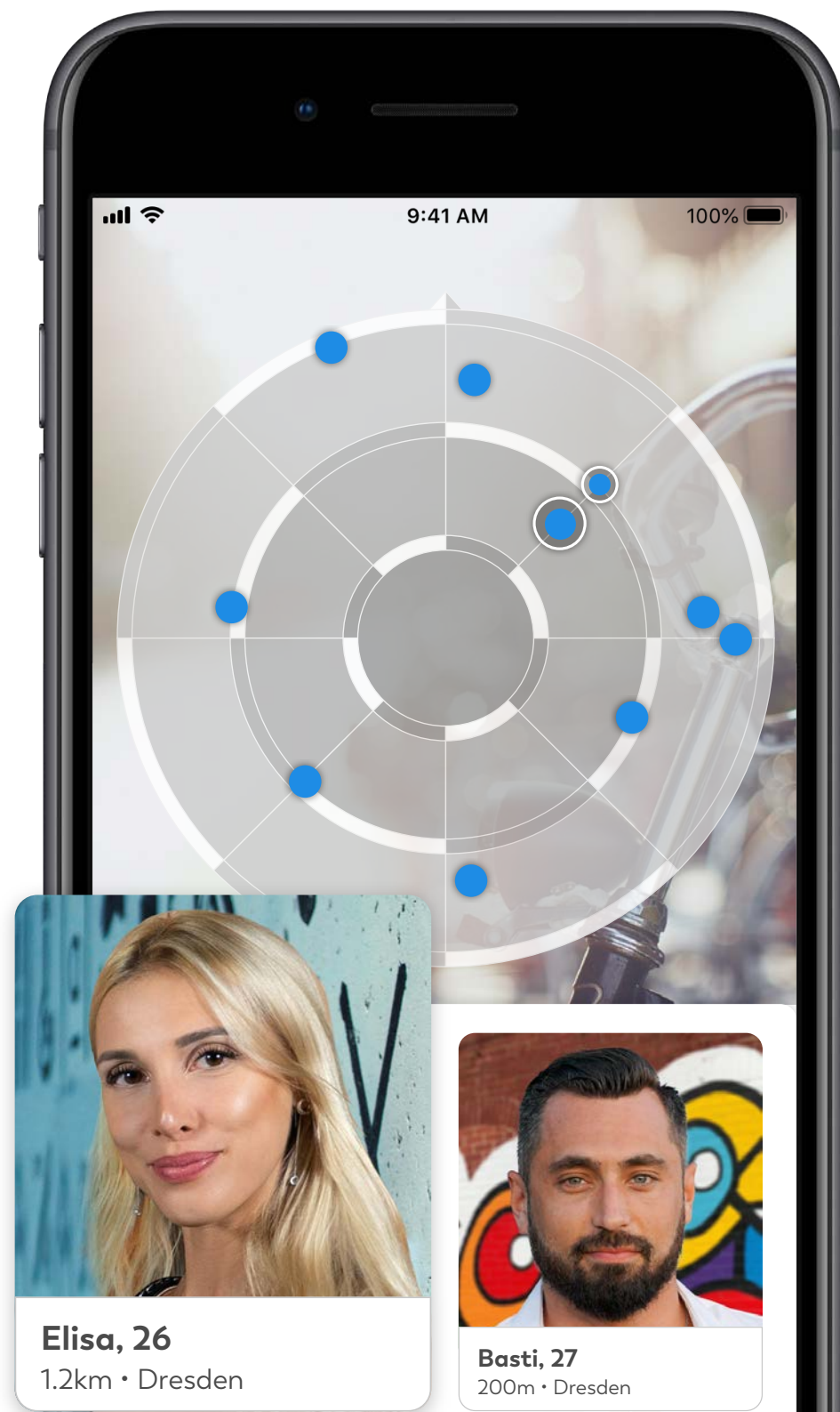
Ad requests per month:
OVER 3 BILLION



Potential impressions of each campaign:
• **DACH (DE, AT, CH) 500 million**
• **FRITES (FR, IT, ES) 300 million**

DATING

 **>120 million**
registrations
(in total)




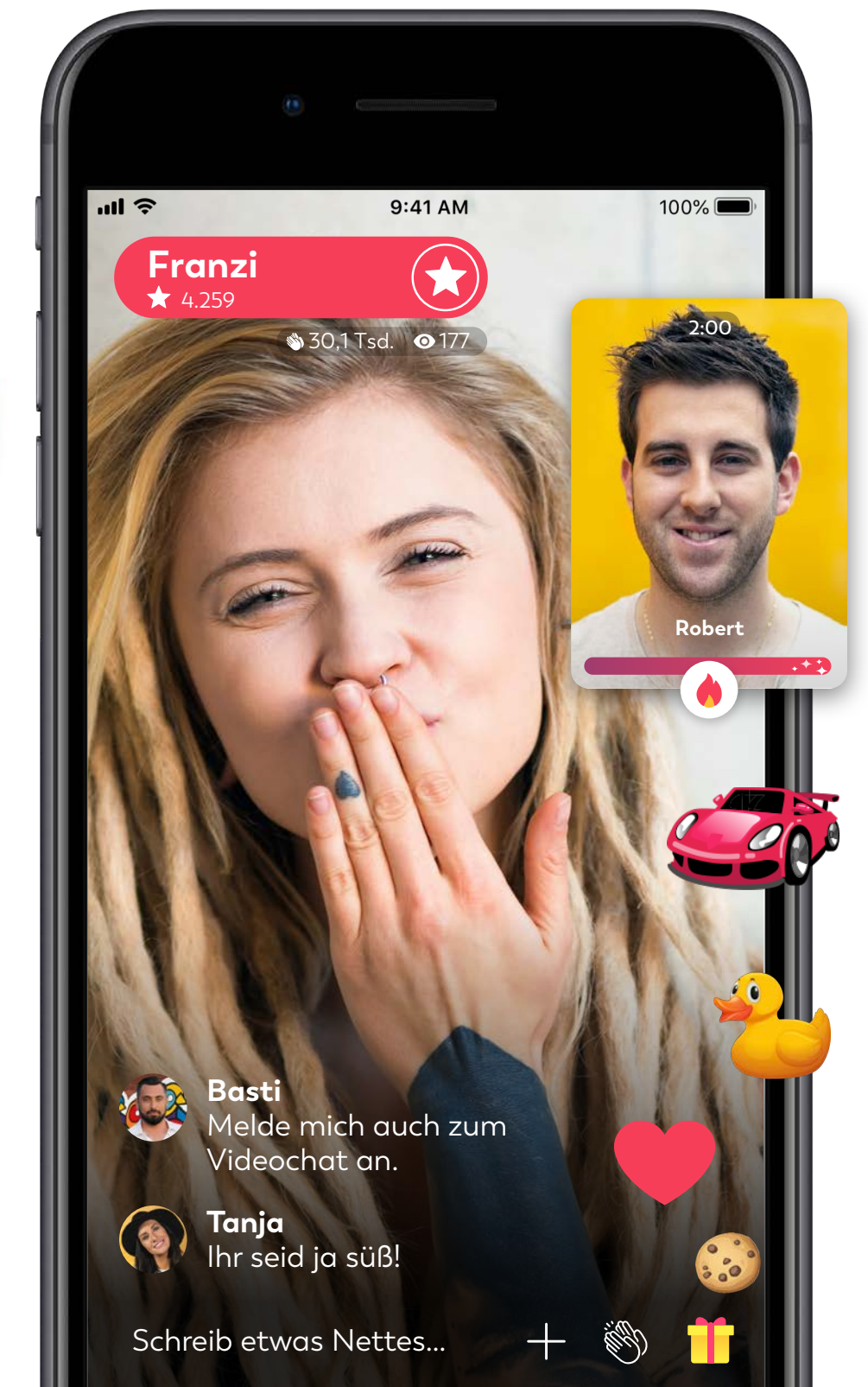
 **>11.5 billion**
sent messages
since 2017



 **>1.35 billion**
matches since 2017



 Google Play app ranking
“Germany’s Most
Popular App 2018”



DATING



>120 million
Registrations
(in total)



>11,5 billion
sent messages
Since 2017



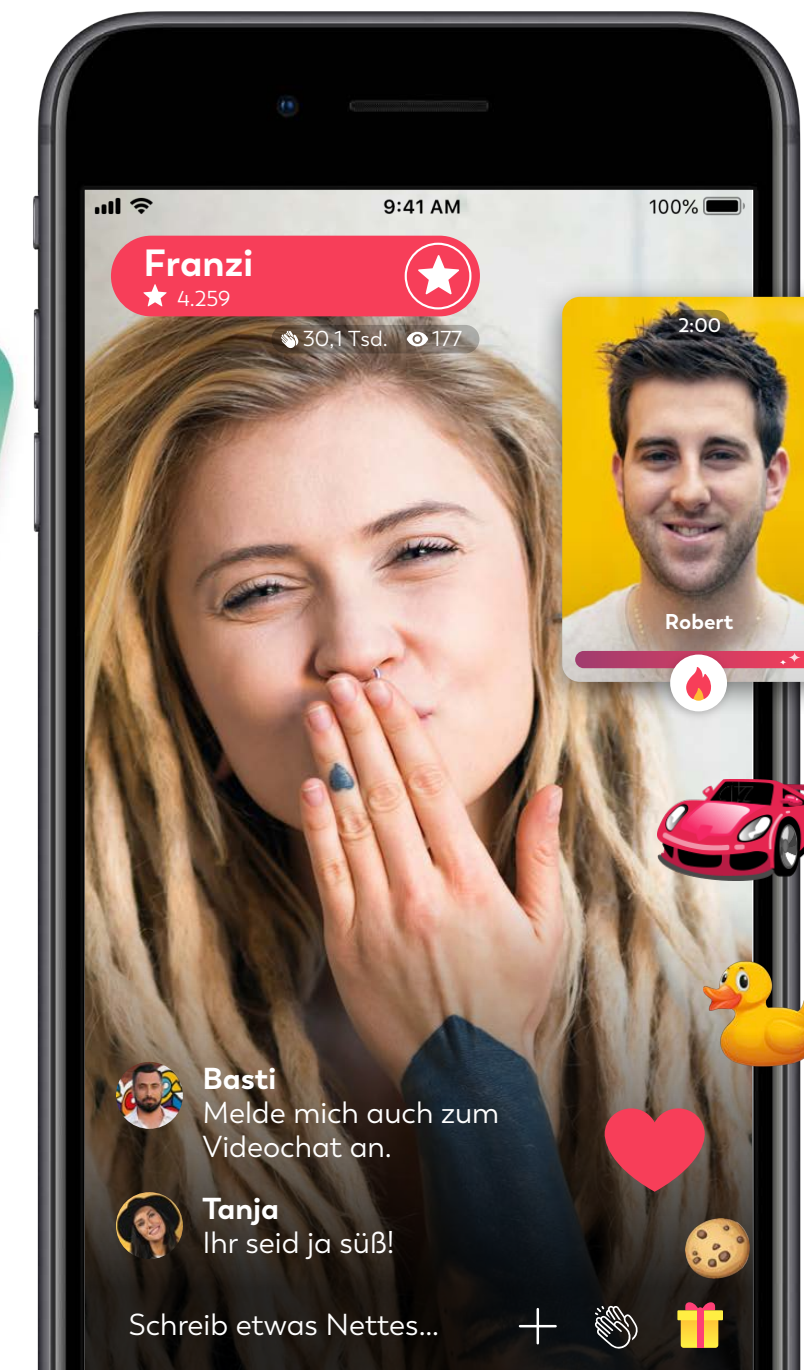
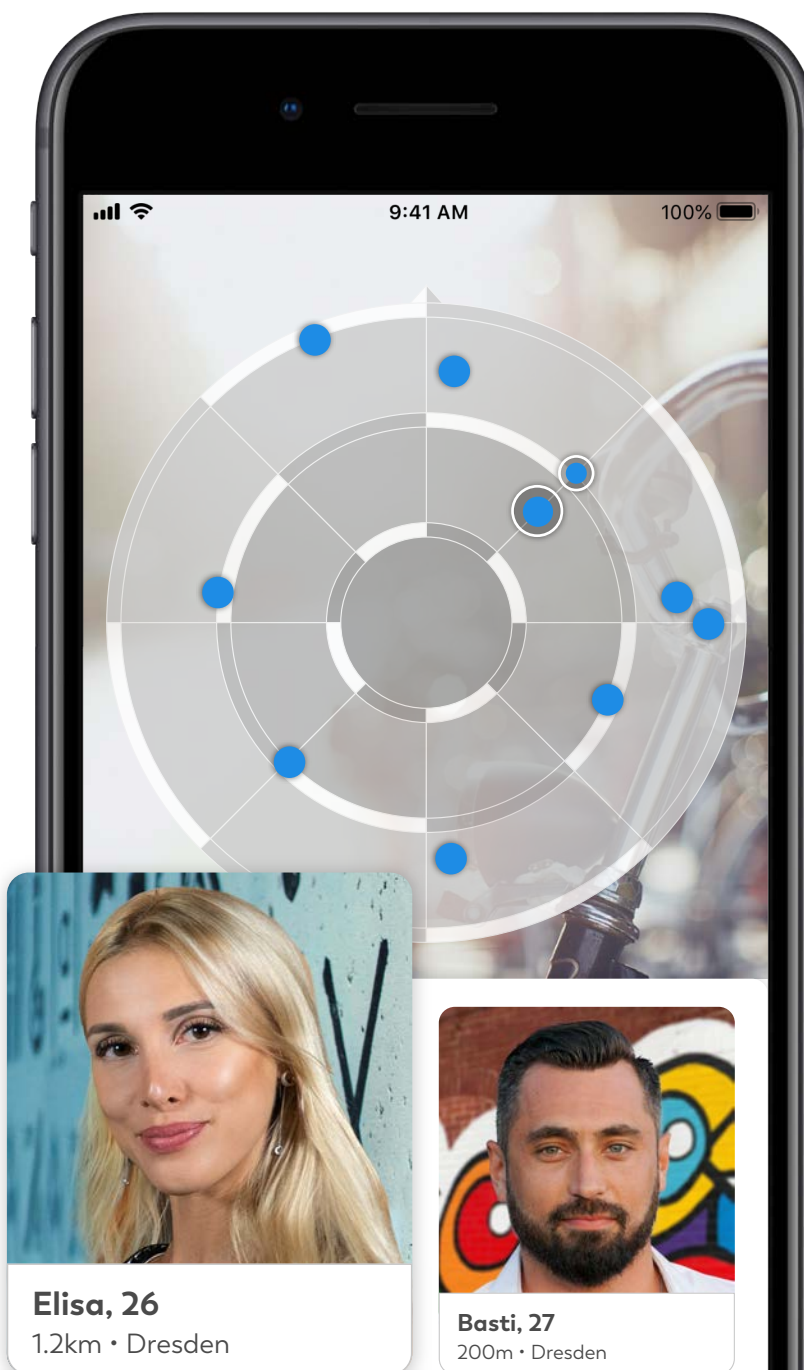
>1,35 billion
matches since 2017



App Annie State of
Mobile Report 2021
**TOP3 Consumer
Spending Ranking**



One of the winners of the
**App Growth
Awards 2020**

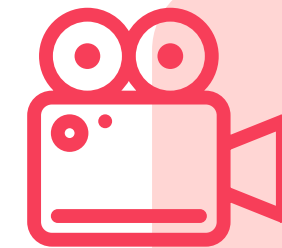


LIVE VIDEO

Instead of simply uploading pictures, LOVOO users can record live videos of themselves. They start a stream, talk about themselves, and interact with viewers. This allows users to share more about themselves and learn more from others, without icebreakers or credits.



Number of gifts given in 2020:
76.853.166
as of end of July



Live time of all streamers in 2020:
8.243.604 h
as of end of July



Watch time of all users in 2020:
19.259.422 h
as of end of July

Top-Streamer
SelinaFox_Official:
54.125 fans



Top-Streamer
Denis el xeno:
41.714 fans



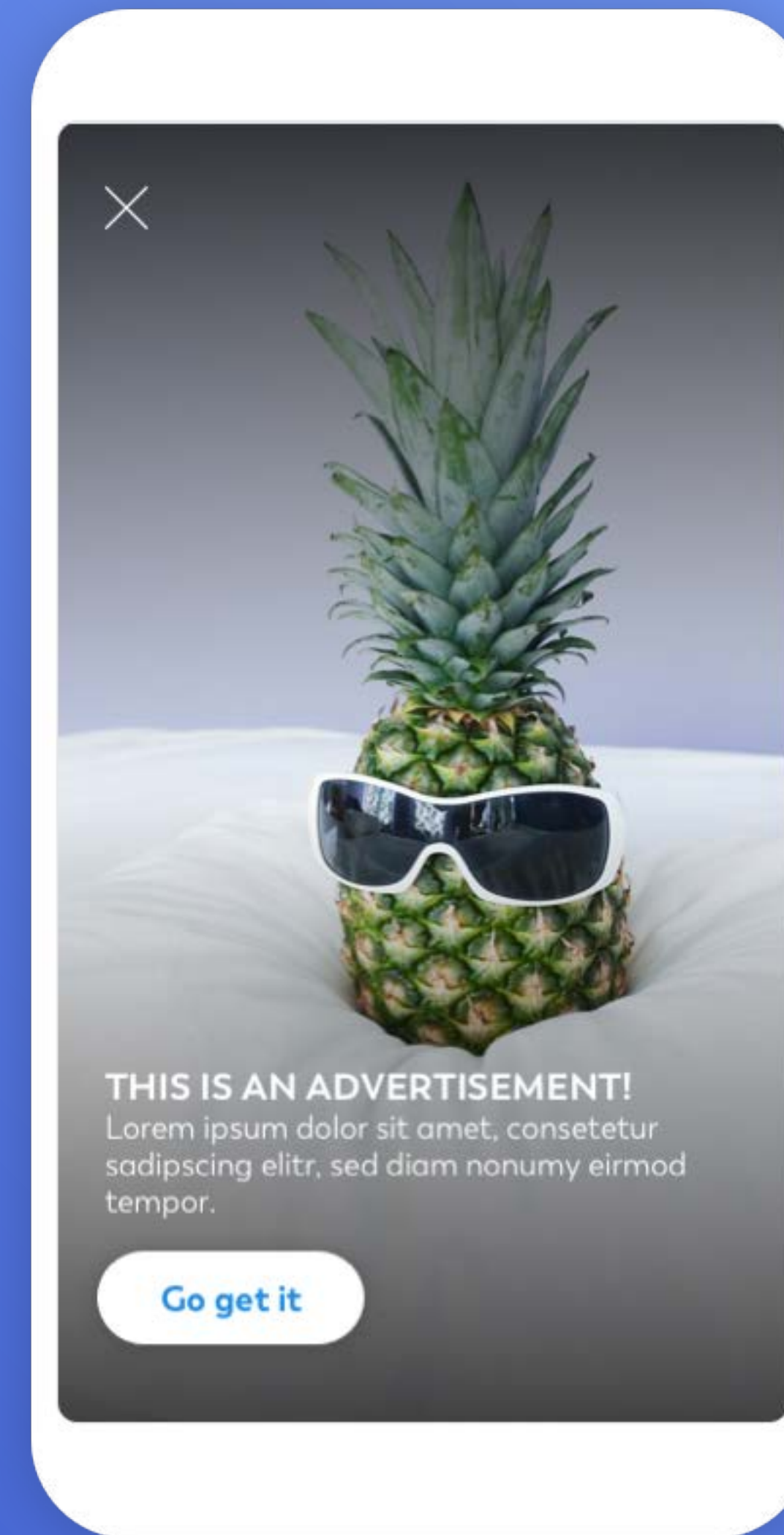
Agenda

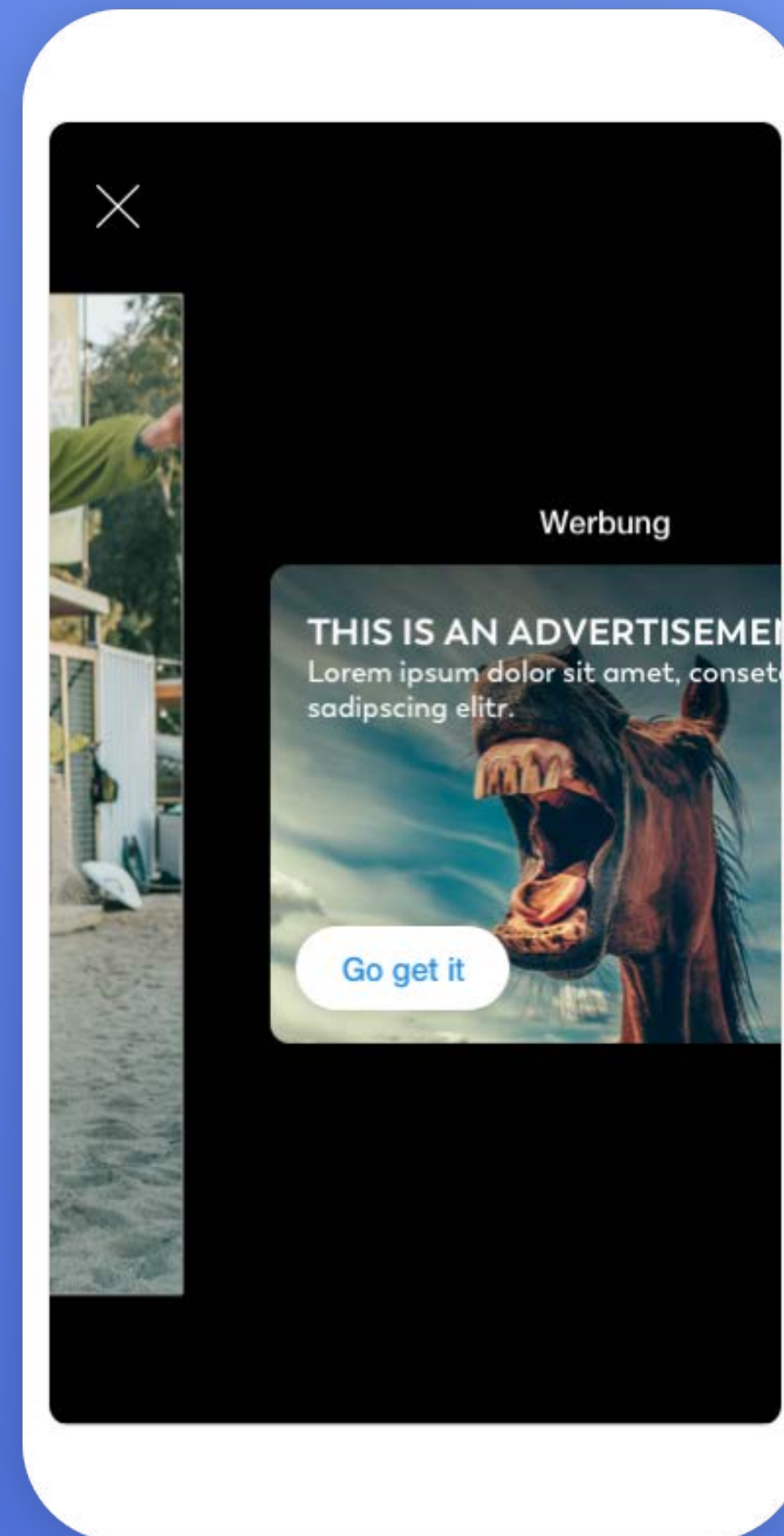
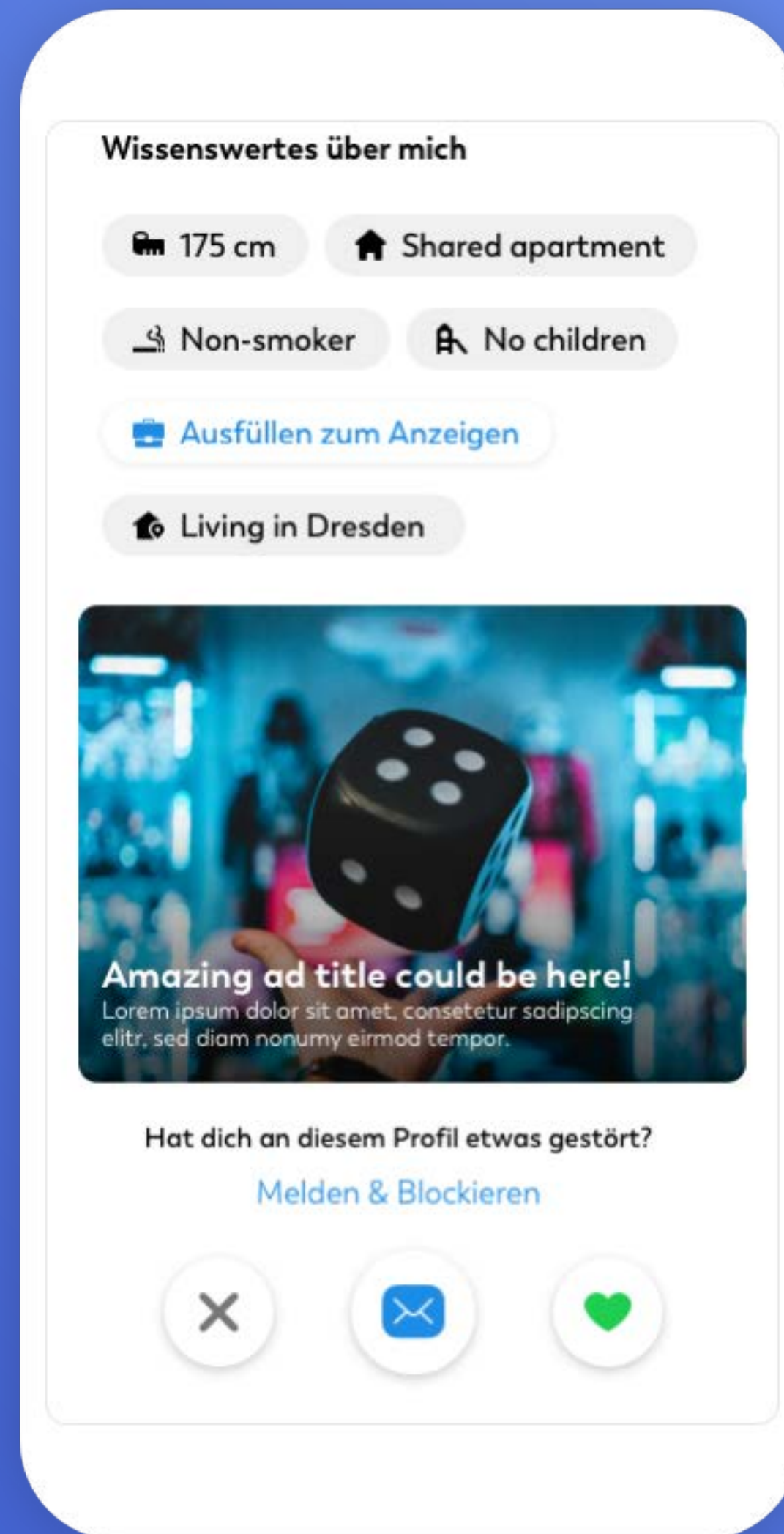
1. LOVOO as a media partner
2. LOVOO at a glance
3. Advertising formats
4. Specials
5. Targeting

FULLSCREEN INTERSTITIAL

Displayed in the central area of the app in Match, generating a high level of brand awareness

- Highest click rate of all advertising formats
- Also available in video format
- Full screen (scalable for all devices, e.g. 640 x 960 px)
- PNG, JPG, GIF, HTML5 script, mp4 (max. 3.5 MB)





MEDIUM RECTANGLE

The classic banner is displayed in the profile and picture gallery

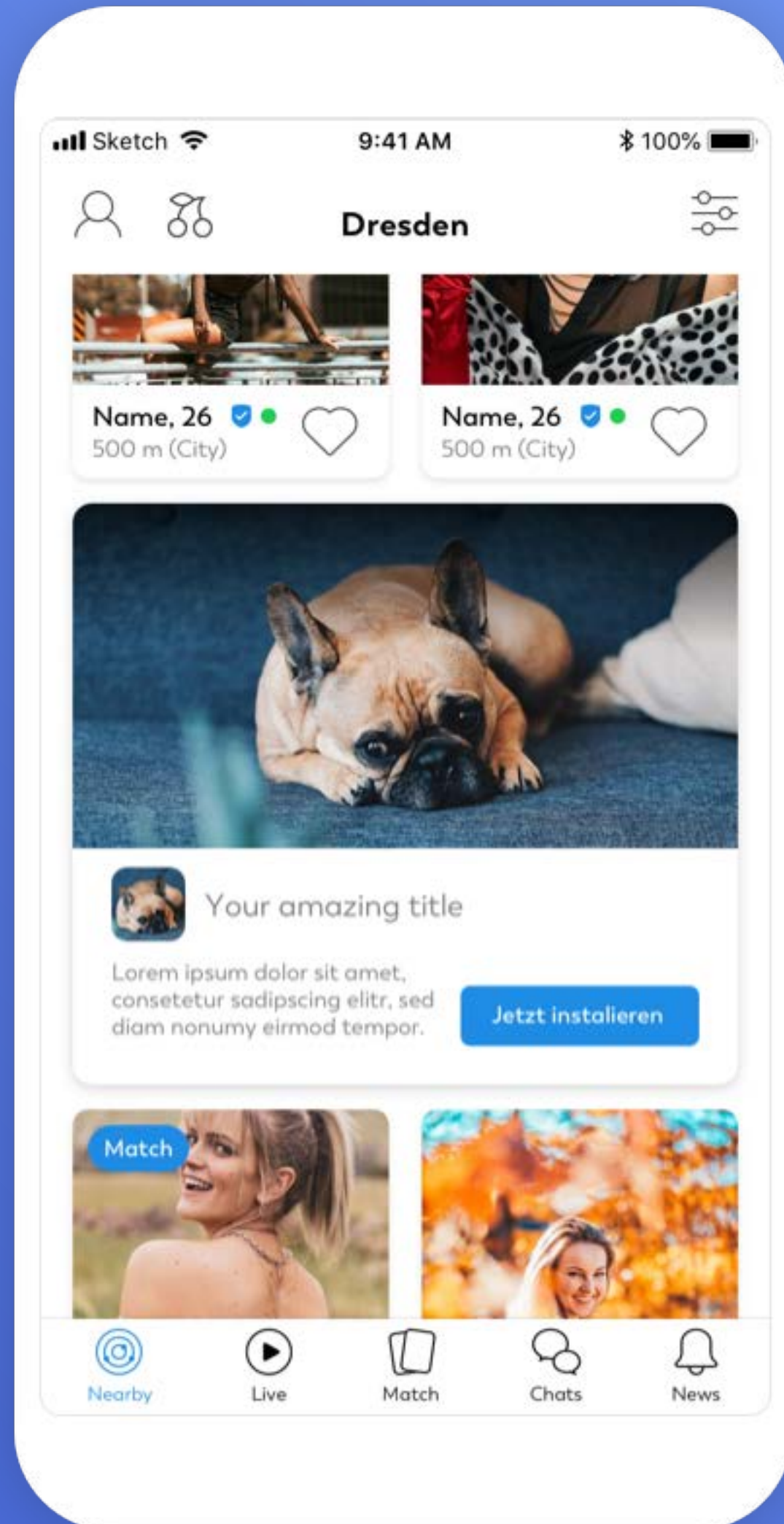
- Available for web and in app
- 300x250px
- PNG, JPG, GIF

BOTTOM BANNER

This standard ad is displayed at the bottom of the screen in almost all areas of the app

- Stands out with large reach
- Also suitable for performance-based campaigns
- 320 x 50 px
- PNG, JPG, GIF





NATIVE FEED

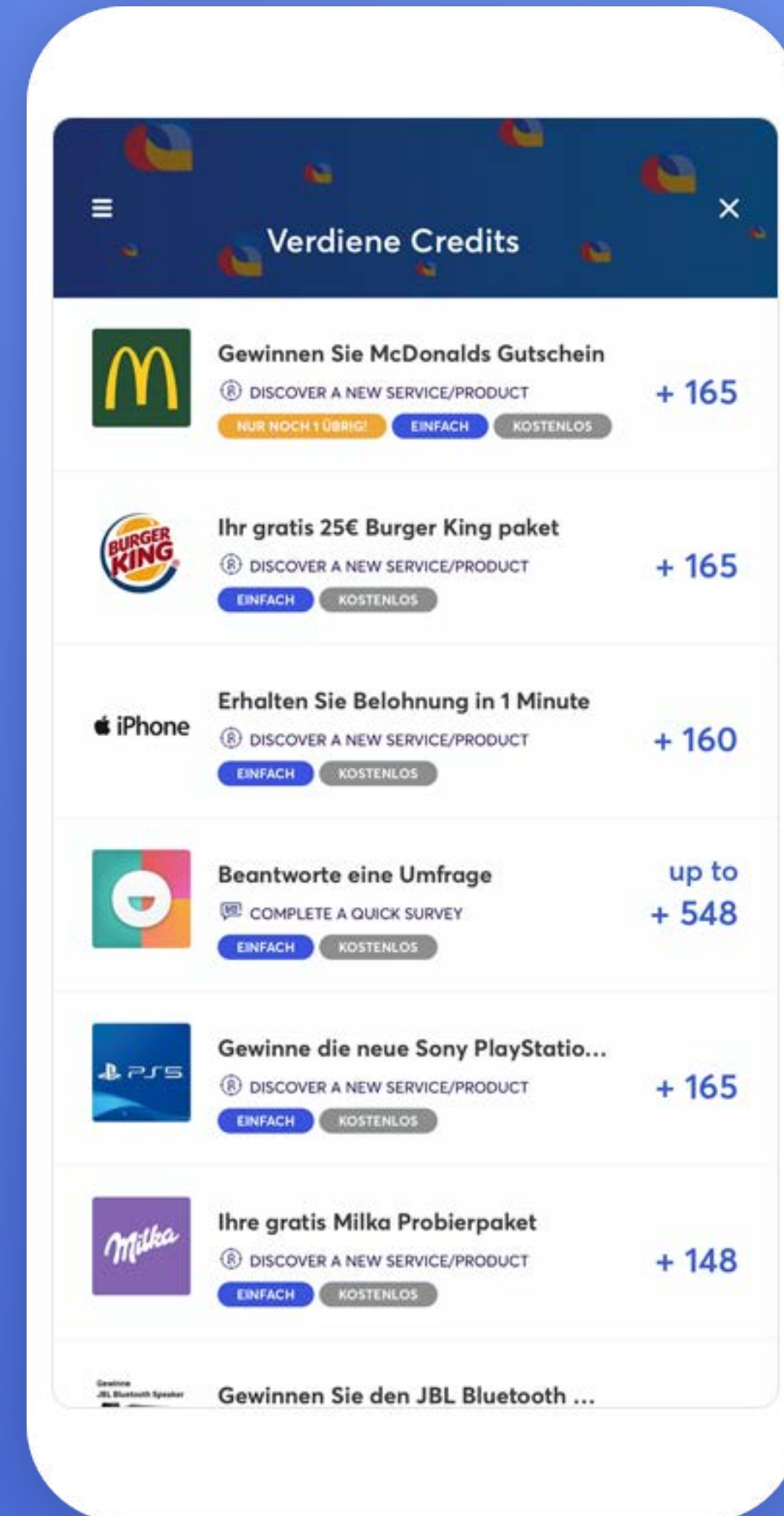
This format is incorporated in user feeds

- Native integration creates a trustworthy impression
- Ad consists of image, text, headline, logo, and CTA button
- Main picture PNG, JPG (1,200 x 617 px)

OFFER WALL

The offer wall helps users to discover attractive commercial offers. They receive soft incentives (LOVOO credits) for app installations or participation in competitions, which can be used as internal currency for various features within the app.

- Increase in app installations (for Android only)
- Performance-based accounting (CPI, CPR, CPL, etc.)
- Surveys, competitions, in-app actions, and similar offers possible
- 200 x 200 px
- PNG, JPG



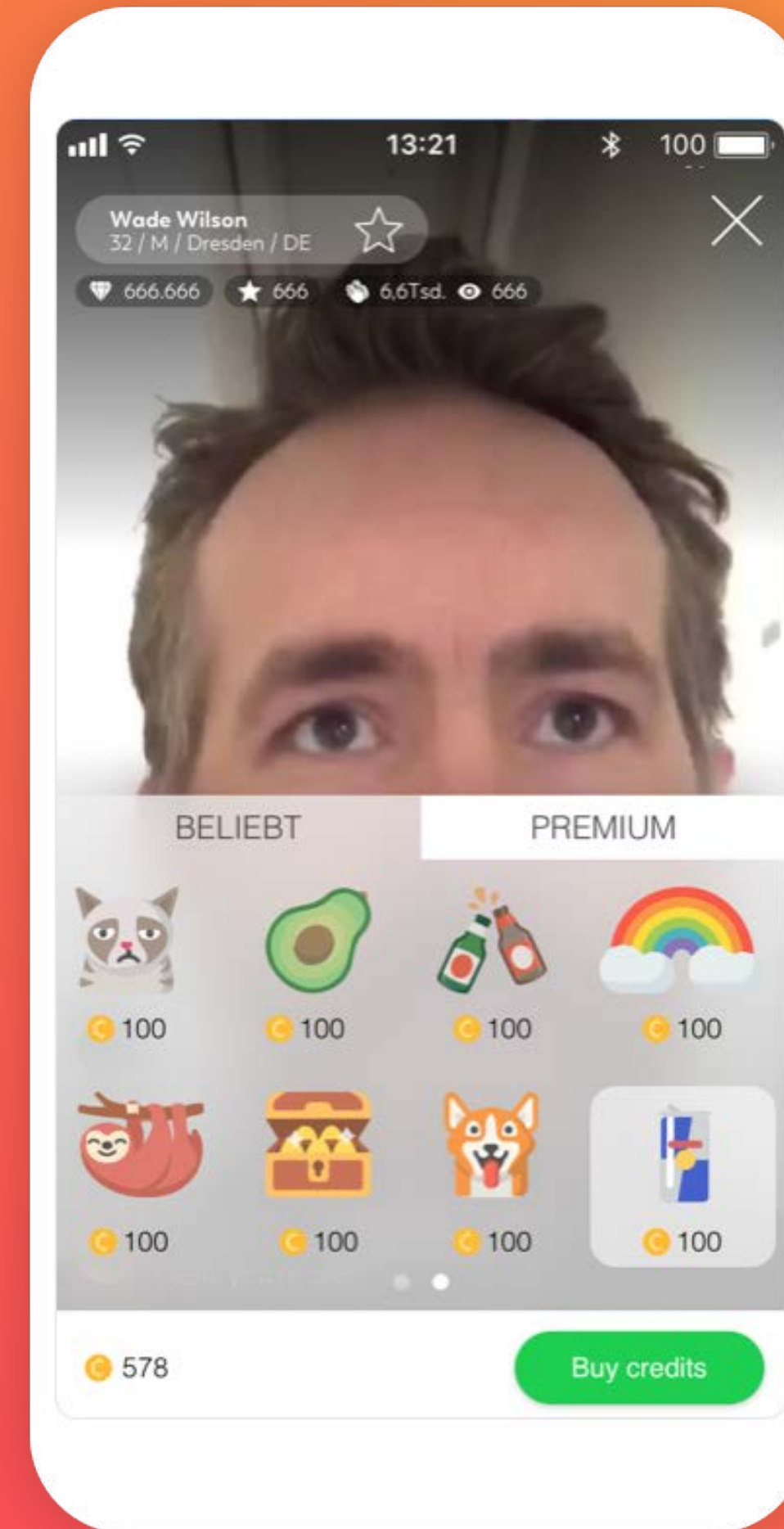
SPONSORED CONTEST

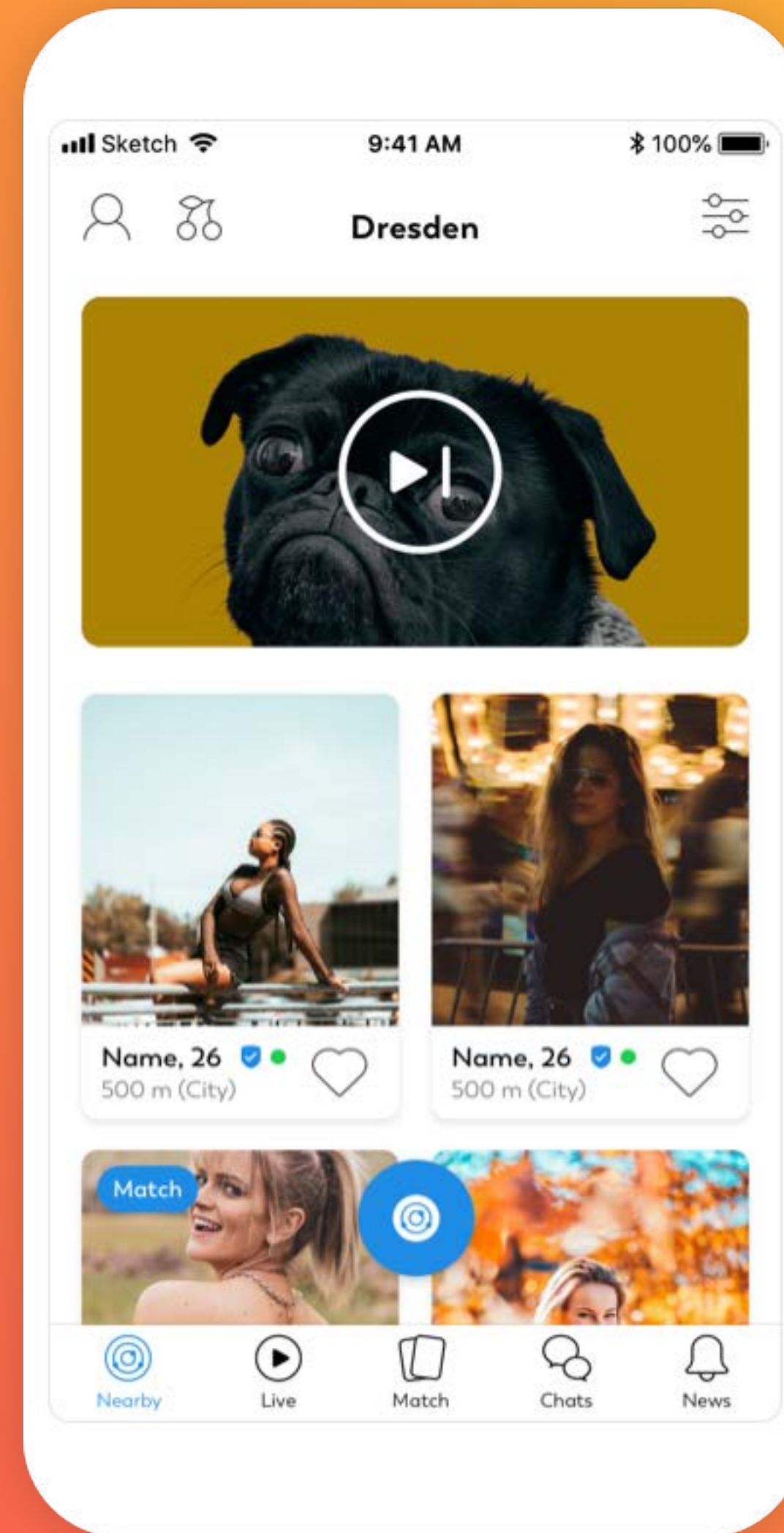
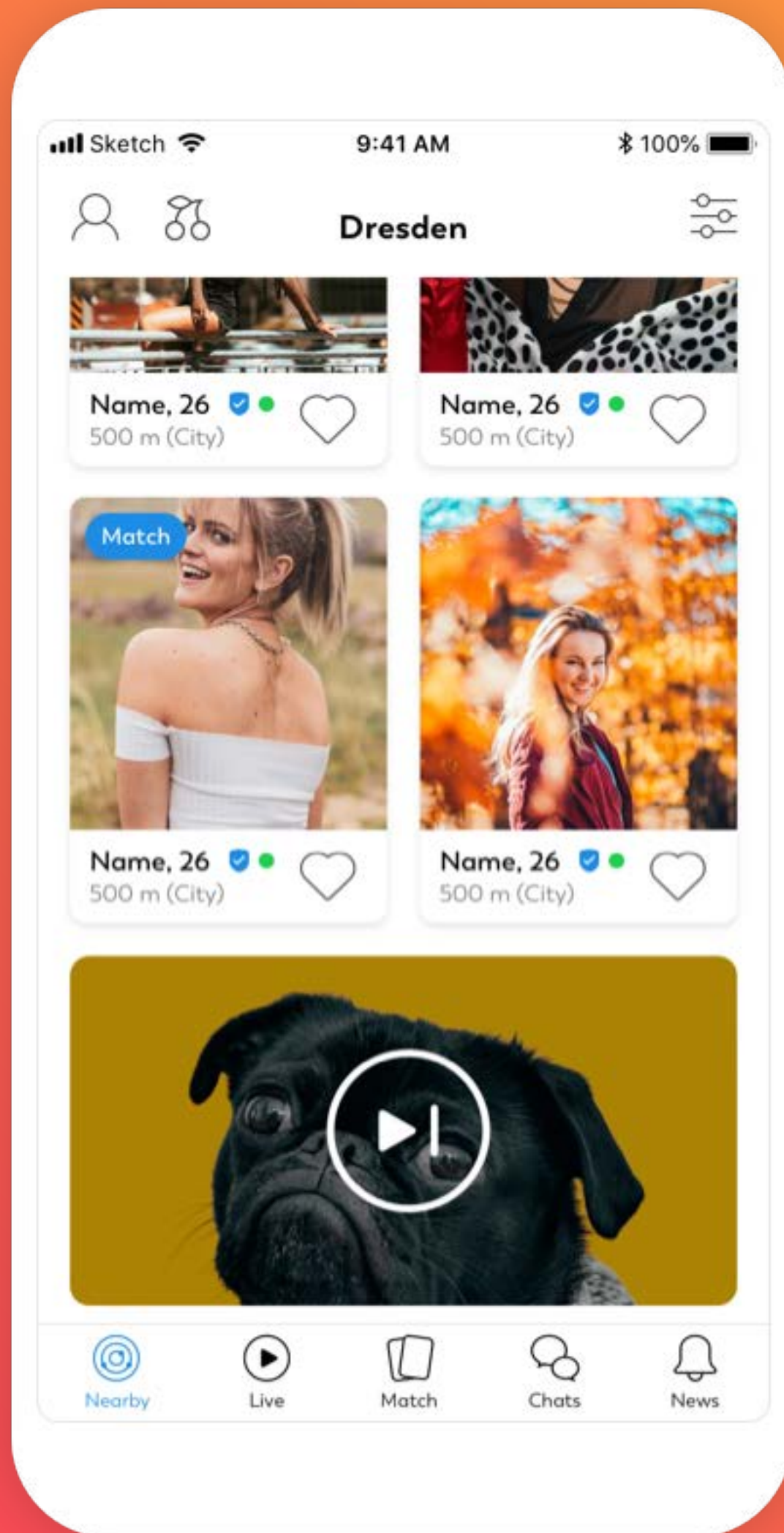
Our most successful innovative feature to date, Live Video, is perfect for modern and innovative advertisers.

In the live streaming section, users communicate with the LOVOO community in real time as viewers or streamers. Streamers receive virtual gifts from their audience as a token of appreciation. These gifts have a certain monetary value. Regular streamer and supporter contests are particularly popular; the focus of these is on gifting and the winners receive high-quality prizes.

Sponsored gifts and contests give you the opportunity to present yourself to a large audience in LOVOO Live. We come up with a tailor-made gift for the advertising partner (including a company logo) and can incorporate this gift in a suitable contest.

- Unique placement for innovative brands
- Creative animated ad based on the client's preferences
- Other options can be arranged





OUTSTREAM VIDEO

The outstream video is integrated natively in the user feeds and displayed in a sequence across several advertising windows. This means that the ad continues when users keep scrolling, which leads to a very high view-through rate.

- Excellent effects on attention and emotionalization
- Costs are only charged if the video is played in full (VTR 100)

Agenda

1. LOVOO as a media partner
2. LOVOO at a glance
3. Advertising formats
4. Specials
5. Targeting

Targeting



GEOTARGETING

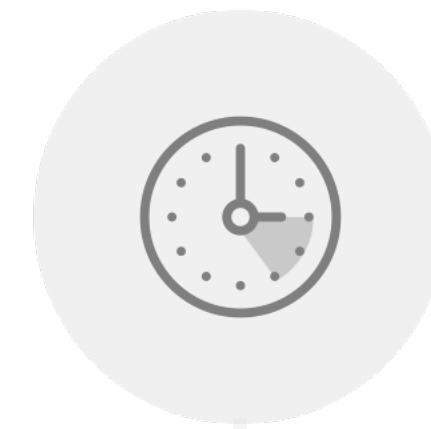
(Cities, regions, federal states, countries)



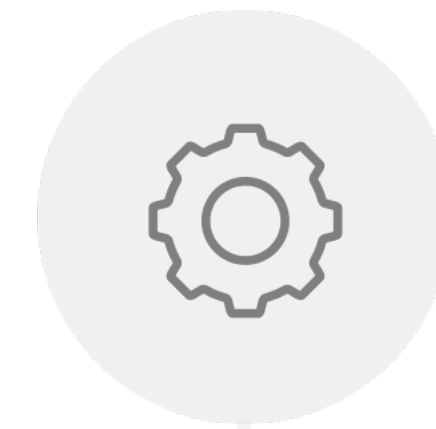
GENDER



**AGE/
AGE GROUPS**



TIME



**OPERATING
SYSTEM**

Android/ iOS



Jens Pappermann

Business Manager - Advertising, Brand & Agency

@ Jens.Pappermann@lovoo.com

📞 0172-3777771

Thomas Dittrich

Sr. Ad-Operations Manager

@ Thomas.Dittrich@lovoo.com