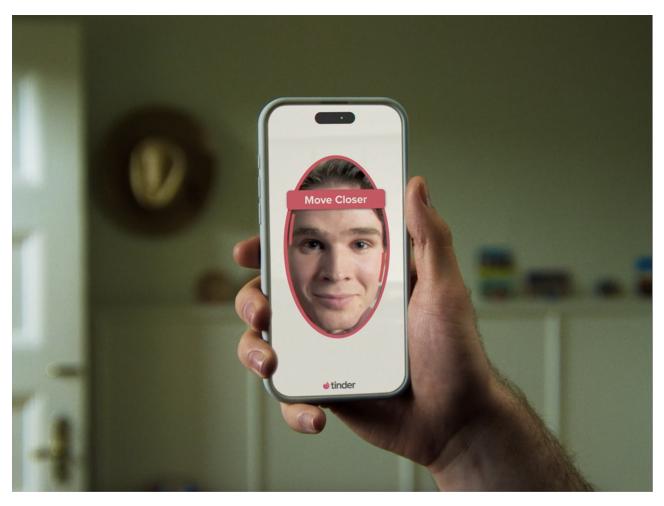
Tinder Launches New Safety Feature In Australia to Fight Bots and Boost Authenticity

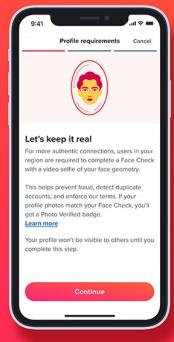
Australian Dating Bots? Not Anymore. Tinder's Face Check™ Has Arrived



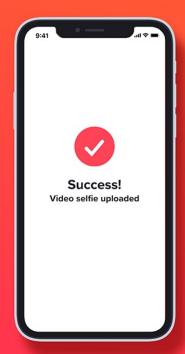
Sydney (**September 16, 2025**) — Tinder has officially launched Face Check™ in Australia - an industry-first solution designed to eliminate fake profiles and increase trust. As scammers get harder to spot, Face Check™ is part of Tinder's broader efforts to cut out bots and scammers and to help ensure authentic connections in Australia.

Face Check™ requires new users to complete a mandatory video selfie, adding an extra layer of confidence that you're matching with a real human, not a bot.









In response to user feedback, this helps improve the quality of profiles on Tinder and offer an added layer of confidence that profiles are tied to real people. Face CheckTM works through a quick video selfie that helps confirm you're live and legit, not a bot or impersonator. It compares your selfie to your profile photos to help prevent people from using someone else's pics. If your photos match, you'll automatically get a Photo Verified badge - making it easier for others to trust that you are who you say you are. It's all about making Tinder a more authentic, secure place to connect.

According to Tinder's data, being verified is one of the most appealing aspects of a dating profile, with 69% of users under 30 in Australia interested in seeing verified profiles and 66% specifically interested in seeing a profile badge to indicate verified status¹.

"Face Check™ is arriving in Australia at a time when online authenticity has never been more important," says Yoel Roth, Senior Vice President of Trust & Safety at Match Group. "From July 2024 to this July, we proactively removed 84% of spam, inauthentic, and ineligible accounts on

Tinder in Australia—without the need for a user report. Building on this, safety features like Face Check™ add an important new layer to our arsenal against fake profiles, bots, duplicates, and fraud."

Face Check™ has started to roll-out to new users in Australia.

In the last few years, Tinder has released more than 20 safety features and tools for users in Australia including <u>Warnings</u>, <u>Are You Sure and Does This Bother You</u>, <u>Reporting enhancements</u> and <u>ID Verification</u>, setting new standards for the online dating industry.

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, It Starts with a Swipe™.

Tinder, Swipe, the flame logo,	Face Check,	and It Starts with	h a Swipe are	all trademarks of	Tinder LLC.
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¹ Tinder research report 2024

https://au.tinderpressroom.com/Tinder-Launches-New-Safety-Feature-In-Australia-to-Fight-Bots-and-Boost-Authenticity