

ruby Life Inc.
Report on Customer Statistics
For the Calendar Year 2020



ruby

ASHLEY MADISON®

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Background

ruby Life Inc. produced the following annual report for the calendar year 2020 showcasing the stability of its membership and business from a year-over-year perspective. Unlike other dating services (married or otherwise), ruby Life Inc. has produced the following report to provide insight, transparency, and clarity for those looking to understand or join its healthy community of like-minded individuals.

Despite the coronavirus pandemic of 2020, the company continued to see momentum from a membership perspective, with an average of more than 15.2 thousand new members joining daily. Near the end of the year, Ashley Madison hit the 70 million member mark, solidifying its spot as the global leader in married dating. Ashley Madison offers discretion for those seeking infidelity, and clearly, even during a global pandemic and unprecedented lockdowns, what it offers is in demand.

Following the widespread shelter-in-place orders of March 2020, Ashley Madison began to see signup numbers climb. The company found that although many members were quarantined with their spouse, the urge to cheat was higher than ever. To explore further, the company conducted several member surveys and released the [Love Beyond Lockdown](#) report in September 2020. This detailed look into marital turmoil and cheating behavior amidst a global pandemic revealed several key findings about navigating marriage and infidelity during COVID-19, including the need to seek outside support in times of uncertainty and stress.

The following report summarizes the results for Customer Statistics for the Calendar Year 2020.

Summary of Findings

For the calendar year 2020:

- New registrations totaled 5,594,798 and on average, there were 466,233 new Ashley Madison accounts registered monthly during 2020 (Further detail by region is tabulated in Appendix A):
- This report focused on a sub-set of registered accounts as an indicator of activity (Further detail by region is tabulated in Appendix B). Not all registered accounts were actively used:
 - The global ratio between Active Paid Male Customer Accounts and Active Female Customer Accounts for Ashley Madison was 1:0.7
 - The ratio is based on active accounts registered in 2020 and excluded activity from accounts registered in prior years

Approach

Registrations

Management provided a schedule asserting the statistics for customer registrations.

Management identified the customer accounts based on criteria to measure customer activity. More specifically, the customer registrations were those which:

- Registered in 2020 on Ashley Madison with or without a heterosexual preference;
- Certain customer accounts were excluded (to avoid overstating the true level of activity). For reasons that included, for example:
 - The account was flagged as irregular in the course of ongoing transaction monitoring. Irregular accounts are flagged based on criteria, such as those sending spam mail, or soliciting customers to join other sites;
 - The account was internally generated, for example for quality control testing; or
 - The account was clearly operated by a person with another account. For example, where the two accounts had certain information in common.

Active Customer Accounts

Management provided a schedule asserting the statistics for active customer accounts (“Active Customer Accounts”), based on the customer registrations and applying additional criteria to measure Active Customer Account activity.

More specifically, to identify the Active Customer Accounts to be included in the Male/Female ratios, the additional criteria applied to registered customer accounts included:

- Registered in 2020 on Ashley Madison;
- Customers logged in again more than 24 hours after registration (as evidence of activity); and
- In the case of male accounts, had purchased credits (as further evidence of activity).

Appendices

Appendices	Appendix Description
Appendix A	Registrations by Region for 2020
Appendix B	Ratio of Active Paid Male to Active Female Customer Accounts by Region for 2020

Appendix A – Registrations by Region for 2020

Region	Average Monthly Registrations of Both Male and Female Accounts
Argentina	1,749
Australia	9,505
Brazil	137,611
Canada	18,796
Switzerland	392
Chile	1,178
Colombia	5,014
Germany	1,463
Spain	4,244
France	2,035
Hong Kong	460
Israel	1,393
Italy	1,007
Japan	844
South Korea	512
Mexico	13,134
Portugal	738
Taiwan	3,264
United Kingdom	17,581
United States	220,589
South Africa	4,649
Global	466,233

Appendix B – Ratio of Active Paid Male to Active Female Customer Accounts by Region for 2020

Region	Ratio of Active Paid Male to Active Female Customer Accounts
Argentina	1: 1.0
Australia	1: 0.5
Brazil	1: 2.2
Canada	1: 0.8
Switzerland	1: 1.0
Chile	1: 0.8
Colombia	1: 2.8
Germany	1: 1.4
Spain	1: 0.8
France	1: 2.5
Hong Kong	1: 1.2
Israel	1: 0.6
Italy	1: 1.1
Japan	1: 1.0
South Korea	1: 1.0
Mexico	1: 1.6
Portugal	1: 1.3
Taiwan	1: 1.1
United Kingdom	1: 0.7
United States	1: 0.6
South Africa	1: 1.6
Global	1 : 0.7