

IAC / Personals

Tim Sullivan

President

match.com®

# Solidifying leadership in the business of *Connecting People*


**match.com**connecting :: people

**Start searching today**

I am a  seeking a

between  and

City or zip/postal code



**Member sign in**


Username

Password

☐ Remember me

[Forgot your password?](#)

**Not a member?**  
[Sign up for free.](#)




**SPECIAL OFFER -**  
**Try Match.com for**  
**FREE!**

**Take these quizzes**

- Are you a manly man?
- Are you a party animal?
- Are you a snob?
- Do your friends control your love life?
- Men, do women want you?
- Are you ready to be a bride?

[- More Quizzes...](#)

**Match.com exclusives**

**Personality Matching**  
Find matches compatible with your unique personality with our new Ph.D.- formulated system. Try it today!

**More to explore**

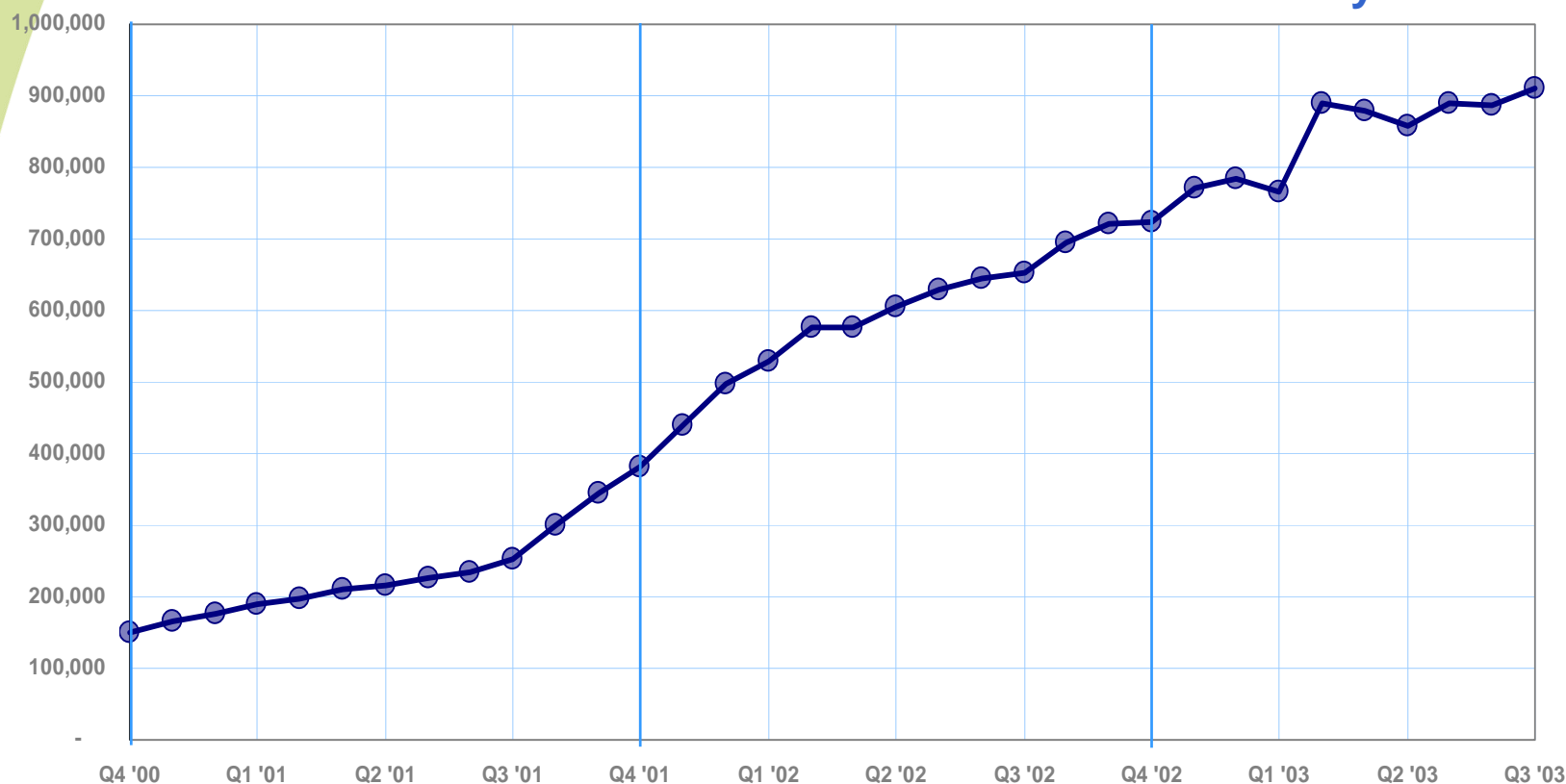
- Dating danger: Will your personalities click correctly?
- 3 tips: Boost your 'date-worthiness'
- Revealed: What's really on her mind

[Match Travel](#) [Match Events](#) [Match Mobile](#) [Match International](#)

Take a Tour | About Match.com | Careers at Match.com | Match News Center | Online Dating Safety Tips  
Your Privacy | Terms of Use | Help | Site Map | Contact Us  
© Copyright 2003 Match.com, LP.

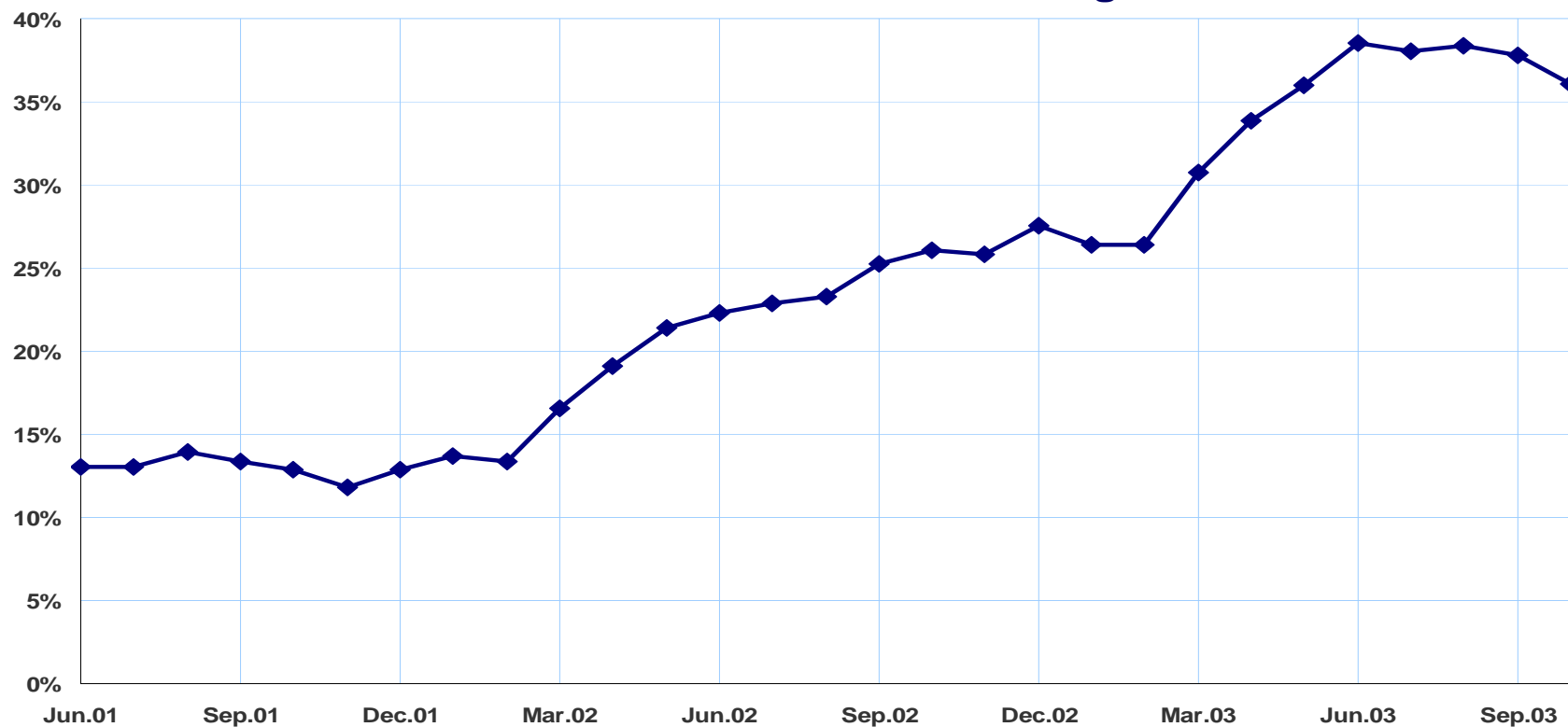
# Steady growth over the past three years...

Net Paid Subscribers by Month

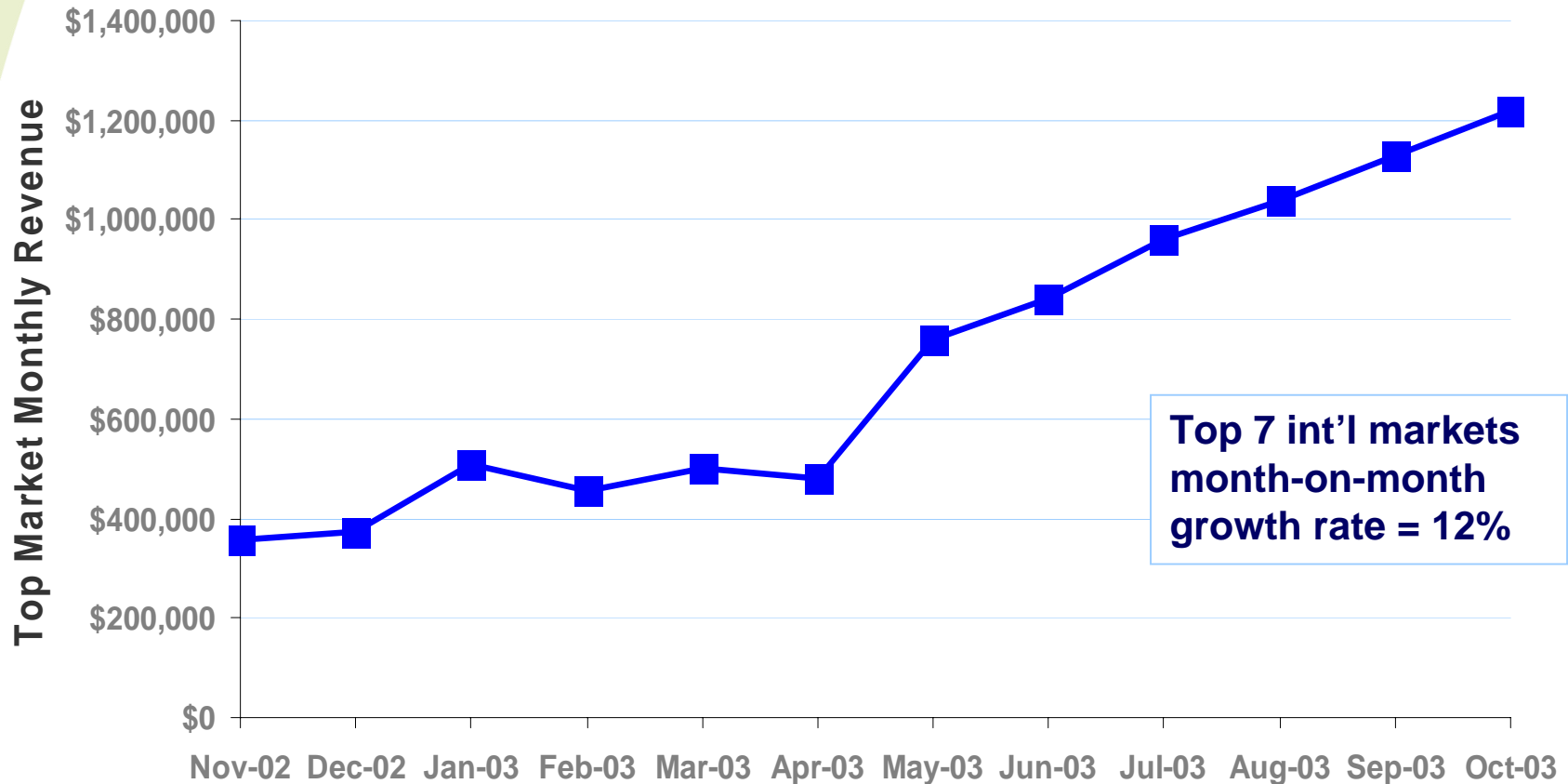


# Not a one-time transaction ➡ steady growth in re-subscription activity

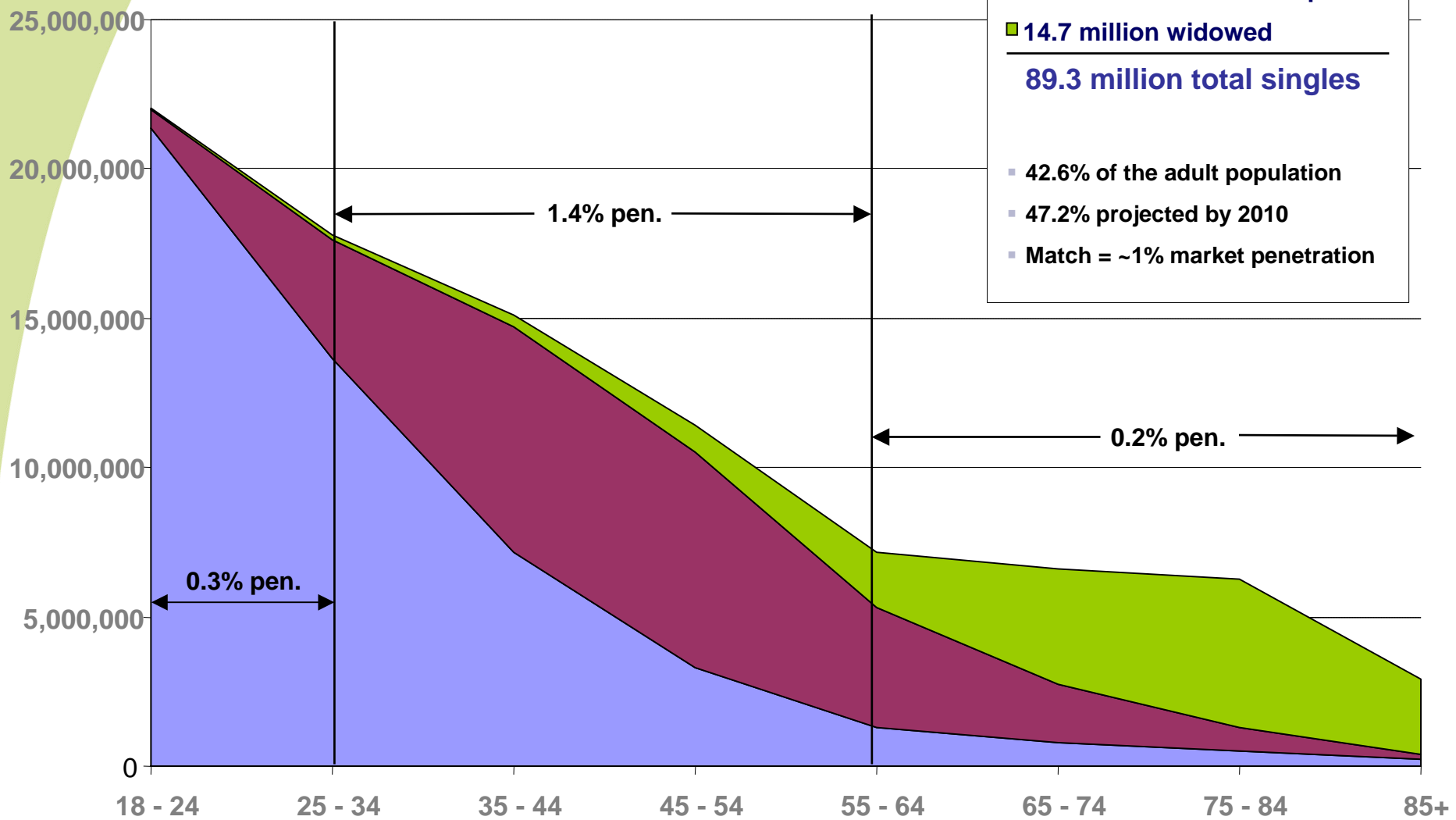
Percentage of total subscription transactions coming from re-subscribers



# A global business, with international adoption trends similar to the U.S. market...



# The U.S. market opportunity remains enormous...



# Three key levers to driving market growth:

1. **Awareness of Match.com brand**
  - Relatively high @ 80% of online singles (total aided + unaided) (1)
2. **Category “Legitimacy” – not yet complete**
  - Only 41% would tell family or friends that they were using an online dating site (1)
3. **Value-add of product – still evolving**
  - A totally new product concept
  - Creating demand, rather than shifting from offline
  - Product improvements make the service more accessible and more effective

(1) Match.com internal research

# Match is the clear category leader...

	Unique Visitors (million)	Total Usage Minutes (thousand)	Subscribers (million)
<b>Match.com</b>	<b>12.5</b>	<b>805</b>	<b>909,881</b>
Yahoo! Personals	6.0	309	?
MatchNet	4.4	336	?
Friendfinder	3.8	17	?
iMatchup	3.8	81	?
Lavalife	1.9	39	?
Date.com	1.6	47	?
Friendster	1.6	116	?
Dreammates	1.4	38	?
Singleme	1.3	22	?
eHarmony	1.3	61	?
Cupid Junction	1.3	18	?
Matchmaker	1.0	47	?

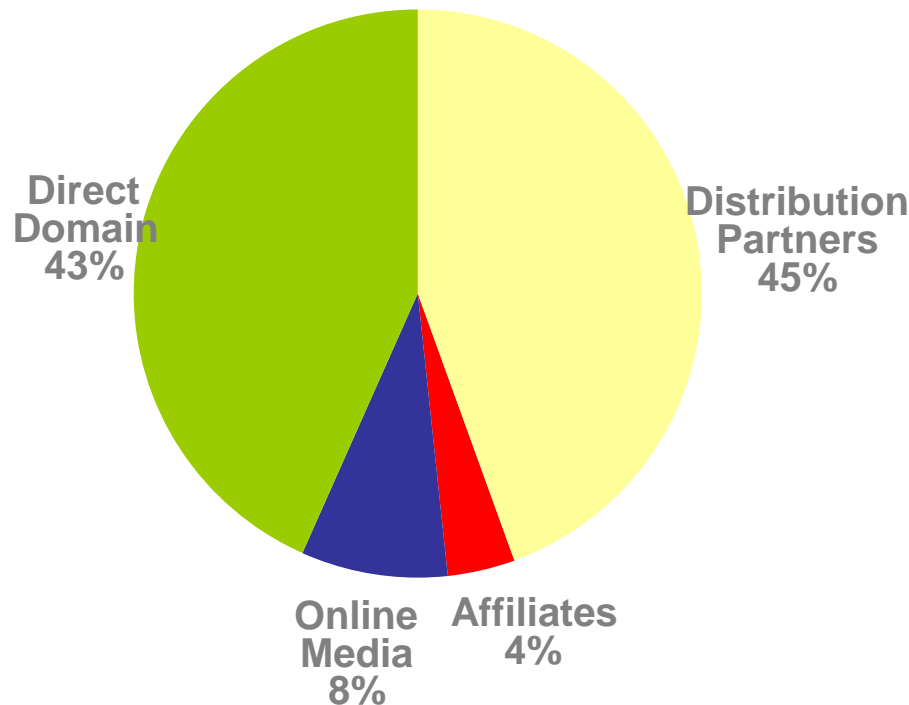
- **UU's = 2x Yahoo**
- **Total minutes = 2.5x Yahoo**
- **No competitor subscriber reporting**



# Strong Competitive Position

- **The only major player with pure focus**
  - 274 employees → growing to 361 by end of year '04
- **Aggressive investment in product and technology**
  - 107 employees in technology and product development → growing to 169 by end of year '04
- **Strong and diversified customer acquisition strategy**
  - Both distribution and direct domain
- **Unchallenged brand voice**
  - The defining voice/expert in the category
- **Fully global footprint**
  - 30% of staff on international

# A business leveraging both distribution partnerships and brand marketing...



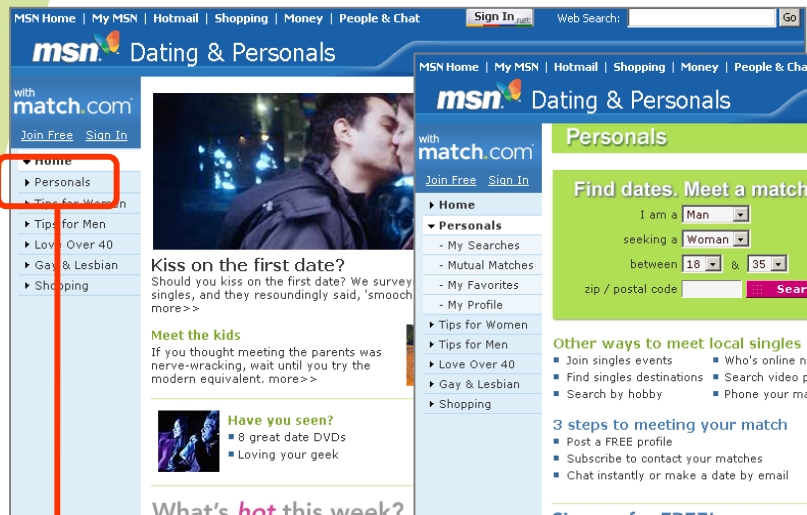
# Strong distribution and online advertising partnerships...



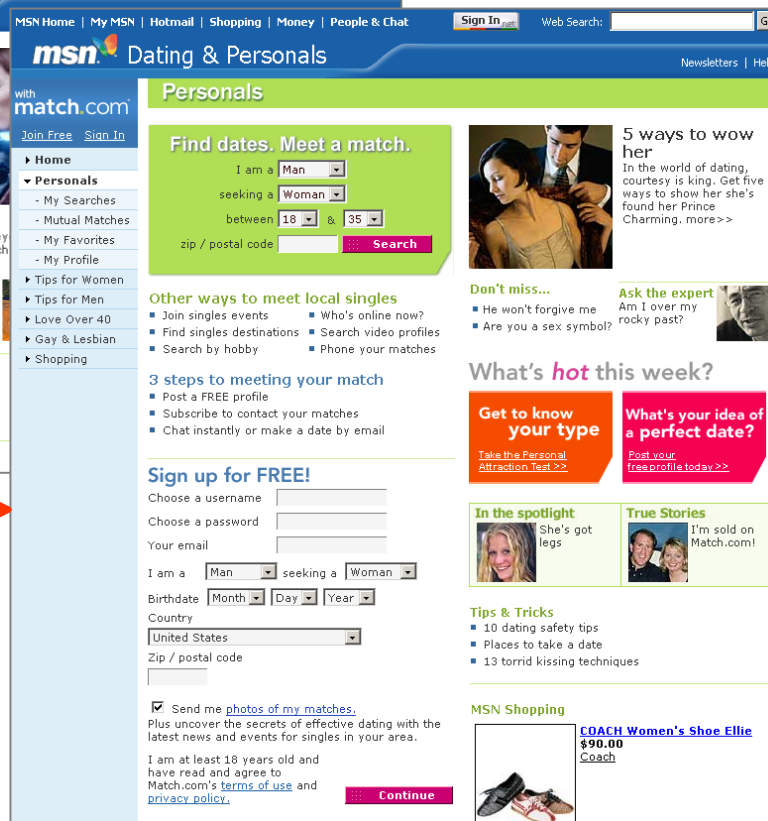
- Long-term distribution partnerships → shared risk & reward
- Online media deals → short-term and continued optimization
- General interest portals + demographically targeted content sites

# MSN: Strategic relationship recently extended

## DATING & PERSONALS HOME PAGE



## PERSONALS PAGE



- Extended term & expanded partnership
- Permanent “Dating & Personals” channel
- Improved user experience
- Sub-channel content

# MSN: Strategic relationship recently extended

The screenshot shows the MSN homepage with various sections. A red box highlights the 'First-Date Blunders' article under the 'MATCHSTICK MIEN' banner. Another red box highlights the 'Dating & Personals' link in the 'Featured Channels' sidebar. An arrow points from the article to the sidebar link.

**MSN Home** | My MSN | Hotmail | Search | Shopping | Money | People & Chat

Search the Web:  **Search**

**Match.com** Dating & Personals

**5 first-date blunders to avoid**  
By Jim Sulski

**Meet singles in your city.**  
I am a  seeking a   
between  &   
zip / postal code  **Search**

**First-Date Blunders**  
5 mistakes to avoid  
When should you go for that good-night kiss?

- Internet addiction: Check the warning signs
- eLearning: Get a degree (without quitting your job)

**Featured Channels**

- Autos
- Careers
- Dating & Personals**
- Entertainment
- Games
- Health
- House & Home
- News
- Sports by **ESPN**
- Travel

**Back to School**

- Business
- City Guides
- Family
- Fitness & Recreation
- Kids
- Learning & Research
- Slate Magazine
- Teach & Connect

**Find a Job**  
**Get a Date - NEW!**  
Hotel Deals  
Lose Weight Today

- Expanded promotion throughout MSN network
- Content integration
- Personalization
- Partnership continues to expand and drive new & re-subscribers

# Love@AOL Partnership Continues to Grow...

The screenshot displays the AOL People Connection website. The header includes the AOL logo and navigation links like 'Match Travel', 'Match Events', 'Match Mobile', and 'Match International'. Below the header, there are links for 'My Match.com', 'Search', 'My Profile', and 'MatchScene'. The main content area is divided into two columns. The left column, titled '1-Way Searching', includes links for 'Quick', 'Who's Online', 'Keyword', 'Custom', 'Username', and 'Saved Searches'. The right column, titled '2-Way Matching', includes links for 'Mutual Matching' and 'Personality Matching'. The '1-Way Searching' section further details 'Who's Online Search', 'Keyword Search', and 'Custom Search'. The '2-Way Matching' section details 'Mutual Matching' and 'Personality Matching'. At the bottom, there is a 'My Saved Searches' section and a 'Quick Search' section with dropdown menus for gender, age, and location.

- Recently extended long-term strategic alliance
- Promotion throughout AOL service, AOL.com, Netscape, & Compuserve
- Personals channel on AOL Local
- Expanding and growing partnership...



# Offline Advertising

## The Key to Driving Awareness and Legitimacy

### OUTDOOR



### TELEVISION



### RADIO

&

### GUERRILLA MARKETING

# PR: Solidifying our brand voice as distinct from the category

 <p>Trish McDermott Match.com Vice-President of Romance</p>	OPRAH		TODAY	
	GOOD MORNING AMERICA		npr	
	CBS EVENING NEWS		LATE SHOW with David Letterman	
	DATELINE		CBS MarketWatch	
	BusinessWeek		THE early show	
	MONTEL		CNN HeadlineNews	
	NewsHour		CNNmoney	
INVESTOR'S BUSINESS DAILY	CBS NEWS SUNDAY MORNING		The New York Times	
CNNfn the financial network	SATURDAY NIGHT LIVE	THE TONIGHT SHOW	LIVE with Regis and Kelly	USA TODAY

- Acknowledged category leader
- Increasingly, the “expert” on all things dating
- Part of the popular culture...



# Our investments in product and technology are creating clear competitive differentiation

DIFFERENTIATION

**SCALE**



Match is the acknowledged people database

**UNIQUENESS OF PRODUCT**



More than just a search function → value-added matching and a broad feature set

**BRAND VOICE**



More than just “personals utility” → an authority, advisor, advocate

**BREADTH OF VALUE PROPOSITION**



From marriage → dating → flirting → friends

**VERTICALIZATION**



Community relevance and authenticity

BREADTH

# We are investing aggressively in Core Matching technology...

INCREASING VALUE ADD



# Core Product Technology: Lifestyle Matching

- Two-way matching
- User-defined relevance weighting
- Matching based on basic profile criteria
- Lifestyle, relationships, appearance, education

match.com

Match Travel Match Events Match Mobile Match International

My Match.com Search My Profile MatchScene Launch Match.com Messenger

sign out, timematch | account settings | take a tour | help | your privacy

<< return to my matches >> previous profile | next profile >>

email me | chat with me | wink at me FREE | leave voicemail

View by Section

Active within 24 hours

**Basics**

"Where is my Prince?"

I am a: 32 year old woman

located in: Colorado Springs, Colorado, United States

looking for a: 32 to 38-year old man within 50 miles of Colorado Springs, Colorado, United States

**About me and who I'd like to meet**

To describe myself? hmmm...my friends say I am very sweet and kind, I care about others sometimes a little too much - I like going out and just having a good time, sitting at a coffee shop or the movies, concerts - whatever as long as the conversation is good. What else do you need? I am looking for someone who is not into games or breaking hearts! I have had my fill of that! Honesty would have to be the most important characteristic that I am looking for - someone who is not afraid to tell the truth!!

**Lifestyle**

exercise habits: Exercise occasionally

exercise routines: No Answer

daily diet: Keep it healthy

smoke: Trying to quit

drink: Social drinker, maybe one or two

job: Other profession

income: No Answer

my place: Live with kids, Live with roommate(s)

**Background/Values**

ethnicity: Latino / Hispanic

faith: Spiritual but not religious

education: Associates degree

languages: English

politics: No Answer

**Relationships**

relationships: Divorced

have kids: Yes, and they live at home

more photos

send me to a friend

add me to favorites

block this member

leave voicemail

arrange a call

send video email

**How does it work?**

leave voicemail

arrange a call

send video email

**Do we match?**

match.com

Match Travel Match Events Match Mobile Match International

My Match.com Search My Profile MatchScene Launch Match.com Messenger

sign out, bribow67 | account settings | take a tour | help | your privacy

1995zeeee Do we match? bribow67

Our basics | Personalities

**Our Basics**

Comparing your profiles side by side is a quick way to calculate chemistry. More dots could mean a mutual match! [Want more details?](#)

	She matches what you want	You match what she wants
Age:	●	●
Height:	●	●
Eye Color:	●	●
Hair Color:	●	●
Body Type:	●	●
Smoking:	●	●
Drinking:	●	●
Work:	●	●
Income:	●	●
Ethnicity:	●	●
Religion:	●	●
Education:	●	●
Languages:	●	●
Relationship:	●	●
Has Kids:	●	●
Wants Kids:	●	●

● She matches what you're looking for.

● You match what she's looking for.

● ● Could this be chemistry? It's a mutual match!

Forward profile

Add to favorites

email me

chat with me

wink at me

leave voicemail

Edit Profile

Add / Edit photos

Take the tests!

Personality test

<< Back to her profile

Take a Tour about Match.com | Careers at Match.com | Match News Center | Online Dating Safety Tips

© Copyright 2003 Match.com, LP.

# Core Product Technology: Personality Matching

- **Personality profiling, rather than self-reporting**
- **Based on 15 years of research into attraction science**
- **Instant report – free & customized**
- **Totally unique in the market...**



# Core Product Technology: Personality Matching

- **+2 million unique tests taken in 6 months**
- **Matching based on test launched in October**
- **Patented algorithm**
- **“Things to talk about”**

The screenshot displays the match.com interface for a personality compatibility test. The header includes navigation links for Match Travel, Match Events, Match Mobile, Match International, My Match.com, Search, My Profile, MatchScene, and a Messenger icon. Below the header, the test is titled "Do we match?" and shows a "Very Good Compatibility" result with a "WOW!" label. The test compares two users, 1995zeeee and bribow67, across several dimensions: social behavior, focus, life management, and personality traits. Each dimension is represented by a horizontal scale with markers for "your ideal", "her", "you", and "her ideal". The test also includes a "Take the tests!" section with a "Personality test" link and a "Back to her profile" button.

match.com

Match Travel Match Events Match Mobile Match International

My Match.com Search My Profile MatchScene Launch Match.com Messenger

sign out, bribow67 | account settings | take a tour | help | your privacy

<< return to my matches | next profile >>

1995zeeee Do we match? bribow67

Our basics | Personalities

Very Good Compatibility

WOW!

She pretty much fits your checklist for an incredible woman, and you just happen to fit hers, too. This could be a strong foundation for a lasting relationship.

How social is she?

mostly shy & introverted | mostly outgoing & extroverted

your ideal her you her ideal

Where's her focus?

focused on feelings & relationships | focused on thinking & facts

your ideal her you her ideal

How does she run her life?

always go with the flow | stay organized & on time

your ideal her you her ideal

How she'll wow you...

- She's a truly balanced woman. A trait to treasure.
- She's deeply committed to her loved ones.

Ways you could wow her...

- Your hardworking ways will impress.
- Your classic style and taste for clothes, furniture, or art will appeal to her.

You may notice

- She's focused on getting things done, which doesn't always allow enough spontaneity in her life.

email me chat with me wink at me leave voicemail

Edit Profile Add / Edit photos

Take the tests! Personality test

<< Back to her profile

# Core Product Technology: Physical Attraction Matching

**match.com<sup>™</sup>**  
physical attraction test  
powered by: weAttract.com Science

**How Hot?**

Remember to...

- Go fast!
- Go with your gut reaction!

**match.com<sup>™</sup>**  
physical attraction test  
powered by: weAttract.com Science

Definitely Your Type  
Keep picking photos you find personally attractive, cute, or sexy.

**match.com<sup>™</sup>**  
physical attraction test  
powered by: weAttract.com Science

Who's Your Favorite?  
Imagine these are the last five people on earth and you have to pick one.

**match.com<sup>™</sup>**  
physical attraction test  
powered by: weAttract.com Science

Choose One  
Pick your favorite or the one you could tolerate best.

**match.com<sup>™</sup>**  
physical attraction test  
powered by: weAttract.com Science

Choose One  
Pick your favorite or the one you could tolerate best.

test progress [progress bar] [turn sound off]

skip instructions

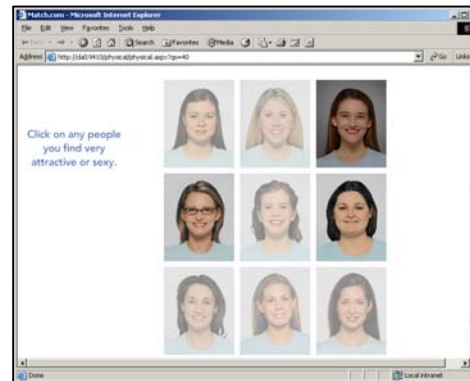


# Core Product Technology: Physical Attraction Matching

**Test will measure aspects of physical preference:**

- **Attraction (beauty)**
- **Not your type (exclusion)**
- **Mutual spark (experience)**
- **Girlfriend material (just raw physical attraction vs dating partner)**

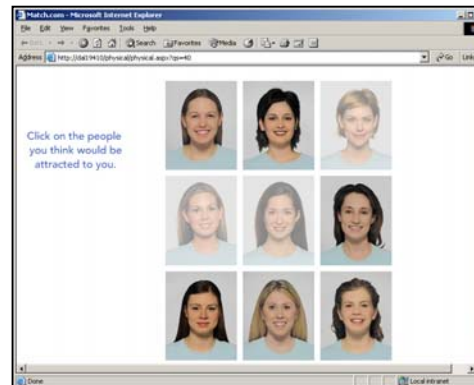
**WHO YOU FIND ATTRACTIVE**



**NOT YOUR TYPE**



**MUTUAL SPARK**

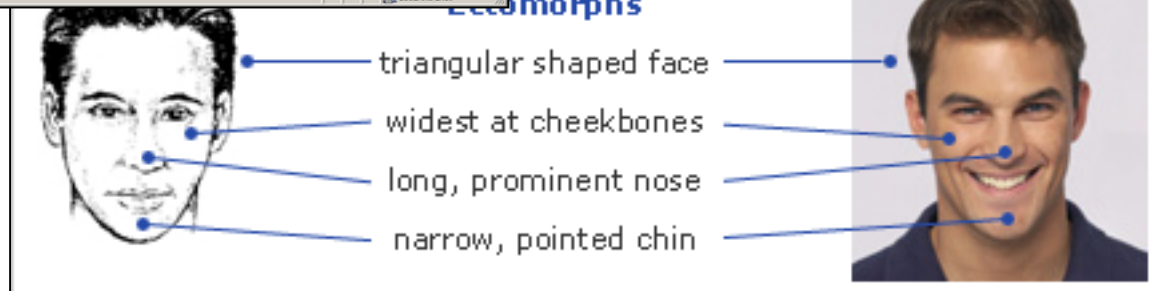
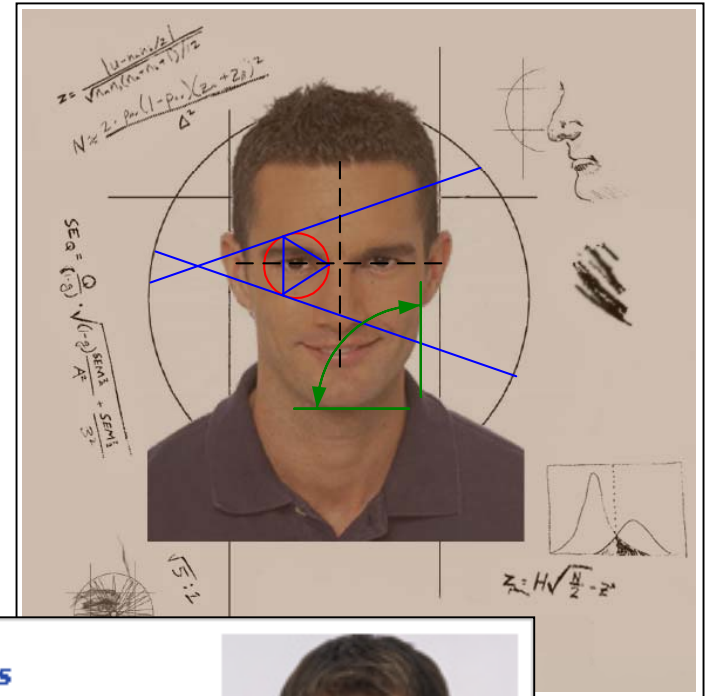
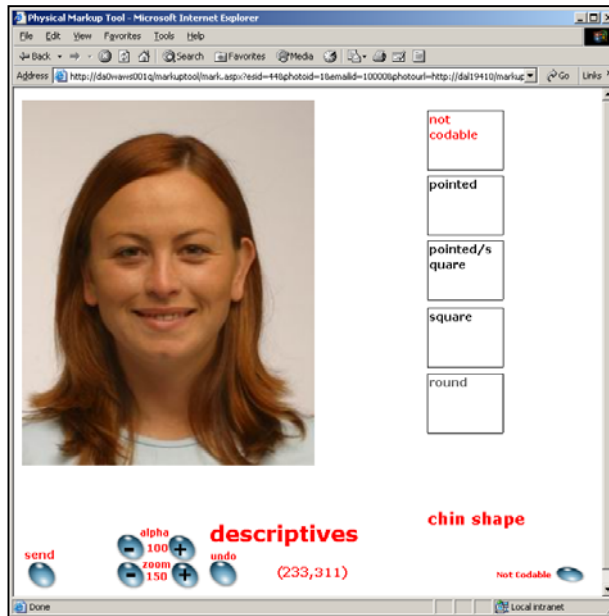


**GIRLFRIEND MATERIAL**



# Core Product Technology: Physical Attraction Matching

We are classifying all profile photos...

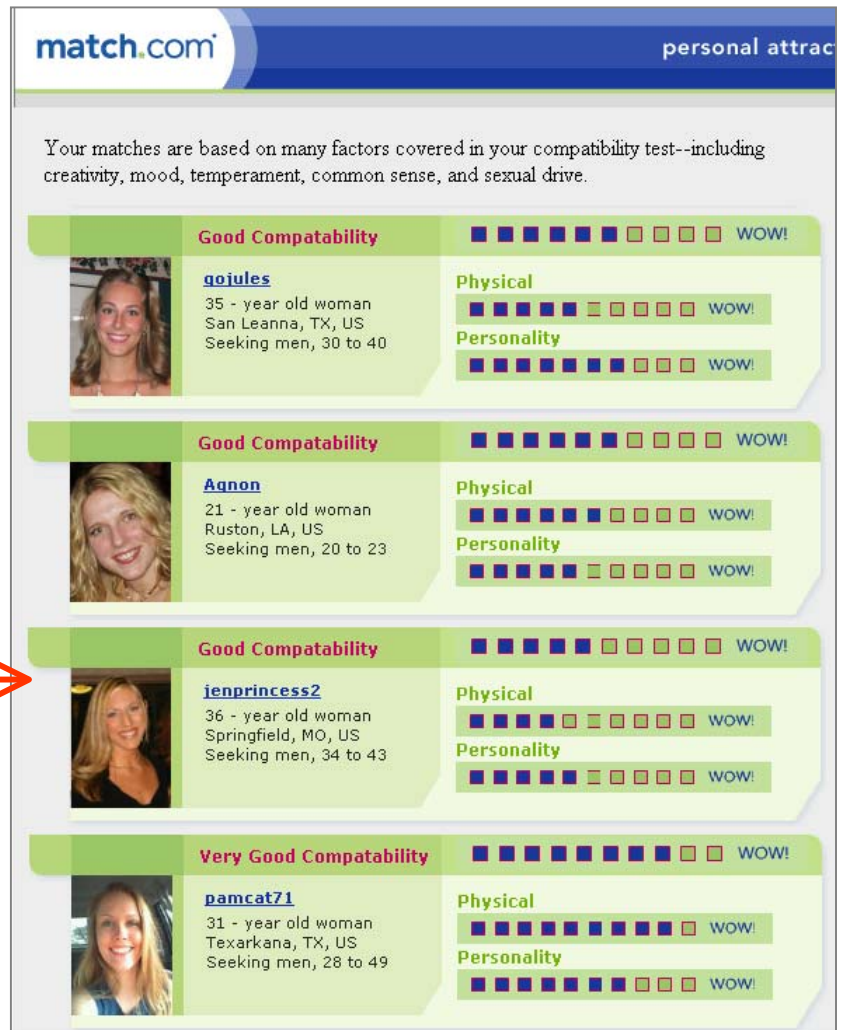
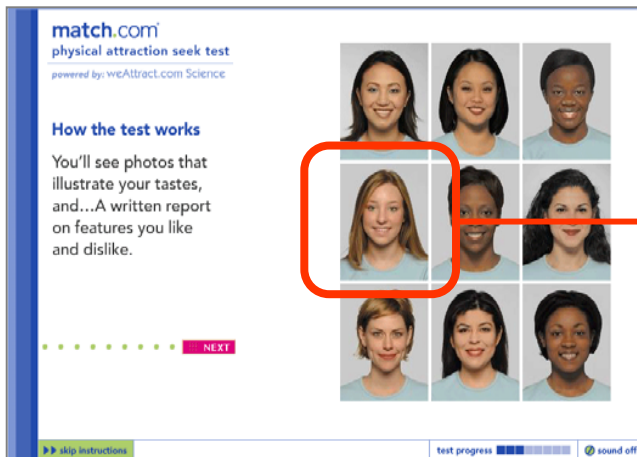




## Core Product Technology:

# Physical Attraction Matching

- Matching based on physical attraction profile will launch in December



# In December, Match will expand to permit searching for friends...

match.com<sup>®</sup> connecting :: people

**Start searching today**

☒ Dating ☐ Friends

I am seeking a

Man woman

between 18 and 99

City or zip/postal code

Go

Search Subscribe Personality Test

**Member sign in**

Username

Password

Go

☒ Remember me

[Forgot your password?](#)

**Not a member?**  
[Sign up for free.](#)

**SPECIAL OFFER - Try Match.com for FREE!** Go

**Help, tips and tools**

- Get started with a FREE profile
- Power search using keywords
- Check out travel for singles
- Who's online now?

**Take a closer look**

**Save yourself time**  
Meet the members you're looking for - but only the ones who are looking for you! Find your Matches now.

**In MatchScene**

- 5 mistakes singles make most
- Enter the Oral-B sweepstakes
- How to turn women on

Match Travel Match Events Match Mobile Match International

# Searching for Friends



**DancingDuck**  
27-year-old woman  
Bethesda, MD, US

**Single and seeking:**  
Friends 30 - 40  
Dates 30 - 40

Personality | Physical | Quizzlets | Voice | Video

Online now!

Excellent! ● ● ● ● ●

Add to favorites 

In trying to find a photo of myself I realize that I don't have any solo shots and am always surrounded by friends. Which speaks



**Blueyedgemini**  
31-year-old woman  
Guilford Center, VT, US

**Single and seeking:**  
Dates 25 - 35

Personality | Physical | Quizzlets | Voice | Video

Active within 24 hours

Good ● ● ● ● ●

Add to favorites 

I am a down to earth individual, that enjoys life and all it has to offer. I will try anything at least once! I am a hard working, caring,

- Will deploy using existing profile-matching-contact model (rather than just a networking model...)
- Extends the Match value proposition to broader social interaction
- Strongly positive feedback from Match membership base

# MatchLive events build brand awareness and drive subscriptions

The screenshot displays the MatchLive Chicago website interface. At the top, the MatchLive logo is accompanied by navigation links for Match Travel, Events Calendar, Other Areas, and Work for US. A sidebar on the left lists featured events for Wednesday, November 05, 2003 (Speedma Raffi's or), Monday, November 10, 2003 (Jack Sullivan's), and Tuesday, November 11, 2003 (Chicago Symphon Orchestra). The main content area highlights the Chicago Symphony Orchestra event on Tuesday, November 11, 2003, at 6 - 10:30 pm. It provides details on the location (220 S. Michigan Ave., Chicago, IL 60604) and ticket pricing. A 'BUY YOUR TICKETS NOW' section offers options for men and women, with member and non-member rates. A photograph of the orchestra performing in a grand hall is also included.

**matchLive™ CHICAGO**  
a match.com site  
Events Calendar | Other Areas | Work for US  
sign in | help/fag | about us

**Featured Events**  
Wednesday, November 05, 2003  
Speedma Raffi's or  
6 - 9 pm  
Raffi's or  
Age: Women  
Men 40+

**Monday, November 10, 2003**  
JACK SULLIVAN'S  
7 - 10 pm  
Jack Sull  
Age: 27 -

**Tuesday, November 11, 2003**  
Chicago Symphon Orchestra  
6 - 10:30  
Chicago Symphon

**Chicago Symphony Orchestra**  
**When:** Tuesday, November 11, 2003  
6 - 10:30 pm  
**Where:** Chicago Symphony Orchestra  
220 S. Michigan Ave.  
Chicago, IL 60604  
Please enter near Rhapsody (65 E. Adams).  
**Who:** Anyone who would enjoy an evening of passionate music with one of the worlds greatest orchestras.  
**Age Range:** 35 and over.  
[>> More Event Details](#)

**BUY YOUR TICKETS NOW**

Event Tickets for Men	Event Tickets for Women
Member, Man: \$45	Member, Woman: \$45
Non-Member, Man: \$60	Non-Member, Woman: \$60
Door Price: \$60	Door Price: \$60

- Launched July '02
- 600 Events in '03 / 1400+ in '04
- 50 cities in '03 / 80 cities in '04
- 10 countries
- “Face-to-face” dating complements the online experience

# Speedmatching Will Be in 90 Cities in 2004

Match Travel Match Events a match.com site

speedmatching  
dating at the speed of fun!

How it Works | Other Areas | Work for Us

sign in | help/faq | about us

New York - Upcoming Events

Ages	When	Who	Where	Venue	Details
27 - 39	Wednesday, Nov 5 2003	Westchester Speedmatch @ Globe	Westchester	Globe Bar & Grill	<a href="#">more information</a>
25 - 35	Monday, Nov 10 2003	Speedmatching at Manahatta	Downtown	Mannahatta	<a href="#">more information</a>
35 - 45	Monday, Nov 17 2003	Speedmatching at Manahhatta	Downtown	Mannahatta	<a href="#">more information</a>
30 - 50	Wednesday, Nov 19 2003	Gay Speedmatch @ FLOW	Downtown	FLOW	<a href="#">more information</a>
30 - 45	Thursday, Nov 20 2003	Suffolk Speedmatching@Stingers	Long Island	Stingers Restaurant & Lounge	<a href="#">more information</a>

- Launched in early October '03
- 49 events year to date
- 200+ events planned through 2003
- 1800+ events planned for 2004
- 60+ cities by end of '03; 90+ cities by end of '04

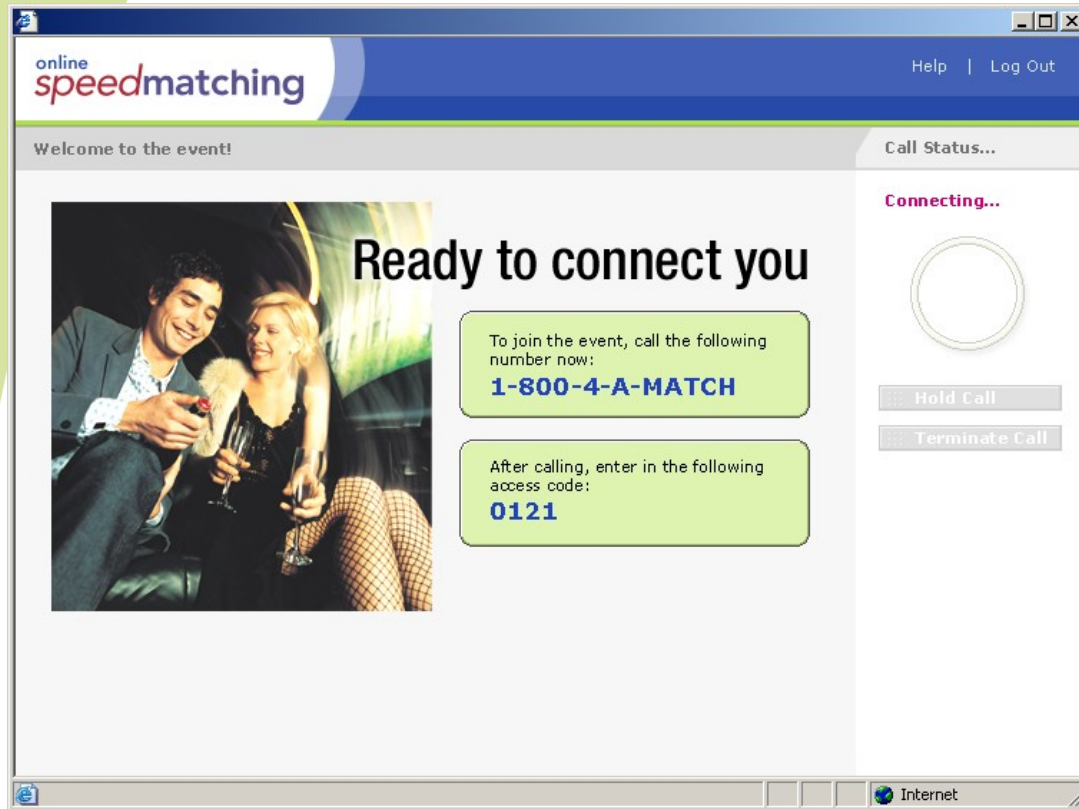


# Online Speedmatching



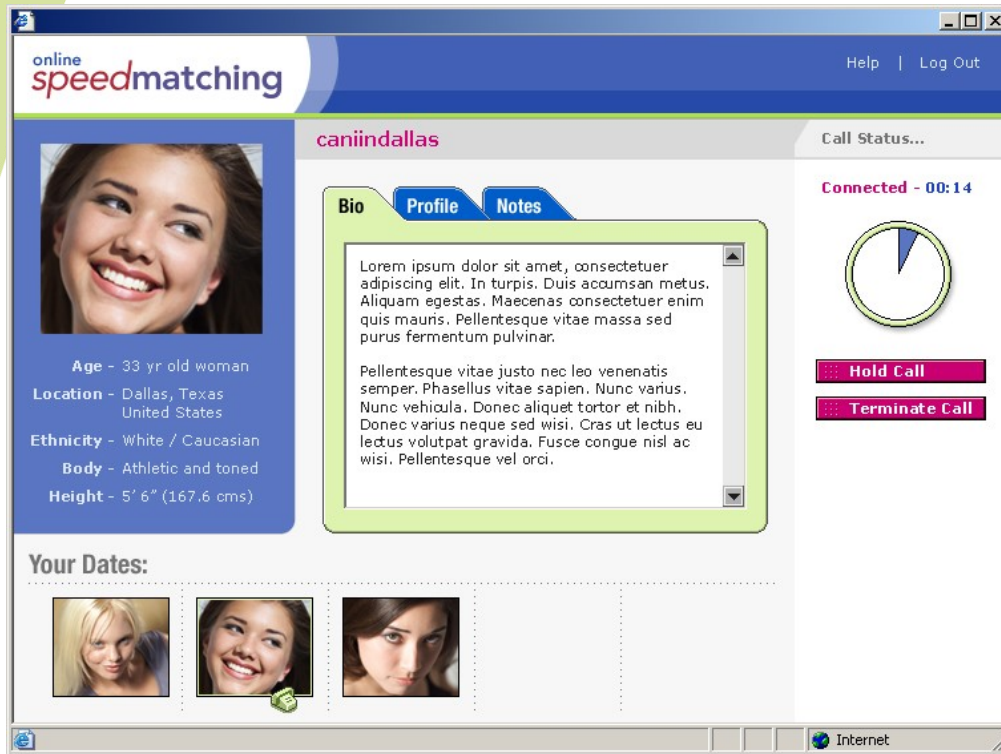
- An integrated online / telephone speedmatching experience
- Members will register for online
- Will be a separate subscription
- But bundled discount for subscribers

# Online Speedmatching



- Members will log in to Match.com five min. before event
- Then call 800 number
- Application takes over browser
- Synchronizes phone and web...

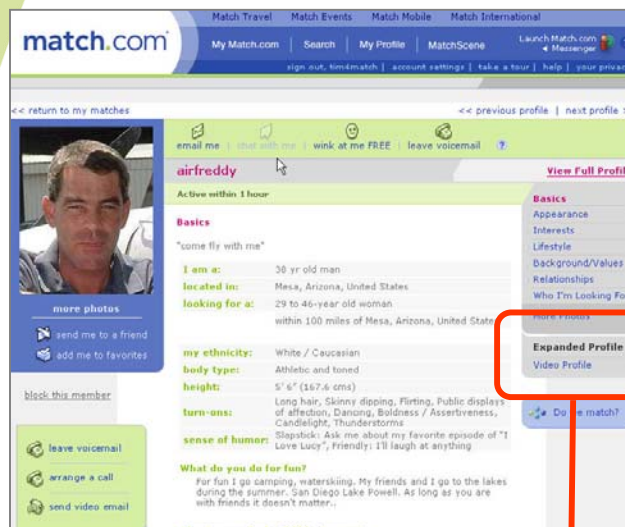
# Online Speedmatching



- Members get intro to the site
- First profile comes up
- Clock indicates when first date will start
- Profile info on screen



# Video Profiles Are Growing Steadily...



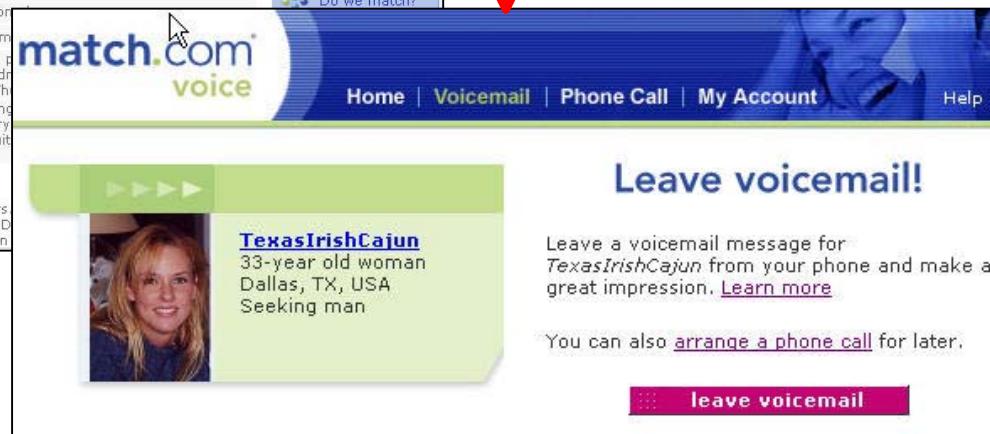
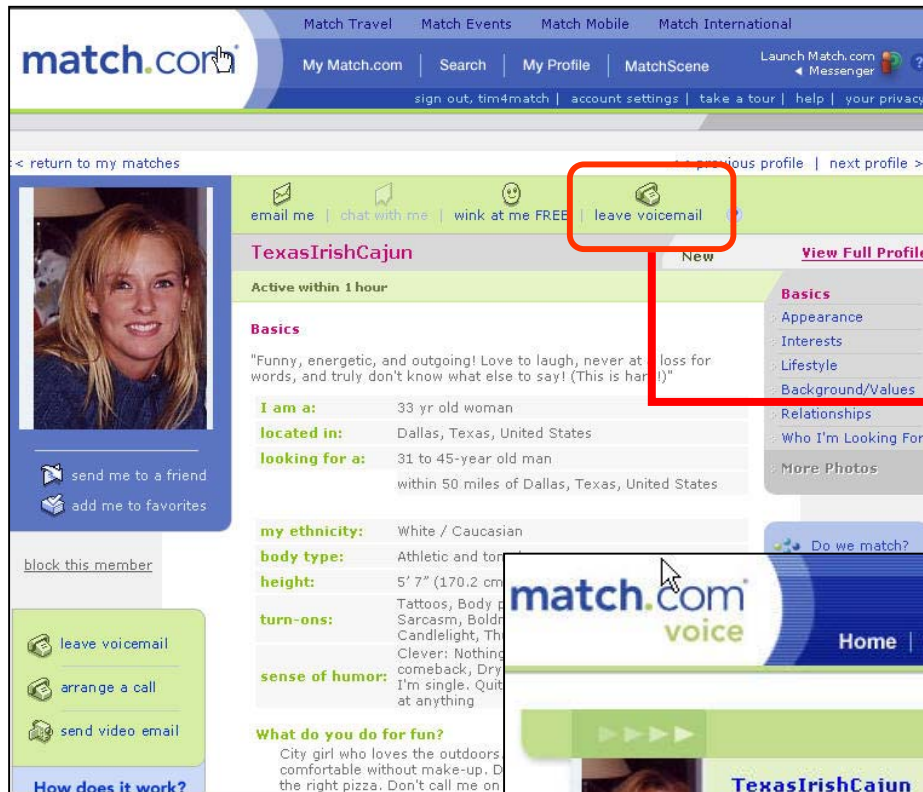
**Expanded Profile**  
Video Profile



- 10,000+ videos created since launch
- 6000+ subscribers to view videos @ \$4.95/month
- Key technology as broadband penetration increases

# Use of Voicemail Messaging Is Expanding...

- per minute charge to leave a voicemail or arrange a call
- 7000+ subscribers to @ \$4.95/month
- 15,000+ Voice Profile Greetings Recorded
- 90% of members say the sound of someone's voice is key!



# MatchMobile is the leading wireless dating application...

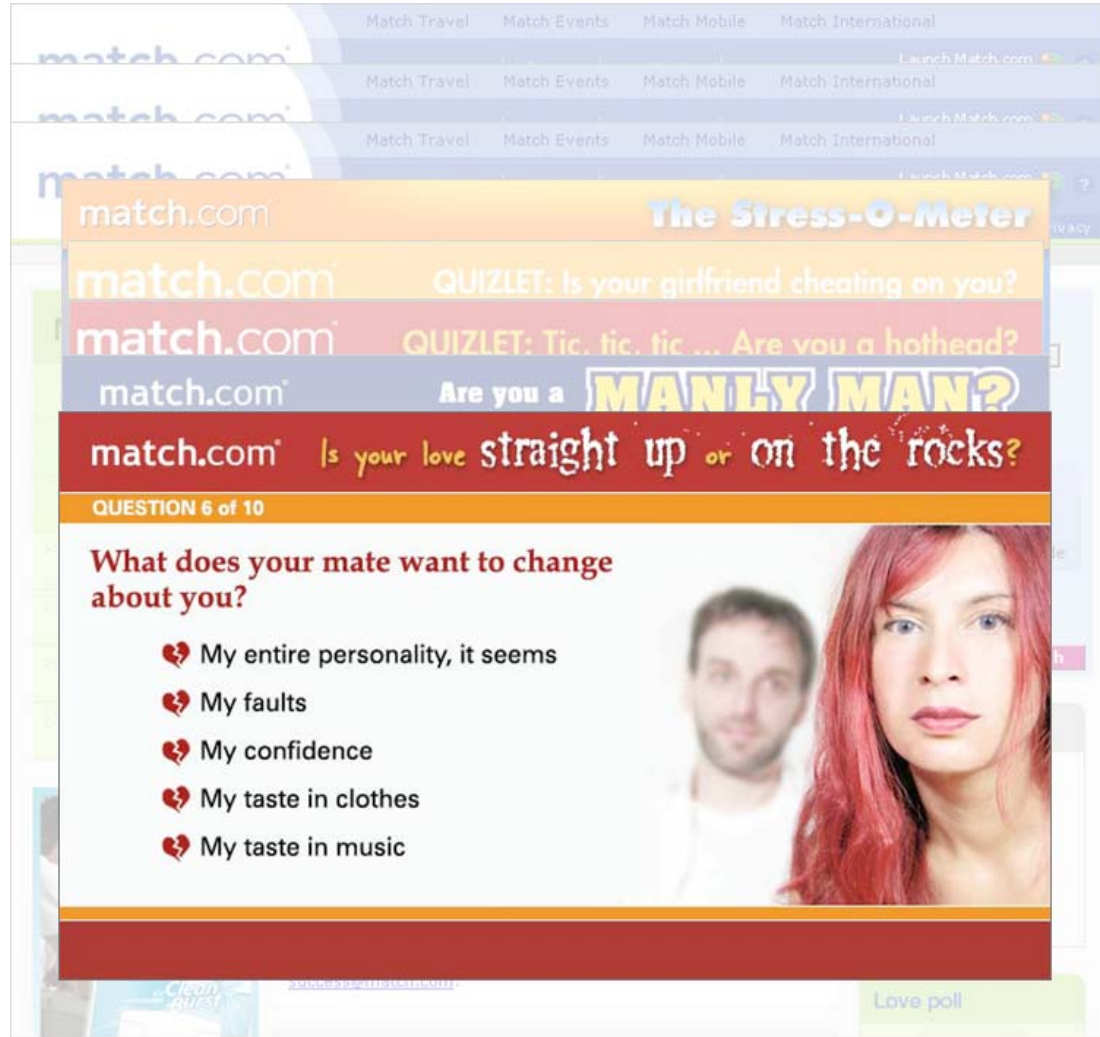
- High level promotion on AT&T mMode
- Can search, load a photo, and create a profile for free.
- Profile transfer from Match or directly to wireless device
- 2000+ subscribers at \$4.99/month
- Other carriers by year-end



The screenshot shows the MatchMobile website interface. At the top, the logo "match.com mobile" is on the left, and navigation links "Home", "My Mobile Profile", "Options", and "Help" are on the right. Below the header, the main content area is divided into several sections. On the left, under the heading "Romance just went mobile", there is a sub-header "Sign up for Match Mobile" followed by a form with fields for "Country" (set to "United States"), "Mobile Provider" (set to "AT&T Wireless"), and "Mobile Number". A red "Go" button is at the bottom right of the form. Below the form, it says "Existing Match Mobile members, [sign in.](#)". To the right of the form is a large image of a Nokia mobile phone displaying a Match Mobile profile. Above the phone, the text "Now see photos!" is displayed. On the far right, there are two green boxes. The top one is titled "Edit your profile" and contains the text "Sign in to edit your profile and mobile preferences." The bottom one is titled "Go Mobile with AT&T!" and contains the text "Match Mobile is currently available to AT&T Wireless users. Soon it will be available on other mobile providers." Below this, another section titled "Transfer Your Match.com Profile" contains the text "If you have a profile on Match.com, sign up and transfer it to Match Mobile."

# Increasing investment in content and viral quizlets...

- Increasing our brand voice
- Differentiation
- Viral customer acquisition





# Match.com Advisors / Profile Assistants / Agents

The screenshot shows the Match.com Advisors website. At the top, the Match.com logo is on the left, 'advisors' in green is below it, and 'POWERED BY ingenio' is on the right. Below the header, there's a section titled 'Knowledge On Call™ Dating Advice'. A blue banner says 'Get answers from the experts'. Below this, a list of three steps explains how to use the service: 1. Choose an experienced advisor, 2. Click a call button, 3. We'll call you and connect you to your advisor. To the right of the steps is a photo of a woman on a phone. A 'Try it FREE!' box offers a \$5 credit for the first call. Below this is a 'Top Available' section with a table of advisors.

Name/Title	Rating	Availability
 <b>Ask Honor</b> 16 Yrs Exp Love Coach 99cents a minute <a href="#">Details</a>	✓ ★★★★★	<b>Call Now</b>
 <b>CounselorRon37</b> advice about relationships <a href="#">Details</a>	✓ ★★★★★	<b>Call Now</b>
 <b>Relationship Coach Michelle</b> Create the Relationship of Your Dreams!	✓ ★★★★★	<b>Call Now</b>

## Advisors

- **Certified relationship counselors**
- **Per minute charge**
- **Launched October**

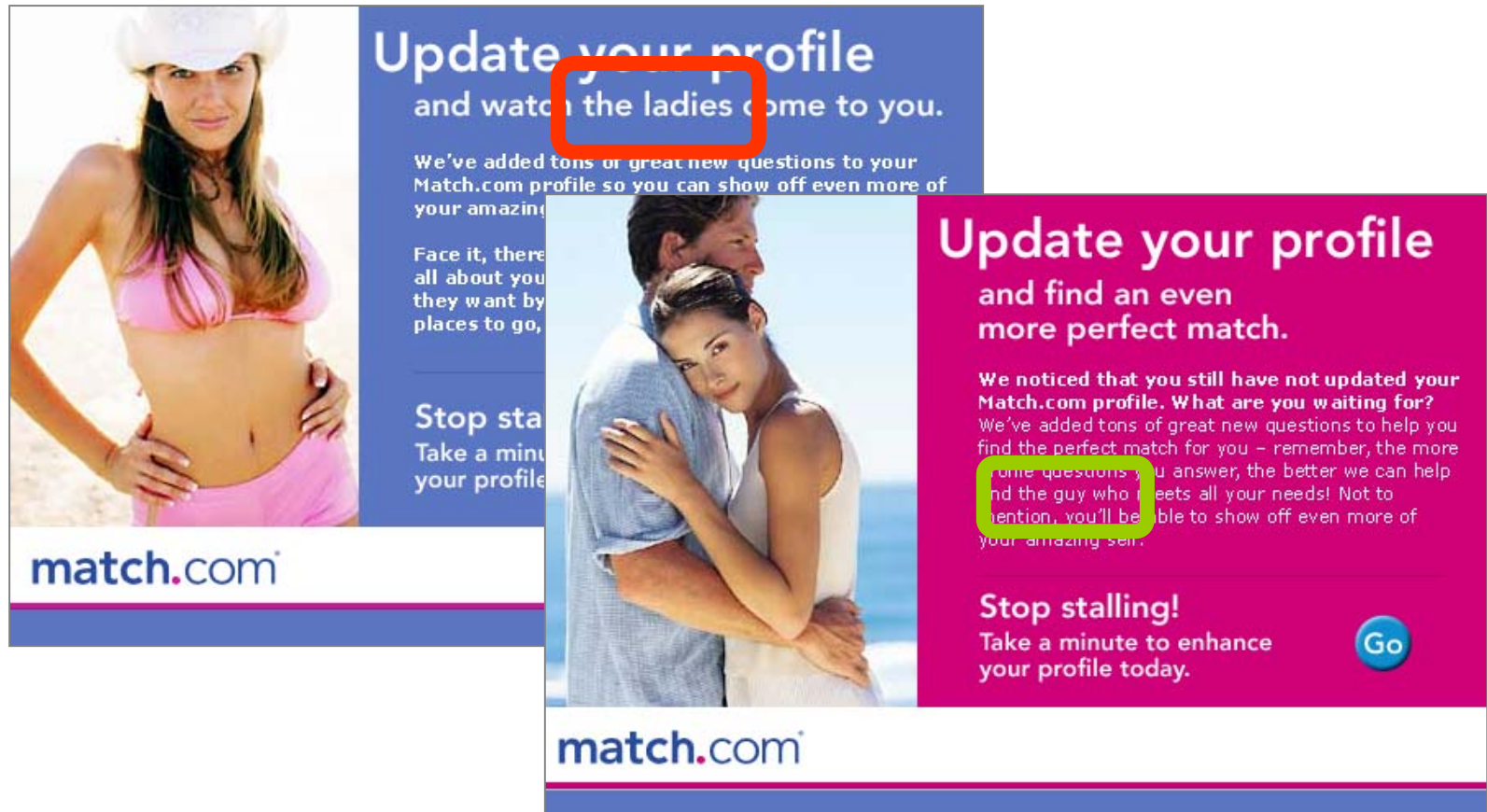
## Profile Assistant

- **Freelance writers to help customers with essays**
- **Flat fee for edit or creation**
- **Launches in November**

## Agents

- **Personal matchmaking**
- **Launches in December**

# Increasing Verticalization: Gender Targeted Emails



**Update your profile**  
and watch the ladies come to you.

We've added tons of great new questions to your Match.com profile so you can show off even more of your amazing self.

Face it, there are a lot of guys out there who want to know all about you. They want to know the places to go, the things to do, and the people to meet.

**Stop stalling!**  
Take a minute to enhance your profile today.

**match.com**

**Update your profile**  
and find an even more perfect match.

We noticed that you still have not updated your Match.com profile. What are you waiting for? We've added tons of great new questions to help you find the perfect match for you – remember, the more questions you answer, the better we can help you find the guy who meets all your needs! Not to mention, you'll be able to show off even more of your amazing self.

**Stop stalling!**  
Take a minute to enhance your profile today.

**match.com**

**Go**

# Increasing Verticalization: Segmented Advertising and Registration Paths



- Driving greater differentiation in creative execution in online ads
- Landing page echoes online creative
- Site functionality is broad enough to support many brand promises...

A screenshot of the Match.com landing page. It features the same couple image and 'True love is just around the corner' text as the banner. Below the image, there is a sign-up section titled 'Sign up now for free.' with fields for username, password, confirm password, and email. There are also dropdown menus for 'I am a', 'seeking a', 'Birth date' (Month, Day, Year), and 'Location' (Country, Zip / Postal code). At the bottom, there are checkboxes for 'Send me photos of my matches' and 'Send me special offers and partner promotions'. A 'Continue' button is at the bottom right.

Sign up on Match.com for free.

No doubt about it, finding 'the one' on Match.com is as easy as it is fun. You can search through over 9 million photos and profiles of amazing singles. Fill out your own profile and let others search for you. You can even choose to receive matches that will fit your specific personality traits and turn-ons to a tee. Ready to have the time of your life searching for the love of your life? Sign up for Match.com below and get started!

Sign up now for free.

Choose a username

Choose a password

Confirm password

Email

I am a  seeking a

Birth date

Location

Country

Zip / Postal code

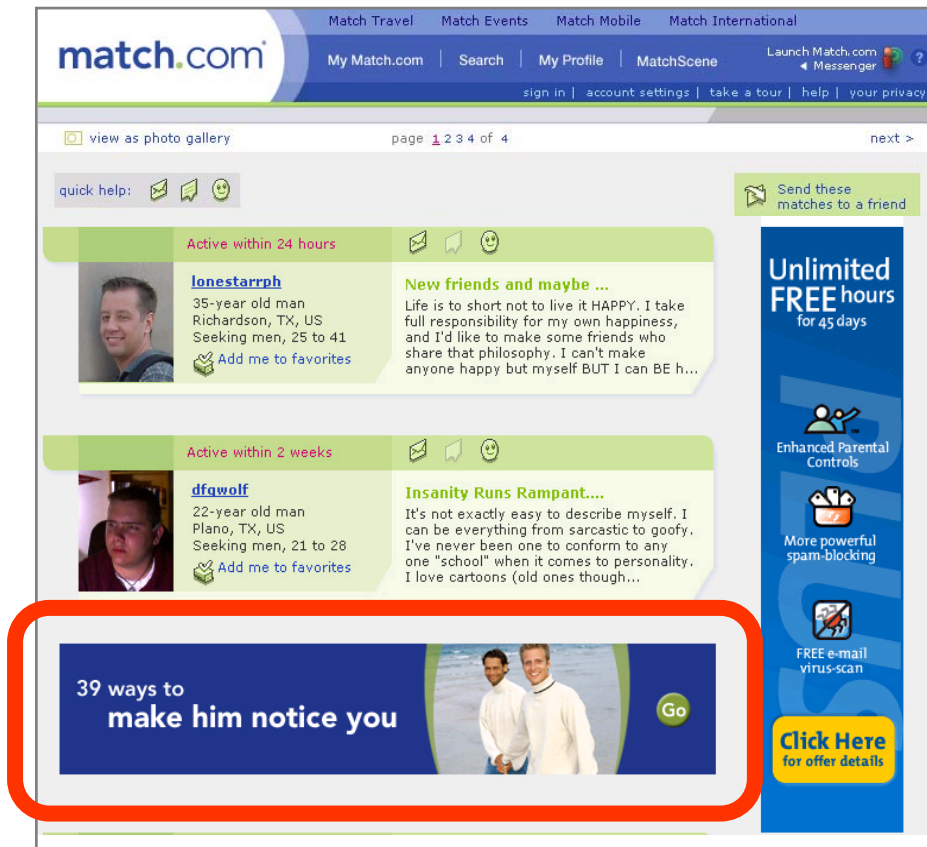
☒ Send me photos of my matches. Plus uncover the secrets of effective dating with the latest news and events for singles in your area.

☐ Send me special offers and partner promotions. Receive exclusive deals and timely updates sent to you by select Match.com partners.

I am at least 18 years old and have read and agree to Match.com's [terms of use](#) and [privacy policy](#).

[Continue](#)

# Increasing Verticalization: Demographically Targeted Content Paths



- Will ramp up '04 content creation to include more target demographic groups
- Relevance and authenticity
- Echoing huge diversity of member base and distribution partnerships



# Differentiation

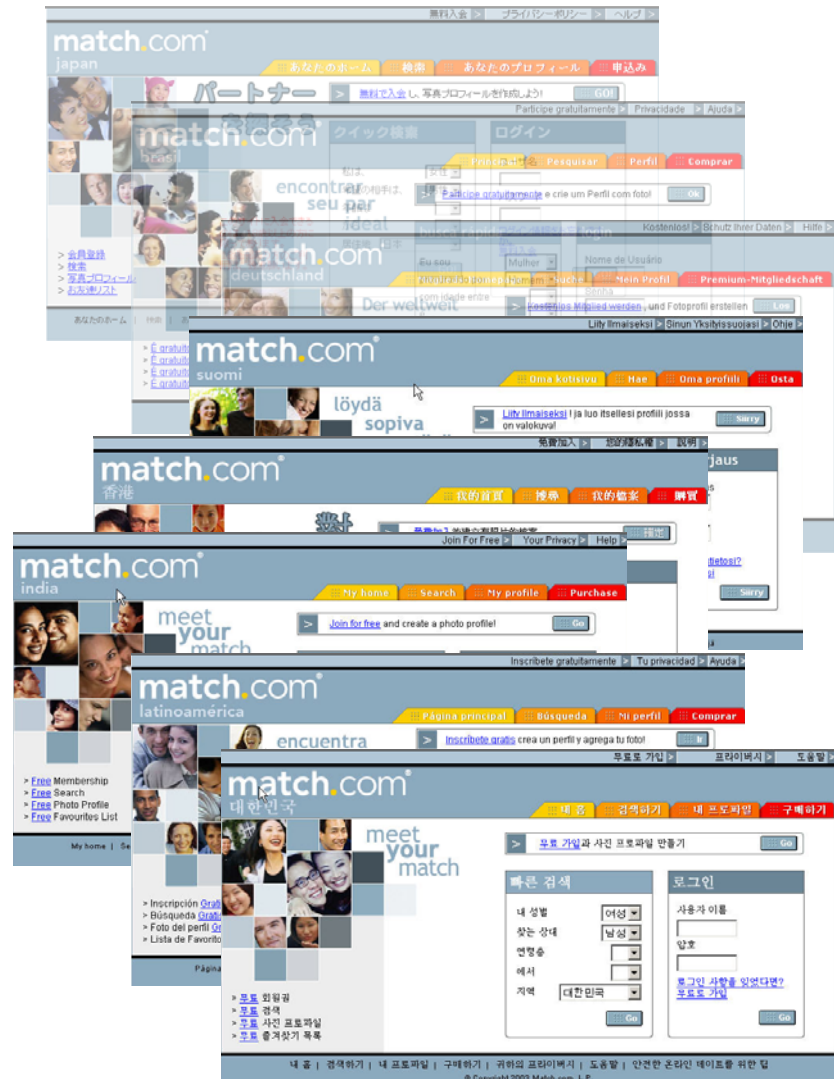
**Match.com is building a broad suite of features and functionality to cement differentiation...**

	Match.com	Yahoo! Personals
Basic Matching	X	X
Personality Matching	X	
Physical Attraction Matching	X	
Video	X	X
Voice	X	X
Profile Consulting	X	
Friend searching	X	
Keyword Searching	X	X
Instant Messaging	X	X
Events & Speedmatching	X	
Online Speedmatching	X	
Quizzes and content	X	
Wireless Product	X	

- **Evolving towards a multi-product offering**
- **Satisfying multiple value promises (marriage → friends)**
- **Solidifying market leadership**
- **Early adoption of key future technologies**
- **Possible price tiering/bundling**

# International Development

- April 2002: Acquisition of Soulmates Technology provided core international platform
- April 2003: Acquisition of uDate solidified UK leadership and scale
- Local sites offered in 28 countries, 18 languages and 32 currencies
- International operations in 7 locations with total headcount of 98

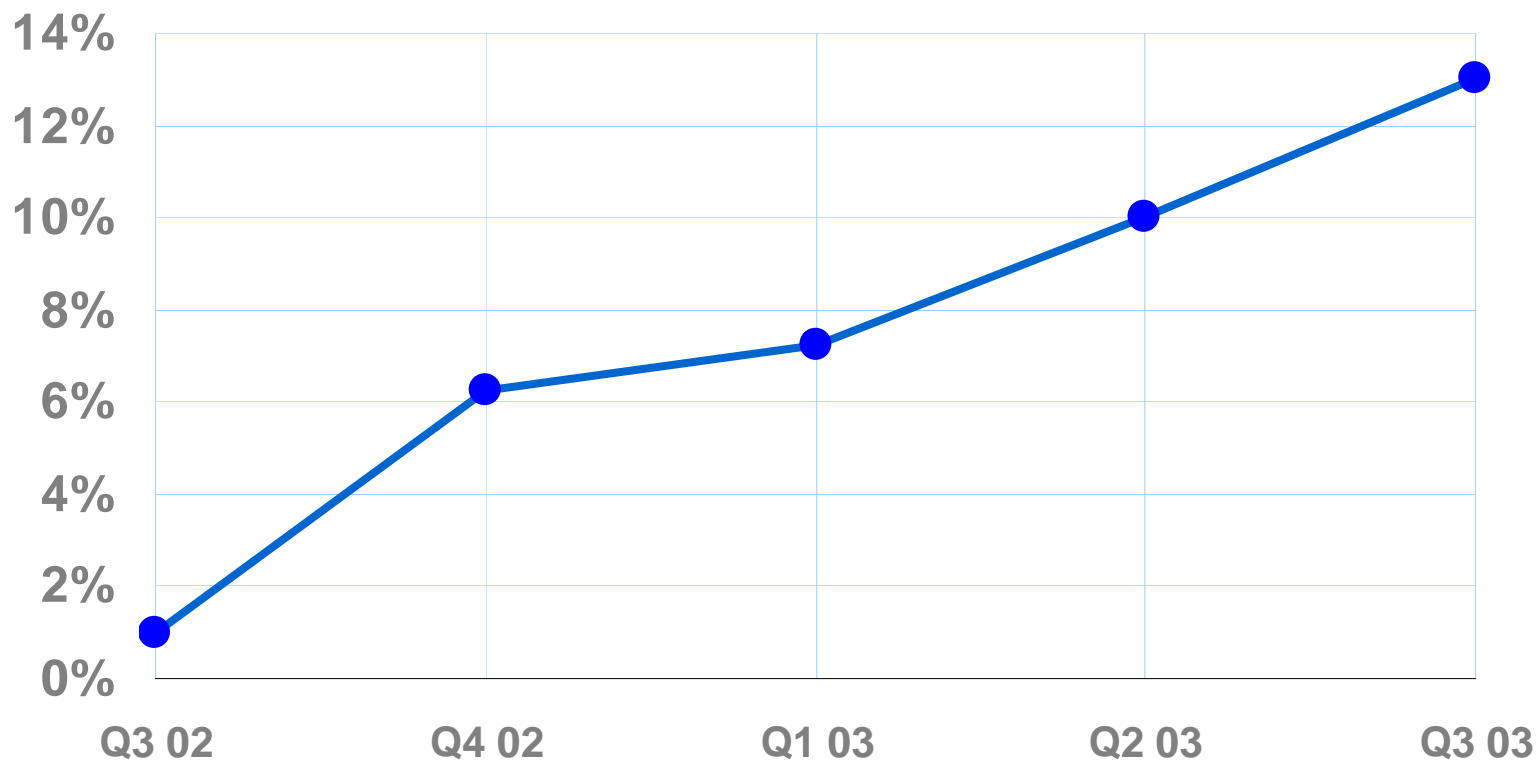


# International distribution breadth mirrors U.S. success...

# International brand building will also be key...

- Direct domain has grown from 1% of our business to 13%



# As in U.S., PR and online media are proving key...

- El Pais
- CNN
- Aftonbladet
- Bild
- Evening Standard
- Stern
- Elle
- Antenna3 (Spain)
- Glamour
- Metro
- BBC News
- CNBC
- L'Espresso
- Financial Times
- Le Journal du Net
- El Mundo



# Match.com is positioned for continued growth over the long term....

- A category yet to achieve its full potential
- Unequaled organizational focus
- Global organization creating a global brand
- Balanced customer acquisition strategy
- Depth → Key investments in core technology and product
- Breadth → Multi-product offering satisfying multiple brand promises
- Increasingly differentiated from the pack



IAC / Personals

Q&A