



Spark Networks Announces Agreement with ParshipMeet Group to Deliver Livestreaming Video to Users

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Spark Networks to begin leveraging a Live video platform on Zoosk portfolio in Q2 2021

BERLIN, March 30, 2021 /PRNewswire/ -- [Spark Networks SE](#) (NYSE: LOV), one of the world's leading online dating companies, announced today that it will deliver livestreaming video to its largest brand, Zoosk, via an agreement with [ParshipMeet Group](#), a leading provider of interactive dating solutions. Spark will leverage ParshipMeet Group's Live video Platform as a Service (vPaaS) product, which powers some of the world's largest livestreaming video dating apps by monetizing user videos.



"We're excited to bring an always on quality livestreaming service to Zoosk users, allowing them to make new connections more informally, in a fun and interactive fashion and enticing them to come back to our platform often," said Eric Eichmann, Spark Networks CEO. "This is an important step in our commitment to build the best social dating platforms for meaningful relationships to help people find true, long lasting love."

"We believe livestreaming is a perfect fit with Zoosk's global dating app and we are excited to add the company to our growing portfolio of vPaaS customers," said Geoff Cook, CEO The Meet Group and GM Video ParshipMeet Group. "Live video has proven it is the right product for these unprecedented times. Nearly 250,000 dating games now take place across our Live communities every day allowing members to connect, safely meet, and fall in love. Post-pandemic we expect video will still be the best filter for choosing who to meet – the richness of the interaction in Live allows members to learn more about each other and deepens connection. We look forward to working with the Zoosk team to bring this exciting product to their app."

About Spark Networks SE:

Spark Networks SE is America's third largest public dating company, listed on the New York Stock Exchange American under the ticker symbol "LOV," with headquarters in Berlin, Germany, and offices in New York and Utah. The Company's widening portfolio of premium and freemium dating apps include Zoosk, EliteSingles, Christian Mingle, Jdate, JSwipe, SilverSingles and eDarling, among others. Spark Networks SE in its current form is the result of the merger between Affinitas GmbH and Spark Networks, Inc. in 2017 and the addition of Zoosk, Inc. in 2019. Spark Networks has approximately one million monthly paying subscribers globally. For more information, visit [spark.net](#) or follow Spark on [LinkedIn](#).

About ParshipMeet Group

ParshipMeet Group is an international market leader in online dating. With its uniquely diverse business approach, the company covers the whole spectrum of the online dating market, ranging from social dating with a strong entertainment component based on live video streaming, to serious matchmaking. ParshipMeet Group's brand portfolio consists of internationally successful and established brands with complementary strengths. Social dating and entertainment apps MeetMe, Skout, Tagged, GROWLr, and LOVOO focus on social connections, entertainment, and community. Matchmaking services such as eharmony or European-based Parship use scientific methods to help people find their partner for a compatible, happy long-term relationship. Headquartered in Hamburg, Germany, the company currently employs a workforce of more than 1,100 in eight offices worldwide. [www.parshipmeet.com](#)

Safe Harbor Statement:

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, statements involving known and unknown risks, uncertainties, and other factors that may cause Spark Networks' performance or achievements to be materially different from those of any expected future results, performance, or achievements. These statements include statements regarding whether the availability of vPaaS will increase engagement on Zoosk, whether daters will increasingly demand video chat to prequalify potential dates and whether video dating will be an important filter prior to in-person interaction. Any statements in this press release that are not statements of historical fact may be considered to be forward-looking statements. Written words, such as "believes," "hopes," "intends," "estimates," "expects," "projects," "plans," "anticipates," and variations thereof, or the use of future tense, identify forward-looking statements. By their nature, forward-looking statements and forecasts involve risks and uncertainties because they relate to events and depend on circumstances that will occur in the near future. There are a number of factors that could cause actual results and developments to differ materially, including, but not limited to, risks related to establishing and maintaining brand strength; attracting new members, converting members into paying subscribers and retaining existing subscribers; the risk that the benefits from the acquisition of Zoosk, Inc. may not be fully realized or may take longer

to realize than expected; risks related to the degree of competition in the markets in which Spark Networks operates; maintaining Spark Networks' current number of paying subscribers to maintain or increase its current level of revenue; failure to keep pace with rapid technological change; risks associated with intellectual property rights including protection and infringement claims;; ability to attract and retain users through cost-effective marketing; being subject to cybersecurity incidents in the past and potential for future attacks; Spark Networks' ability to comply with new and evolving regulations relating to data protection and data privacy; and general competition and price measures in the market place. Additional factors that could cause actual results to differ are discussed under the heading "Risk Factors" in Spark Networks' Annual Report on Form 20-F for the year ended December 31, 2019 and in other sections of Spark Networks' filings with the Securities and Exchange Commission ("SEC"), and in Spark Networks' other current and periodic reports filed or furnished from time to time with the SEC. All forward-looking statements in this press release are made as of the date hereof, based on information available to Spark Networks as of the date hereof, and Spark Networks assumes no obligation to update any forward-looking statement except as required by law.

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