

SPARK NETWORKS SE

Election of Administrative Board members

Pursuant to the resolution proposed for agenda item 5 of the Annual General Meeting 2020 of Sparks Networks SE (the "Company"), with effect as of the end of the Annual General Meeting on 29 July 2020, the number of members of the Company's Administrative Board shall be set to seven members until further notice.

Further, all current members of the Administrative Board have been elected to the Administrative Board of Spark Networks SE by the Extraordinary General Meeting of 3 June 2019 for a period until the end of the Annual General Meeting that resolves on granting the Administrative Board members discharge for the fiscal year 2019, at most, however, for a term of six years after the appointment of the respective Administrative Board member.

Thus, pursuant to Art. 43 (2), (3) SE Regulation, Sec. 23 SEAG in conjunction with § 10 (1) sentence 2 of the Company's Articles of Association and the proposed resolution of the Annual General Meeting on 29 July 2020 (agenda item 5), seven new members shall be elected to the Administrative Board.

This document presents the candidates up for election as members of the Administrative Board:

Eric Eichmann

Eric Eichmann joined Spark Networks in November 2019 as Chief Executive Officer. From April 2013 until 2018, Mr. Eichmann was member of the management of Criteo S.A., where he held the position as CEO since 2015. Prior to joining Criteo, Eric was COO at Living Social and at Rosetta Stone, SVP of Advertising Operations and Technology at AOL, and Eric was also a senior engagement manager at McKinsey & Co. Eric holds a master's degree in computer engineering from EPFL (École Polytechnique Fédérale de Lausanne), and an MBA from the Kellogg School of Management, Northwestern University.

Chelsea Grayson

Chelsea Grayson is Executive-in-Residence for BounceX since March 2020. Prior to that Ms. Grayson was Chief Executive Officer of True Religion between November 2018 until June 2019 and Chief Executive Officer of American Apparel from September 2016 until April 2017 where she held several senior management positions since 2014. Ms. Grayson currently serves at the Board of Rex Mundi and the Board of Vireo Health where she chairs the Nominating & Corporate Governance Committee. Prior to that Ms. Grayson was a member of the board of several leading B2C companies. Ms. Grayson received a J.D. from Loyola Law School and a BA from the University of California, Los Angeles.

David Khalil

Currently serving as chairman of the board

David Khalil is an entrepreneur and business angel. He is the founder and was managing director of Sunshine Smile GmbH which was founded in 2017. Prior to that, from August 2016 to November 2016, he acted as interim CFO at flaschenpost GmbH. Mr. Khalil served as managing director at Affinitas from 2008 until February 2016. Previous to his time at Affinitas, Mr. Khalil worked as an investment manager at European Founders Fund from 2007 to 2008 and as a business consultant at Boston Consulting Group from 2006 to 2007. He has also made numerous angel investments. In 2006, Mr. Khalil received a Master's degree in business administration from WHU-Otto Beisheim School of Business, where he focused on corporate finance, controlling and entrepreneurship.

Brad Goldberg

Bradley J. Goldberg founded Quartz Strategic LLC where he also serves as Chief Executive Officer in November 2019. Prior to that he has served as the President of PEAK6 Investments, L.P. since 2011. Mr. Goldberg focused on business strategy, business operations, and people development across PEAK6 and its operating companies. From 2009 until 2011, Mr. Goldberg was the CEO of PEAK6 Online, where he led a portfolio of early stage financial technology businesses, including OptionsHouse, which was subsequently sold to General Atlantic and then to E*TRADE. Prior to PEAK6, Mr. Goldberg served in multiple leadership positions at Microsoft across the Online, Enterprise, and Developer businesses. Mr. Goldberg was the General Manager for the Search Business Unit, where he was accountable for global product management, marketing, and revenue for Bing. Mr. Goldberg graduated with a Bachelor's degree in Economics from Amherst College and completed post graduate work in Japan, at the Inter-University Center for Japanese Language Studies. Mr. Goldberg earned an MBA from Harvard Business School, where he was awarded second year honors.

Colleen Birdnow Brown

Colleen Birdnow Brown has been Chairman and CEO of Marca Global LLC, which she founded, since July 2015. Ms. Brown served as President and CEO at Fisher Communications from 2005 to 2013, and as Senior Vice-President of A.H. Belo from 2000 to 2004. Prior to 2000, she held a number of positions in the media and broadcasting industries, including President of Broadcast at Lee Enterprises from 1998 to 2000, President at 12 News (KPNX-TV, NBC) from 1995 to 1998, various positions at TEGNA (formerly Gannett) from 1980 to 1998, President of WFMY News 2 from 1991 to 1995, and station manager and CFO at KUSA-TV from 1980 to 1991. She has also served on numerous boards, including Big 5 Sporting Goods since August 2019, DataSphere Technologies Inc. from 2008 to 2017, as Chairman of the Board of American Apparel from 2014 until 2016, CareerBuilder from 2001 to 2004, and Classified Ventures from 2001 to 2004. She holds an MBA from the University of Colorado Boulder (1981) and a BS in Business Administration from the University of Dubuque (1979).

Axel Hefer

Axel Hefer serves as CEO of trivago N.V. since 2020, where he has been a managing director and CFO since 2016. Prior to joining trivago, Mr. Hefer was managing director, CFO and COO of Home24 AG, an online home furniture and decor company, from 2014 to 2016, and managing director of One Equity Partners, the Private Equity Division of J.P. Morgan Chase from 2011 to 2014. Mr. Hefer holds a Master's degree in management from Leipzig Graduate School of Management (HHL) in 2000 and an MBA from INSEAD in 2003.

Cheryl Michel Law

Cheryl Michel Law has been a member of the Board of Compare.com since December 2013 and Chairman of the Board of Compare.com since 2016. Ms. Law is a member of the Board of Ydesign Group since 2018. Moreover, Ms. Law has been a member of the Marketing Advisory Board of Freenome, Inc. since December 2017 and has been acting as CMO of Little Passports between 2017 and 2019. Before that Ms. Law served as CMO of Prosper Marketplace from 2015 until 2017 and held executive positions of several leading online companies in the past. Ms. Law holds a Bachelor's degree in Economics from Vanderbilt University, Nashville, Tennessee, USA.