SNAP INTERACTIVE, INC.

Third Quarter 2017 Earnings Call

November 7, 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 Q3 2017 HIGHLIGHTS
4. Q&A

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

AN INNOVATIVE SOCIAL VIDEO ECOSYSTEM

One of the world's largest live video chat communities enabling users to connect and communicate across multiple devices

Addictive apps that are fun and engaging. Our users are logging in multiple times and spending many hours per month on our platforms

- **24/7 entertainment**
- **Meeting people worldwide (180 countries)**
- **Staying connected to family/friends**
- **Communicating with others that have have common interests**

SNAP'S VIDEO AND COMMERCIAL PLATFORM FOR GROWTH

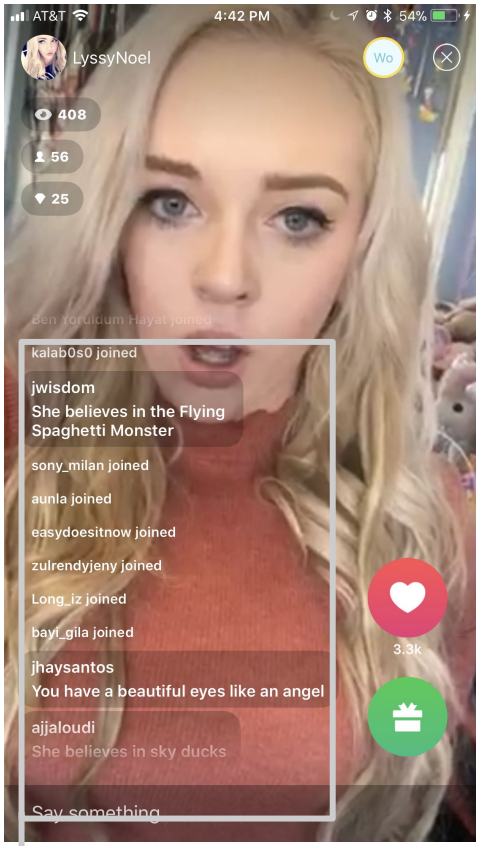
SNAP's strong commercial & technology platform provides a foundation to capitalize on growth trends

- ✓ Battle-tested proprietary technology platform for live video
  - Millions of users broadcasting or consuming live video streams
  - Supported by a portfolio of 26 issued patents
  - Tech talent centers in two US locations, plus Russia and India
- ✓ Prominent portfolio of live video communities and interactive dating applications
  - Diverse revenue model with multiple monetization streams
- ✓ Attractive balance sheet with no debt

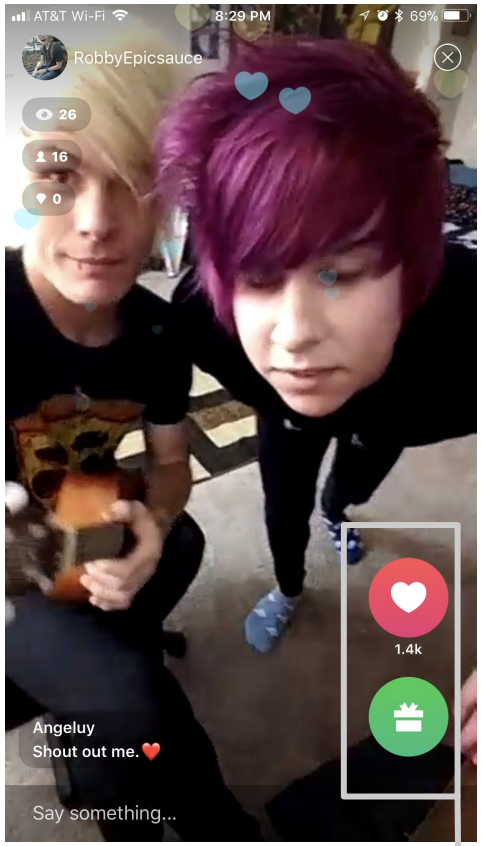
NEW INITIATIVES IN SNAP'S INNOVATION LAB

Industry	Snap Initiative	Anticipated Launch Date
Digital Video Entertainment (e.g., YouTube)	Live streaming entertainment, initially integrated into Camfrog	Launched
Messaging / Chat (e.g., WhatsApp)	Group video chat app connecting friends and family	Q4 2017
Interactive Dating (e.g., match.com)	Video-enabled dating application	Q2 2018

INTRODUCING CAMFROG LIVE



Users can interact with broadcasters via chat



Fans can send gifts -- broadcasters get a revenue share

One-to-many live streaming channels enabling content creators to earn money through virtual gifts

- Announced launch on 11/2/2017
- 175 broadcasters
- 400 hours broadcasted
- 4000+ total viewing hours

The Company expects to launch a Paltalk live streaming service in 2018

OTHER Q3 BUSINESS HIGHLIGHTS

- Launched 50more, a dating site for singles 50 and older
  - Regional focus on the Eastern US as we build user density
- Substantially completed development on a group messaging app, to be launched in Q4 2017
- Invested in R&D on applications using blockchain technology, with the first application being acceptance of bitcoin for payments at Camfrog and Tinychat
- Outsourced ad sales and operations for video chat properties to a third party agency

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
   - Leverage core technology into new group chat applications
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
   - Post merger integration including optimization of marketing spend
4. Accretive acquisitions
   - Numerous potential acquisition opportunities with significant revenue scale that offer significant value creation potential and complement SNAP’s strategic position

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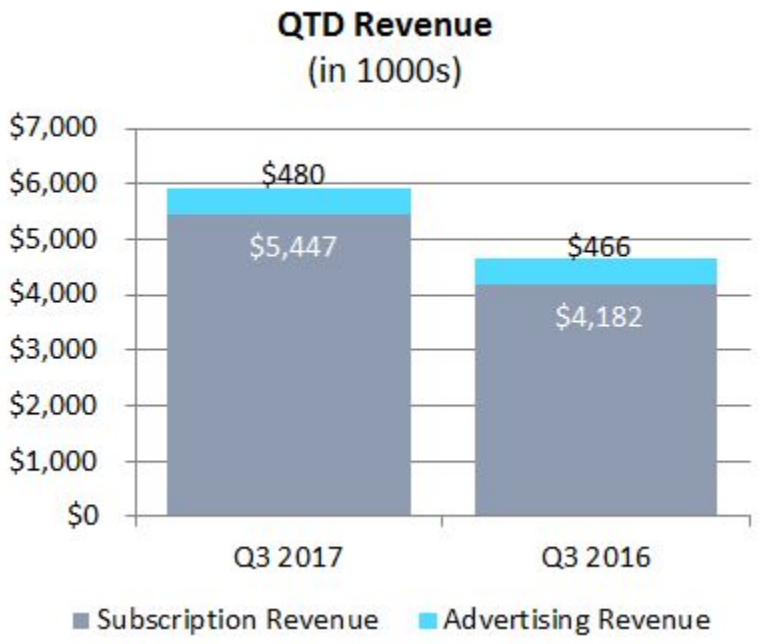
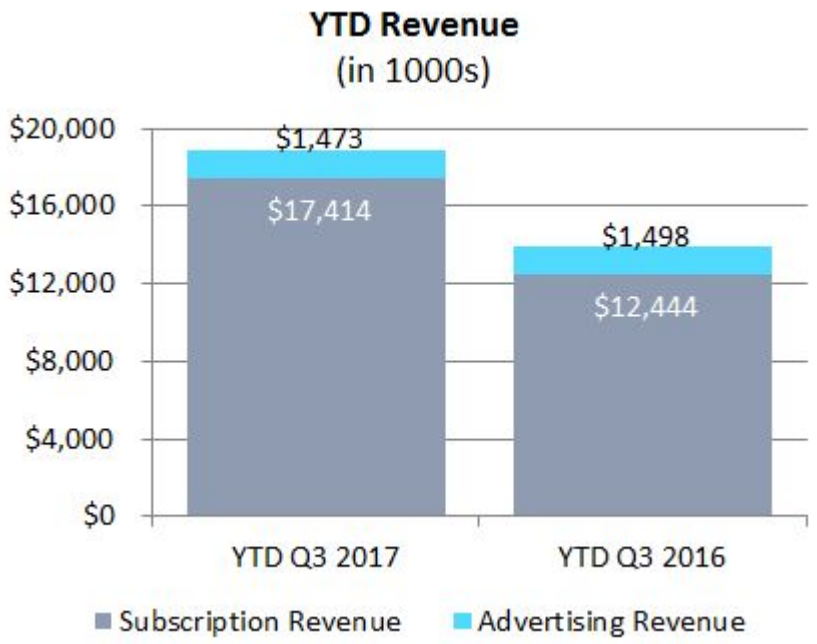
Q3 2017 FINANCIAL HIGHLIGHTS

- Quarterly revenue growth of 27.5% in Q3 2017 and YTD revenue growth of 35.5%, as a result of the addition of pre-merger SNAP
- Adj. EBITDA for Q3 2017 of $(1.1) million includes $604 thousand of one-time expenses related primarily to the LiveXLive proposed merger and the AVM merger
- YTD cash flow from operations was $(660) thousand
- Snap is completing merger integration cost reductions - full year effect of over $3 million to be realized in 2018

REVENUES: THIRD QUARTER 2017

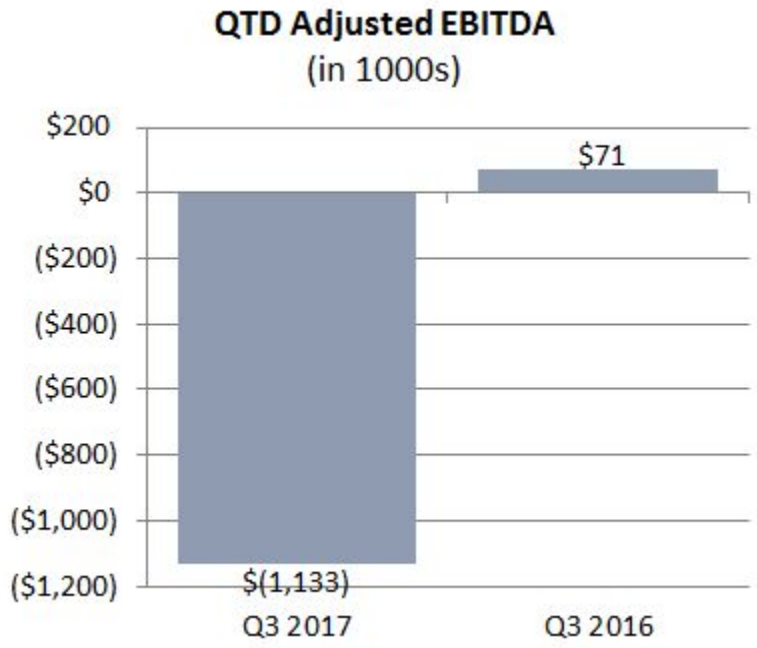
- Revenue growth driven by the addition of pre-merger Snap:
  - Quarterly revenue growth of 27.5% in Q3 2017
  - Quarterly subscription growth of 30.2% in Q3 2017

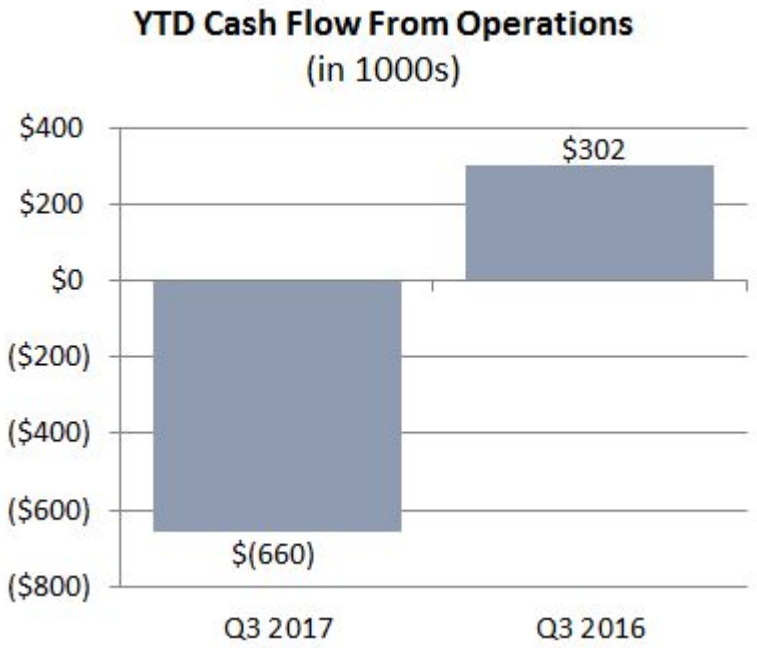




ADJUSTED EBITDA & CASH FLOW: THIRD QUARTER 2017

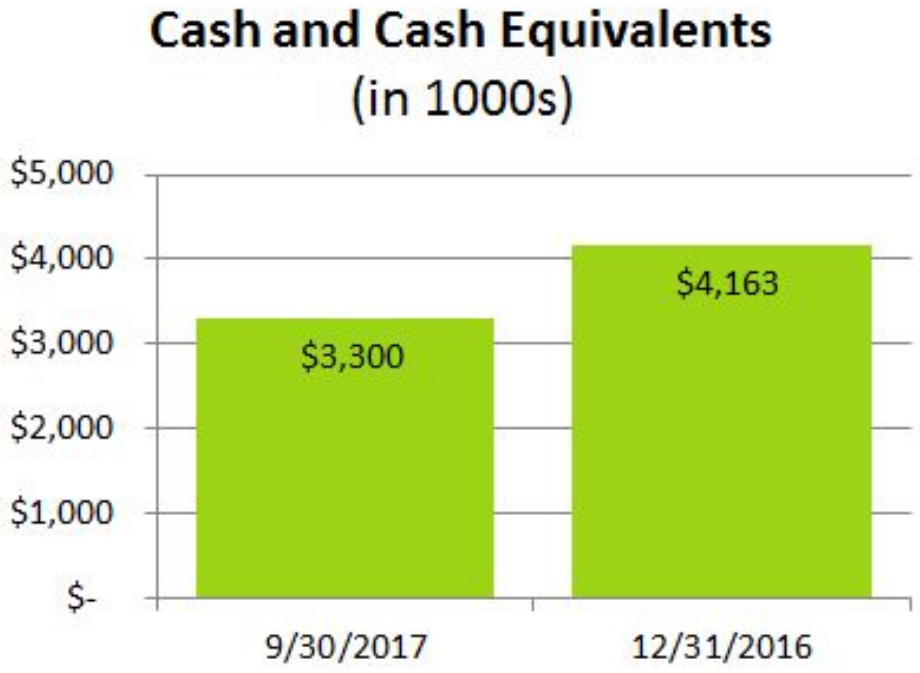
- Adj. EBITDA of $(1.1) million includes $604 thousand of one-time expenses related primarily to the proposed LiveXLive merger and the AVM merger
- Cash flow from operations was $(660) thousand for the nine months ended September 30, 2017





CASH AND CASH EQUIVALENTS: THIRD QUARTER 2017

- Cash and cash equivalents totaled approximately $3.3 million as of September 30, 2017, as compared to $4.1 million as of December 31, 2016



PHASE TWO MERGER INTEGRATION – OPTIMIZING OPERATIONS

- Completed Phase I post-merger integration including an organizational restructuring, real estate and vendor consolidation, and standardizing reporting systems
- Phase II of merger integration efforts expected to be completed by year-end 2017, including:
    - Optimization of marketing spend – focus on high ROI programs
    - Departmental consolidations – remove operational redundancies
    - Reduce outsourcing expenses
    - Technology platform unification – ongoing initiative to build a more advanced & flexible architecture

COMPLETED OVER $3 MILLION OF COST SAVINGS TO BE FULLY REALIZED IN 2018. INITIATIVES ARE EXPECTED TO ALLOW SNAP TO FUND GROWTH PLANS WITH CASH FROM OPERATIONS AND BALANCE SHEET

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, other income, net and stock-based compensation expense. 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 as a financial measure 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; or (iii) consider the potentially dilutive impact of stock-based compensation; 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 and nine months ended September 30, 2017 and 2016 :

	Three Months Ended	
	9/30/17	9/30/16
Reconciliation of Net Income (Loss) to Adjusted EBITDA:		
Net loss	$ (2,004,335)	$ 273,800
Interest expense (income), net	(7,765)	-
Other expense (income), net	-	(243)
Income tax expense (benefit)	-	(341,366)
Depreciation and amortization expense	522,988	132,882
Loss in disposal of fixed assets	17,074	-
Stock compensation expense	338,856	6,250
Reported Adjusted EBITDA	$ (1,133,182)	$ 71,323