

ruby Life Inc.
Report on Customer Statistics
For the Calendar Year 2021



ruby

ASHLEY MADISON®

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Background

ruby Life Inc. produced the following annual report for the calendar year 2021 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.

COVID-19 restrictions, lockdowns, and mandates remained top-of-mind in 2021, affecting everyday life altogether, but dating as well. Despite this, Ashley Madison saw continued interest in its service from a membership perspective, with an average of more than 12.8 thousand new members joining daily. In November 2021, the company hit the 75-million-member mark,¹ solidifying its spot as the global leader in married dating. Ashley Madison remains the prime destination for married daters seeking discretion in their extramarital affairs or non-monogamous lifestyle.

With returns to [Taiwan](#), [Italy](#), and [Germany](#), Ashley Madison expanded its community in 2021 and maintained its popularity in its other active markets. In the United States, for example, the company saw revenue jump 15% compared to its previous high point in 2015. Additionally, the Ashley Madison app was recently ranked as the fourth top grossing app on the Google Play store.

The following report summarizes the results for Customer Statistics for the Calendar Year 2021.

Summary of Findings

For the calendar year 2021:

- New registrations totaled 4,673,228 and on average, there were 389,436 new Ashley Madison accounts registered monthly during 2021 (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 1:0.6
 - The ratio is based on active accounts registered in 2021 and excluded activity from accounts registered in prior years

¹ Based on the number of signups to Ashley Madison since 2002

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 2021 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 2021 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 2021
Appendix B	Ratio of Active Paid Male to Active Female Customer Accounts by Region for 2021

Appendix A – Registrations by Region for 2021

Region	Average Monthly Registrations of Both Male and Female Accounts
Argentina	919
Australia	8,900
Brazil	63,295
Canada	19,485
Switzerland	395
Chile	869
Colombia	4,567
Germany	1,790
Spain	3,966
France	2,239
Hong Kong	364
Israel	1,236
Italy	1,559
Japan	626
South Korea	377
Mexico	8,860
Portugal	592
Taiwan	1,116
United Kingdom	16,813
United States	228,537
South Africa	5,891
Global	389,436

Appendix B – Ratio of Active Paid Male to Active Female Customer Accounts by Region for 2021

Region	Ratio of Active Paid Male to Active Female Customer Accounts
Argentina	1: 0.8
Australia	1: 0.5
Brazil	1: 1.6
Canada	1: 0.5
Switzerland	1: 0.7
Chile	1: 0.6
Colombia	1: 2.3
Germany	1: 0.9
Spain	1: 0.8
France	1: 1.5
Hong Kong	1: 0.9
Israel	1: 0.5
Italy	1: 0.6
Japan	1: 0.9
South Korea	1: 0.6
Mexico	1: 1.3
Portugal	1: 0.9
Taiwan	1: 1.3
United Kingdom	1: 0.6
United States	1: 0.5
South Africa	1: 2.1
Global	1 : 0.6