

# Bernard Kim

Chief Executive Officer

(He/Him/His)

Bernard Kim is the Chief Executive Officer and Board Director of Match Group, Inc., a leading provider of digital technologies designed to help people make meaningful connections. With over 20 years of leadership in the mobile, entertainment and gaming industry, Bernard manages the portfolio of brands including Tinder, Hinge, Match, Meetic, Hyperconnect, OkCupid, Pairs, Plenty of Fish, BLK, Stir and OurTime. Bernard Kim also sits on the Board of Directors of Five Below (NASDAQ: FIVE), a leading high-growth value retailer.

Bernard most recently served as Zynga's President. He built and led a global team that was responsible for Zynga's marketing, user acquisition, ad monetization, revenue, communications, consumer insights, data science, product management, business development, partnerships, M&A and player network.

Bernard was instrumental in Zynga's turnaround and helped drive the company's player engagement and monetization strategies, which are the pinnacle of live services in mobile technology today. Bernard helped grow Zynga's market cap by 300%, navigating unprecedented market conditions while expanding to new platforms, markets and audiences. Bernard led Zynga's groundbreaking acquisitions and was pivotal in the company's expansion to new markets such as blockchain gaming and hyper-casual as well as new platforms like the Nintendo Switch, Snapchat and smart home devices. In 2020, he was honored as a 'Mobile Legend' at Pocket Gamer's Mobile Games Awards.

Prior to joining Zynga, Bernard spent nearly 10 years at Electronic Arts Inc., as the company's Senior Vice President of Mobile Publishing. In that role, he oversaw EA's mobile distribution, strategy, product management, analytics, network engagement, marketing, revenue demand planning, business development, third-party publishing, and mergers & acquisitions. During his tenure at EA, Bernard also led EA's games division in Asia and helped bring EA franchises to billions of players.

Before joining EA, Bernard served as Director of Sales and Channel Strategy at The Walt Disney Company, where he led sales and retail for Disney Mobile.

Bernard holds Bachelor of Arts degrees in both Economics and Communications from Boston College.



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