SNAP INTERACTIVE, INC.

First Quarter 2017 Earnings Call

May 11, 2017

SNAP-INTERACTIVE.COM | OTCQB: STVI

paltalk. camfrog FirstMet 50more FIRETALK tinychat

SAFE HARBOR

This presentation is for discussion purposes only. The material is based upon information that we consider reliable, but we do not represent that it is accurate or complete, and it should not be relied upon as such.

Certain statements in this presentation constitute "forward-looking statements" relating to Snap Interactive, Inc. ("SNAP," "Snap Interactive" or the "Company") made under the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that are based on current expectations, estimates, forecasts and assumptions and are subject to risks and uncertainties. In some cases, you can identify these statements by words such as "may," "might," "will," "should," "expect," "plan," "anticipate," "believe," "estimate," "predict," "optimistic," "potential," "future" or "continue," and variations of such words and other comparable terminology. All forward-looking statements speak only as of the date on which they are made. Readers are specifically directed to the Company's filings with the Securities and Exchange Commission for a description of certain risks, uncertainties and assumptions and to the discussion under "Risk Factors" in the Company's most recently filed Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other Securities and Exchange Commission filings. These risks and uncertainties, as well as other risks and uncertainties of which the Company is not aware of or which the Company does not currently believe to be material, may cause actual future results to be materially different than those expressed by these forward-looking statements. In addition, there can be no assurance that actual results will meet expectations. Actual results could differ materially because of a number of factors, including, without limitation, factors such as:

- the Company's ability to successfully integrate the operations of Snap and A.V.M. Software, Inc. (d/b/a Paltalk);
- the Company's heavy reliance on a limited number of third party platforms to run the Company's applications;
- the Company's ability to obtain additional capital or financing to execute its business plan;
- the Company's reliance on its executive officers;
- the intense competition in the Company's industry;
- the Company's ability to release new applications or improve upon existing applications and derive revenue therefrom;
- the Company's ability to develop, establish and maintain strong brands;
- the Company's ability to update its applications to respond to trends and preferences;
- the Company's ability to adapt or modify the Company's applications for the international market and derive revenue therefrom; and
- the Company's ability to generate subscribers through advertising and marketing agreements with third party advertising and marketing providers.

The Company's actual results, performance and achievements may differ materially from any future results, performance, or achievements expressed or implied by such forward-looking statements. All forward-looking statements speak only as of the date on which they are made. We do not assume responsibility for the accuracy or completeness of any forward-looking statement and you should not rely on forward-looking statements as predictions of future events. We do not undertake any obligation to update any forward-looking statement, whether written or oral, relating to the matters discussed herein, except to the extent required by applicable securities laws.

AGENDA

1. OPENING REMARKS
2. STRATEGIC OVERVIEW
3. SNAP Q1 2017 HIGHLIGHTS
4. Q&A

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Mission:

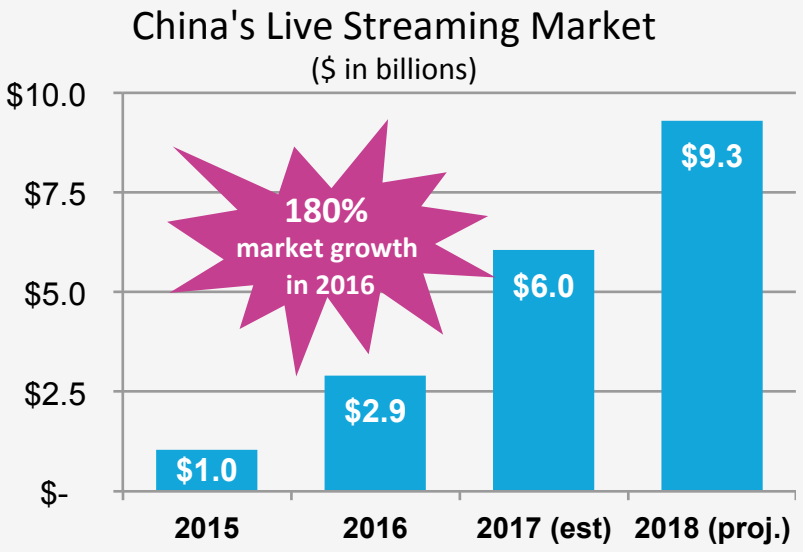
To be a leader in social products delivering live video experiences in a mobile world.

LIVE VIDEO AND STREAMING: WHERE THE MARKET IS HEADING

By 2019 online video will be responsible for 80% of global Internet traffic (Cisco, 2016)

Mark Zuckerberg:
"I see video as a mega-trend, same order as mobile."

Live Streaming is a rapidly emerging form of video entertainment…`



Source: iResearch

…which is increasingly building a global footprint

Source: Business Insider, Tech Crunch

SNAP'S VIDEO AND COMMERCIAL PLATFORM FOR GROWTH

SNAP's strong commercial & technology platform provides foundation to capitalize on growth trends

- ✓ Battle-tested proprietary technology platform for live video
  - Millions of simultaneous users broadcasting or consuming live video streams
  - Supported by a portfolio of 25 issued patents
  - Tech talent centers in two US locations, plus Russia and India
- ✓ Prominent portfolio of live video communities and interactive dating applications
  - Approximately 50 thousand new users added per day [1]
  - Large active subscriber count of approximately 183,300 in over 180 countries [1]
  - Diverse revenue model with multiple monetization streams
- ✓ Attractive balance sheet with no debt

1 *New user and subscriber data as of March 31, 2017*

SNAP'S GROWTH STRATEGY IN THE VIDEO WORLD

1. Innovate on new and existing video-centric applications
   - Extending reach of existing products to embrace Live Streaming opportunities
   - Developing new group video chat app
2. Adapt dating portfolio to embrace emerging video models
   - Integrate dating features into video chat
   - Introduce video capabilities into our dating apps
3. Enhance monetization
   - New initiatives target enhanced customer monetization
4. Accretive acquisitions
   - Historical growth through acquisition has leveraged high level of fragmentation in video and dating industries
   - Public vehicle gives us a currency and affords targets with liquidity opportunity

MERGER INTEGRATION TURNS TO INNOVATION

- ✓ Merger integration nearing completion, clearing way for strategy
  - Consolidated corporate headquarters in April 2017
  - Completed departmental consolidations including marketing, customer service and business intelligence
  - Formalized contractual relationships with all senior executives
- ✓ Innovations that will drive growth are already underway
  - Launched an Innovation Lab in Q1 2017
  - Pursuing mobile group video chat and live streaming opportunities
  - Beta launched 50 & older dating app 50more

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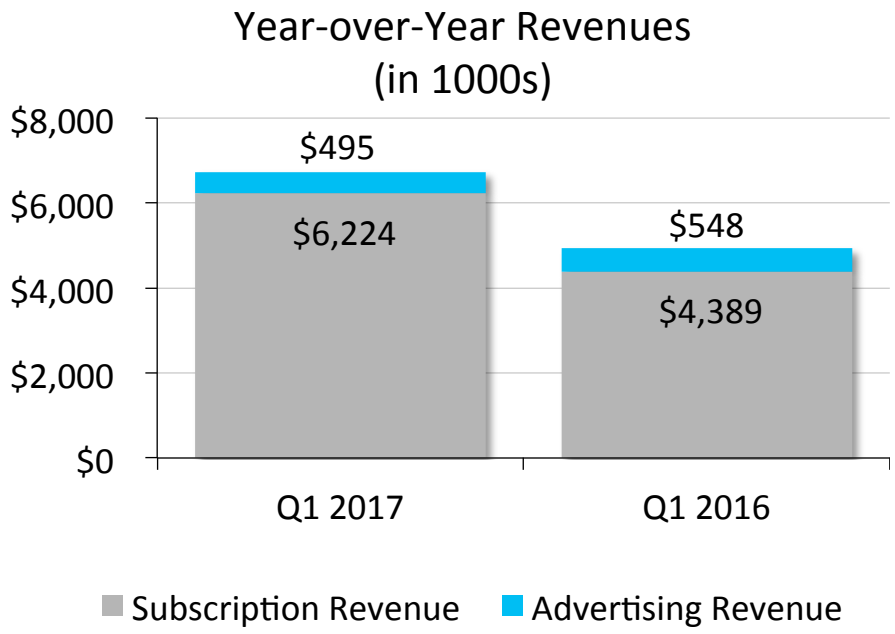
Q1 2017 FINANCIAL HIGHLIGHTS

- Revenue growth of 36.1% in Q1 2017 as a result of the addition of pre-Merger SNAP
- Adj. EBITDA for Q1 2017 of ($214) thousand includes a one-time lease cancellation expense of $225 thousand relating to Merger integration
- Cash flow from operations was $943 thousand
  - ✓ Cash and cash equivalents totaled approximately $5.0 million as of March 31, 2017, as compared to $4.1 million as of December 31, 2016
- Merger integration nearing completion

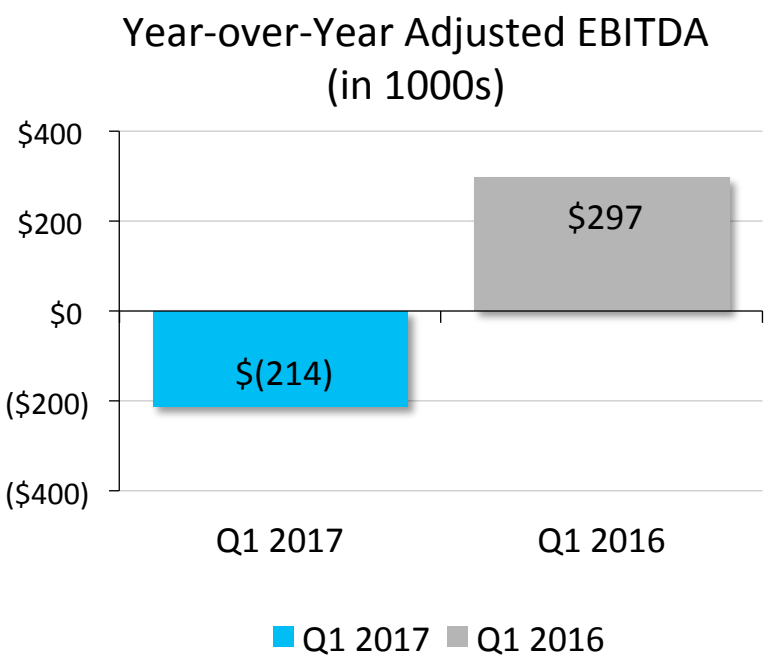
REVENUES: FIRST QUARTER 2017

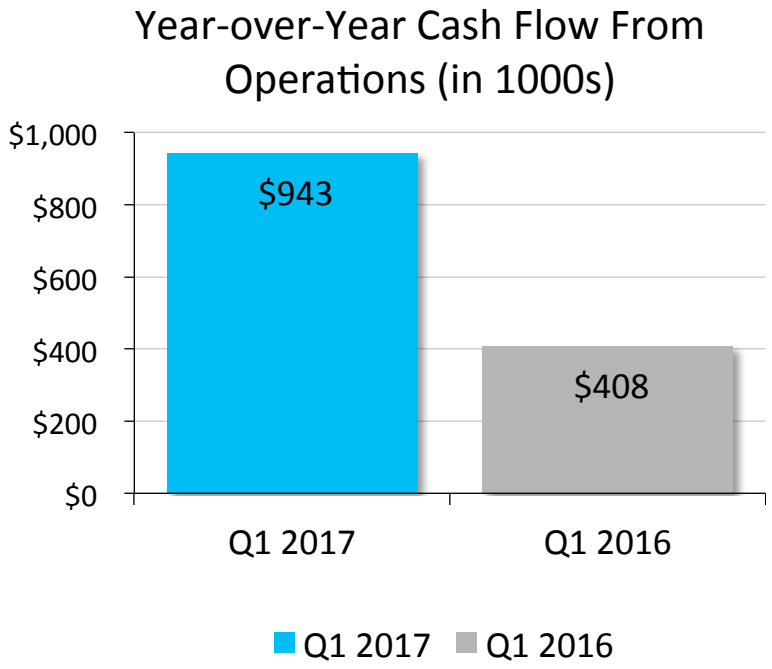
- Revenue growth of 36.1% in Q1 2017 as a result of the addition of pre-Merger SNAP
- Subscription growth of 41.8% in Q1 2017 as a result of the addition of pre-Merger SNAP



ADJUSTED EBITDA & CASH FLOW: FIRST QUARTER 2017

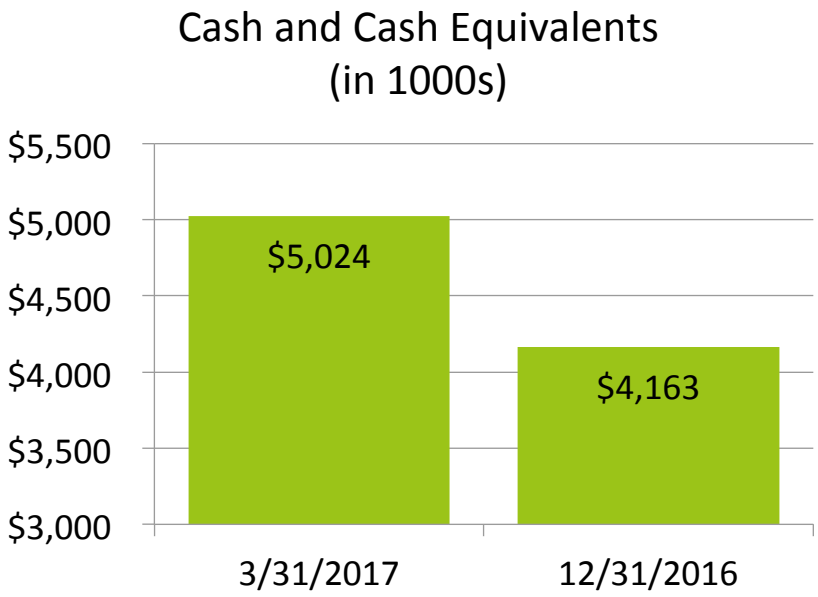
- Adj. EBITDA for Q1 2017 includes a one-time lease cancellation expense of $225 thousand relating to Merger integration
- Cash flow from operations was $943 thousand in Q1 2017





CASH AND CASH EQUIVALENTS: FIRST QUARTER 2017

- Cash and cash equivalents totaled approximately $5.0 million as of March 31, 2017, as compared to $4.1 million as of December 31, 2016



RECAP: INVESTMENT HIGHLIGHTS

- **Explosive growth market opportunity** – live video is disrupting social networking, entertainment and messaging applications
- **Established scalable platform** – proprietary live video technology and global commercial platform supports new avenues of growth
- **Growth via build + buy** – proven leadership with track record of innovation, execution and successful acquisitions
- **Pure play in live video** – a public company focused on video as the core product and not just as a feature

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APPENDIX

NON-GAAP RECONCILIATION: ADJUSTED EBITDA

Non-GAAP Financial Measures

Adjusted EBITDA is defined as net loss adjusted to exclude interest income (expense), net, depreciation and amortization expense, gain (loss) on change in fair value of derivative liabilities, loss on disposal of fixed assets and stock-based compensation expense. Adjusted EBITDA excluding Merger costs is defined as Adjusted EBITDA excluding non-recurrent expenses incurred in connection with our Merger with A.V.M. Software, Inc. The Company presents Adjusted EBITDA because it is a key measure used by the Company's management and its Board of Directors to understand and evaluate the Company's core operating performance and trends, to develop short- and long-term operational plans, and to allocate resources to expand the Company's business. In particular, the exclusion of certain expenses in calculating Adjusted EBITDA can provide a useful measure for period-to-period comparisons of the cash operating income generated by the Company's business. The Company believes that Adjusted EBITDA is useful to investors and others to understand and evaluate the Company's operating results and it allows for a more meaningful comparison between the Company's performance and that of competitors. Management also presents Adjusted EBITDA excluding merger expenses because the Company believes that excluding expenses related to the merger is useful to investors for comparing our Adjusted EBITDA for the fiscal year ended December 31, 2016 to our Adjusted EBITDA reported for other periods. Management uses these non-GAAP financial measures internally in analyzing the Company's financial results to assess operational performance and to determine the Company's future capital requirements. The presentation of this financial information is not intended to be considered in isolation or as a substitute for the financial information prepared in accordance with GAAP.

Some limitations of Adjusted EBITDA and Adjusted EBITDA excluding Merger costs as financial measures include that:

- Adjusted EBITDA does not (i) reflect cash capital expenditure requirements for assets underlying depreciation and amortization expense that may need to be replaced or for new capital expenditures; (ii) reflect the Company's working capital requirements; (iii) consider the potentially dilutive impact of stock-based compensation; (iv) reflect interest expense or interest payments on our outstanding indebtedness; or (v) reflect the change in fair value of warrants; and
- Other companies, including companies in our industry, may calculate Adjusted EBITDA differently or choose not to calculate Adjusted EBITDA at all, which reduces its usefulness as a comparative measure.

Because of these limitations, you should consider this non-GAAP financial information along with other financial performance measures reported in our filings with the Securities and Exchange Commission, including total revenues, subscription revenue, deferred revenue, net income (loss), cash and cash equivalents, restricted cash, net cash used in operating activities and our financial results presented in accordance with GAAP.

The following unaudited table presents a reconciliation of net loss, the most directly comparable financial measure calculated and presented in accordance with GAAP, to Adjusted EBITDA for the three months ended March 31, 2017 and 2016:

	Three Months	
	3/31/17	3/31/16
Reconciliation of Net Income (Loss) to Adjusted EBITDA:		
Net loss	$ (1,038,703)	$ 40,789
Interest expense (income), net	(36,813)	(285)
Depreciation and amortization expense	551,824	242,600
Stock compensation expense	309,702	14,211
Reported Adjusted EBITDA	$ (213,990)	$ 297,315