



THE FIRST APP TO FIND THE PEOPLE YOU'VE CROSSED PATHS WITH

happn®



**IT
ALL
STARTS
IN
REAL
LIFE**



happn.[®]



happn helps its users discover the people they have crossed paths with and that they would like to find again. The app is **hyper-localised*** and uses **real-time**: every time a user crosses paths with other members, their profiles appear on his/her timeline.

*within a 250m radius



IT ALL STARTS IN REAL LIFE!

***happn* started from the premise that we encounter dozens of people every day in real life, especially in large cities, without actually meeting or getting to know them.**

happn created the very first 100% mobile dating experience to offer a facilitator and help its users to interact with those that already share a part of their world.

On the street, at work, at a party... it could be anywhere. *happn* puts real life experiences first and favors everyday coincidences. *happn* simply provides the answer to a universal desire: how can we find that handsome stranger again, the one we didn't dare approach?

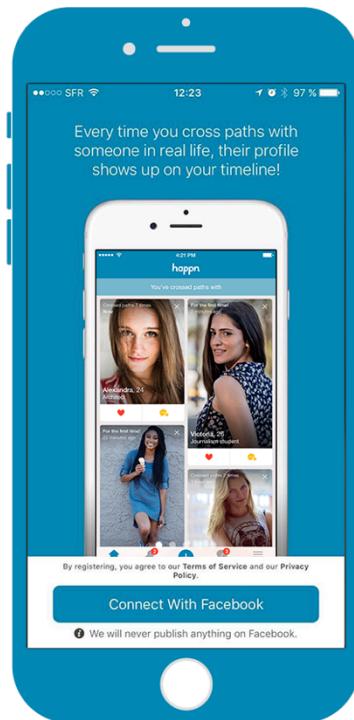
The app gives users a second chance, the chance to discover, to find a person that caught your eye, and to avoid missed connections.



The app is **free** and available for download on **iOS, Android and Windows**.

CREATE A PROFILE

The app has grown rapidly since its launch in February 2014 and *happn* has already acquired **37 million users** across **50 major cities** (including London, New York City, Sao Paulo, Buenos Aires, Paris, Tokyo, Madrid, Sydney, Bangkok, Mumbai and Hong Kong, to name a few).



Users can create a profile in just a few seconds through **Facebook Connect**: it just needs your name, gender, age and a profile picture (although you can upload up to 9 different pictures) that can be changed anytime you wish.

Additionally, you can choose to fill out the following sections:



Preferences (e.g. gender and age range of the people they are interested in meeting)



Work and Education (jobs, employers, schools)



About you (a short bio or description, up to 510 characters)

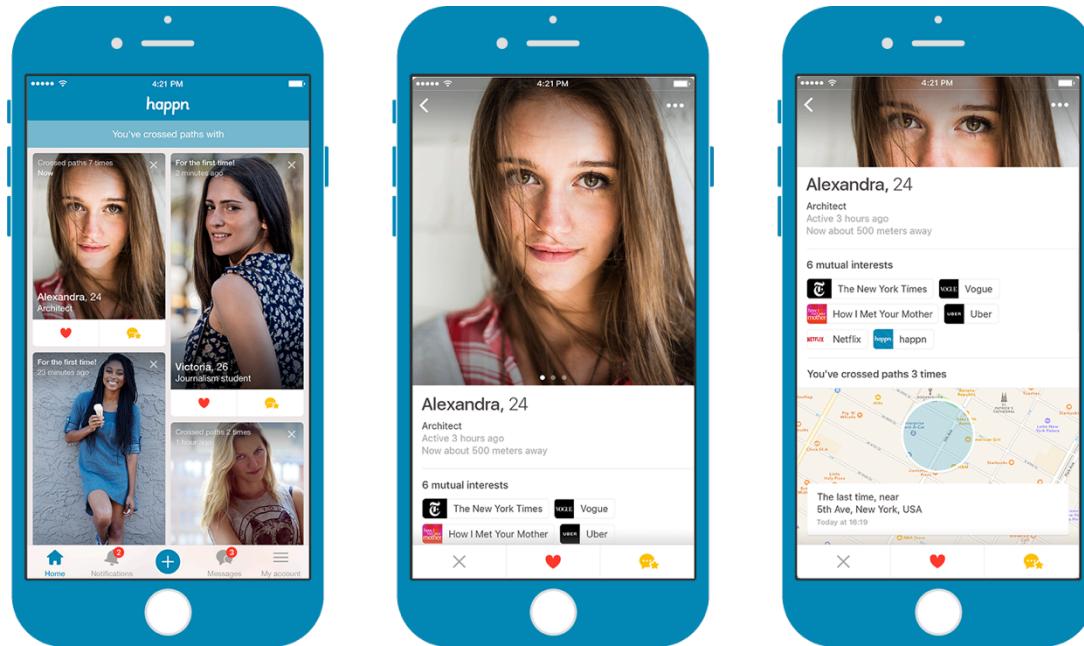


Instagram Connect (linking their profile to their Instagram account)



Add their favorite songs (through Spotify)

“CRUSH” AND START A CONVERSATION WITH OTHER USERS: HOW DOES IT WORK?



► RECIPROCITY IS KEY:

The homepage is a personal timeline of all the people each user crossed paths with according to its preferences (gender and age range):

Every time you cross paths with other happners, provided your preferences are mutual, their profiles appear in your timeline in real-time.

E.g.: If you are a woman aged 30 interested in meeting men aged from 27 to 38, your profile would only appear on men's timeline within the age range you have specified in your profile's preferences.

On every profile, users will see the number of times they've crossed paths with that person, as well as the time and approximate location of the last crossing.

► When crossing paths with someone she/he likes, the **happner** has 2 options:



“Like” the profile of the person in question (clicking on the heart icon).

This is a secret action, which means that the person whose profile has been “liked” won't be notified in any way and won't find out... unless he/she liked you spontaneously as well! In which case, it's a “Crush”! And a conversation can start.



Say Hi (clicking on the chat bubble button) to let someone know you're interested in them. Saying Hi sends* the other person a notification, which the recipient is free to ignore, dismiss or «like» back to start an in-app conversation.

*available to purchase in-app in credit packs of 10, 60, 100 or 250

AN APP THAT ALSO ENCOURAGES MEETING UP

Never before has a mobile app encouraged so many real life interactions, connections and meeting. The different features give *happn* users all the tools they need to get to know their Crushes.

happn also offers several additional features to enrich the experience of its users:



Say it with a song via Spotify

It is possible to send songs via Spotify within *happn*'s messaging service. Whether or not the user has a Spotify account, they will be able to express themselves through songs and also to list their favourite tracks on their profile.



Record and send voice messages

As well as the usual text messages, it is also possible to send audio clips of up to one minute. This gives users an original way of getting to know each other through more personal, instantaneous and meaningful exchanges.



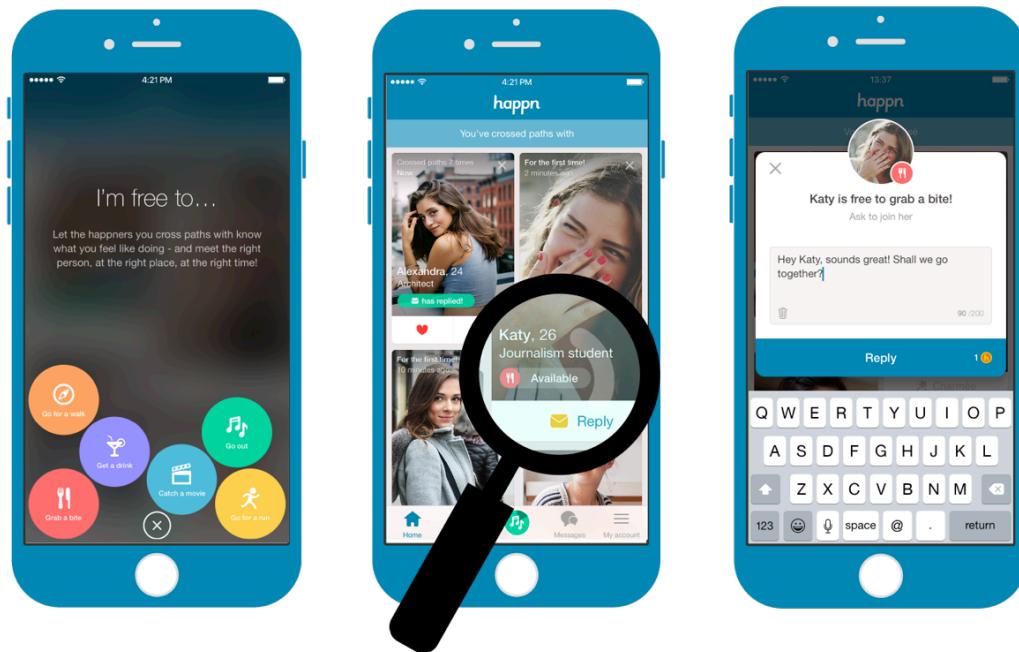
Finding each other in real life via See You There

In May 2016, *happn* went further to launch the "See You There" feature. The principle is straightforward: through the + icon users have the ability to let others know they're up for sharing an activity in the next six hours. Options include: Go for a walk, Catch a movie, Get a drink, Go for a run, Go for a walk, Grab a bite.

If another user wants to join for this activity, he/she just needs to send an message*. It will notify the person who'll be free to ignore, dismiss or accept the invite to start an in-app conversation.

When the feeling is mutual, it's a "Crush": you will then be able to eventually meet to share the activity.

*which costs 1 credit (available to purchase in-app in packs of 10, 60, 100 or 250)



SAFETY AND PRIVACY



The location of a user remains completely invisible to the other users since:

- only the last location where 2 people crossed paths is saved
- the minimum radius is limited to 250 m
- it's impossible to locate a user's precise location through the app



You can block another user or report any unwanted behavior at any time.



Facebook Connect is used only to show common friends and interests, and to prevent fake profiles.



happn will never post anything on the Facebook walls of its members without prior consent.



The concept of reciprocity guarantees an app experience without any spamming or harassment.



User data privacy and protection have always been a priority for *happn*. *happn* is not only submitted to the French Personal Data Protection Law and European Personal Data Protection Directive, which is known as one of the most protective legislation for users, but also it is particularly attentive to guarantee and to provide a high level of protection.



THE COMPANY



***happn* was co-founded by Didier Rappaport, Antony Cohen and Fabien Cohen.**

The app first launched in February 2014 in Paris, followed by London in May 2014 and New York City in September 2014.

Today, the app operates worldwide, mainly across 50 major cities* and has amassed more than **37 million users.**

*including London, New York City, Sao Paulo, Buenos Aires, Istanbul, Rio de Janeiro, Paris, Madrid, Sydney, Moscow and Mumbai to name a few.





CONTACT

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happn.

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