Tinder turns 10 years old this year and as our business grows ever more global and the category evolves, we have continued to evolve our Premium Features. While Tinder is free to use, a growing number of members choose to upgrade to our Premium Features. We regularly give updates on this topic in the Match Group earnings calls, it has been a while since we've talked about all the ways Tinder's Premium Features are evolving here.

For the past few years, we have offered three tiers of subscription (Tinder Plus, Tinder Gold and Tinder Platinum) as well as a la carte features like *Super Like* and *Boost*, which will remain the foundations of our Premium Features. This year, we are testing ways to take some of our most popular subscription features - like *See Who Likes You* and *Passport* - and offer them on an a la carte basis. We think an expanded set of a la carte features will give all our members more ways to find a Tinder experience that fits their budget and their needs.

When we launched our first subscription we wanted to offer younger members a lower price point than the standard price, to make Tinder affordable for those in school or early in their careers. Age and market were the only factors taken into account to determine pricing. Members 28 years and younger were able to purchase discounted subscriptions, and people in India, for instance, would see different prices from members in the US. Sexual orientation, gender, race, religion, or any other demographic characteristic have never informed, influenced or determined pricing at Tinder. And most importantly, it never will.

Last year we discontinued offering lower prices for younger members in the US, Australia, and more recently in the UK. We recently announced that we will be eliminating age based pricing for all of our members in all markets by the end of Q2 this year.

We're excited about the future and how our Premium Features can help our members stand out and find the meaningful connections they're seeking.

Tinder Plus, Tinder Gold, Tinder Platinum, See Who Likes You, Super Like, and Passport are registered trademarks of Match Group, LLC.

---

https://www.tinderpressroom.com/news?item=122527