



SPARK NETWORKS SE

Election of Administrative Board members

This document presents the candidates up for election as members of the Administrative Board:

Eric Eichmann

Managing Director of Spark Networks SE; resident in Montclair (New Jersey), USA.

Eric Eichmann joined Spark Networks in November 2019 as Chief Executive Officer. Until 2018 Mr. Eichmann was with Criteo S.A. since April 2013 where he hold the position of CEO since 2015. Prior to joining Criteo, Eric was COO at Living Social and at Rosetta Stone, SVP of Advertising Operations and Technology at AOL, and Eric was also a senior engagement manager at McKinsey & Company. Eric holds a master's degree in computer engineering from EPFL (École Polytechnique Fédérale de Lausanne), and an MBA from the Kellogg School of Management, Northwestern University. Mr. Eichmann was already selected to our Board of Directors in the past because of his particular knowledge and experience in global public companies, technology and product development, and consumer and marketing driven businesses.

Ulrike Handel I/II

Ulrike Handel is an accomplished CEO with more than 25 years of experience in the media and digital industry.

Among other things, she held various management positions at Axel Springer SE and, as CEO, was responsible for the turnaround of the listed ad pepper media group. Her strong leadership qualities and ability to rapidly create international high performing teams with a winning culture allow her to succeed with both startups and large corporations.

In her latest position, Dr. Handel was CEO of Dentsu (Germany & DACH), responsible for the transformation of the more than 3000 employees into an international marketing services group for digital consulting and transformation. Moreover she has been a member of Dentsu's EMEA Exec team and Dentsu's Global Operating Committee.

Dr. Handel primarily focuses on the development of sustainable business models based on technology innovation, the digital transformation of companies and cultural change management. She uses a strong entrepreneurial and collaborative approach to create and execute a vision, delivering strong results, focused on sustainable outcomes and structures.

She has a long lasting-standing career as a board member for a multitude of well known and high performing companies, including ad pepper media International N.V., Stepstone ASA, Namics AG, and is currently serving as Supervisory Board Member at Compugroup Medical SE & Co.KGaA and as a Supervisory Board Member for various also Private Equity-backed companies.

Ulrike Handel II/II

She has received several awards for her work - including the “Helga-Stödter-Award für Mixed Leadership“ in 2019, the Emotion Award "Women in Leadership" and "Ad Age: Women to Watch Europe " in 2018. In 2015, she received the "Manager of the Year“ Award from the female leadership organization “Generation CEO”.

She is a member of transatlantic organization Atlantik Brücke, Hamburg Chamber of Commerce (Member of the Innovation Committee), European Center for Digital Competitiveness (at ESCP Berlin), Club of European Female Entrepreneurs, 2hearts community (supporting great talents with immigration background in Europe's tech industry), Leaders for Climate Action and Generation CEO (Exclusive Club for female CEOs and Supervisory Board Members).

Ulrike Handel studied media management and economics in Hanover and Madison, Wisconsin. In addition, she holds a PhD in media studies from the University of Amsterdam, the Netherlands.

Brad Goldberg

Former executive at Microsoft Corporation and PEAK6 Investments LLC; limited partner advisor at NYCA Partners; resident in Seattle (Washington), USA.

Bradley J. Goldberg is a builder of fintech, consumer, and tech platform businesses. He is a Limited Partner Advisor at NYCA Partners and a Board Member at CellarTracker. Mr. Goldberg is an active advisor for CEOs and Founders using technology to disrupt the status quo. Mr. Goldberg served as an executive at PEAK6 Investments L.P. from 2009-2019, first as CEO, Online from 2009-2011, and then as President of PEAK6 from 2011-2019. Prior to PEAK6, Mr. Goldberg served at Microsoft from 1997-2009, first leading product management teams in Visual C++ and SQL Server, and then as an executive leading multi-billion P&Ls in Server Platforms and Search. Before graduate school, Mr. Goldberg was an Associate in strategy consulting at A.T. Kearney. Mr. Goldberg is also the founder and Chief Executive Officer of Quartz Strategic, LLC. Mr. Goldberg graduated with a Bachelor's degree in Economics from Amherst College and completed post graduate work in Japan, at the Inter-University Center for Japanese Language Studies. Mr. Goldberg earned an MBA from Harvard Business School, where he was awarded second year honors. Mr. Goldberg was already selected to our Board of Directors in the past because he possesses particular knowledge and experience in scaling global technology companies, people operations including global compensation systems, and strategic planning.

Colleen Birdnow Brown

Former CEO of Fisher Communications; member of the Boards of Directors at TrueBlue, Inc. and Big 5 Sporting Goods; resident in Parker (Colorado), USA.

Colleen Birdnow Brown serves as a director of publicly traded TrueBlue, Inc. and Big 5 Sporting Goods. She also serves as a director for privately held Port Blakely. Ms. Brown served as President and CEO at Fisher Communications from 2005 to 2013, and in the C-Suite as Senior Vice President of A.H. Belo from 2000 to 2004. Prior to 2000, she held a number of positions in the media and broadcasting industries, including President of Broadcast at Lee Enterprises from 1998 to 2000, President at 12 News (KPNX-TV, NBC) from 1995 to 1998, President of WFMY News 2 from 1991 to 1995, and station manager and CFO at KUSA-TV from 1980 to 1991. She also served in various corporate positions at TEGNA (formerly Gannett) from 1980 to 1998. Ms. Brown also served as chairman of the board of directors of American Apparel, and as a director of CareerBuilder and Classified Ventures. Ms. Brown currently serves as a director of a nonprofit, Delta Dental of Washington and SpringRock Ventures. Ms. Brown is a member of NACD, WCD, IWF, and C200. She is a NACD Leadership Fellow. She holds an MBA from the University of Colorado Boulder (1981) and a BS in Business Administration from the University of Dubuque (1979). Ms. Brown was already selected to our Board of Directors in the past because she possesses particular knowledge and experience in accounting, finance and risk management, governance and she has public company operating experience as a CEO.

Mike McConnell

Mr. McConnell currently serves as a private investor.

Mr. McConnell has previously served as Interim Executive Chairman and Chief Executive Officer of Spark Networks SE. Mr. McConnell also serves on the board of privately held Jacob Stern & Sons, Inc., an importer, exporter, processor and distributor of specialty agricultural products, since July 2019.

Mr. McConnell received a B.A. in Economics from Harvard University and an M.B.A from the Darden School (Shermet Scholar) of the University of Virginia.

Mr. McConnell brings to the Board extensive experience serving on numerous public and private company boards, both domestically and internationally, experience as chief executive officer in public companies and investment experience in private equity and hedge funds, both domestically and internationally

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Chelsea Grayson

Executive in Residence at Wunderkind (formerly BounceX); member of the Boards of Directors at Vireo Health International, Inc. and LP-KP IP Holdings, LLC; resident in Los Angeles (California), USA.

Chelsea A. Grayson is an Executive in Residence at Wunderkind (formerly BounceX), a leading marketing technologies provider, a member of the Board of Directors of Vireo Health International, Inc. (CSE: VREO) (where she Chairs the Nominating & Corporate Governance Committee and sits on the Audit Committee), a member of the Board of Directors of Loudpack, and a member of the Board of Directors of Lapmaster Group Holdings. She is also a member of the UCLA Board of Visitors for the English Department and a Board Leadership Fellow and Corporate Governance Fellow with the National Association of Corporate Directors (NACD). Previously, she was the Chief Executive Officer and a board member of True Religion, Inc. (where she chaired the audit committee) and the Chief Executive Officer and a board member of American Apparel Inc. Before joining American Apparel, Ms. Grayson was a partner in the Mergers & Acquisitions practice group of law firm Jones Day. Ms. Grayson received a J.D. from Loyola Law School and a BA from the University of California, Los Angeles. Ms. Grayson was already selected to our Board of Directors because she possesses particular knowledge and experience in corporate development and M&A, consumer marketing and business operations.

Bangaly Kaba

Head of Platform Growth at Popshop Technologies Inc.; resident in Belmont (California), USA;
Member of the Administrative Board of Spark Networks SE.

Mr. Bangaly Gaba is currently the Head of Platform Growth at Popshop Technologies Inc., a live streaming mobile marketplace that combines commerce, entertainment, and social, which he joined in June 2020. Popshop is reimagining ecommerce as a people-centric, engaging experience for both sellers and buyers across the US. From January 2020 to March 2021, Mr. Gaba was an Executive in Residence at Reforge, the leading career development company for tech professionals. Mr. Gaba served as VP of Product Management at Instacart, a grocery delivery marketplace startup with a valuation of over \$39B, from November 2018 to November 2019. At Instacart, Mr. Gaba led the Growth and Consumer organizations that built the core functionality for user onboarding, shopping, and product discovery. From February 2014 to November 2018, Mr. Gaba worked at Facebook, Inc. where his last role was the Head of Growth at Instagram. Mr. Gaba joined Instagram when it had 450M monthly actives and helped it to grow to over 1B monthly actives in just 2.5 years, making Instagram one of the world's fastest growing apps. Mr. Gaba's career prior to Facebook spanned multiple industries, including working in education as a Dean of a boarding school in Switzerland, working in finance as an Asset Manager at Lehman Brothers and Barclays Capital, and founding an e-commerce startup. Mr. Gaba holds a BA in History and Spanish from Washington University in St. Louis and an MBA in Entrepreneurship and Finance from the University of Southern California. Mr. Gaba has been selected as a nominee to our Board of Directors because he possesses particular knowledge and experience in consumer technology, building mobile digital products, and accelerating growth through social media.

Joe Whitters

Management consultant and partner at Frazier Healthcare Partners; resident in Granite Bay (California), USA; Member of the Administrative Board of Spark Networks SE.

Mr. Joseph E. Whitters is currently a partner at Frazier Healthcare Partners, a private equity firm, which he joined in 2005. Mr. Whitters represents Frazier on the boards of Orthotic Holdings, Inc, and Parata Systems, LLC. Furthermore, Mr. Whitters currently is a member of the Board of Directors of Accuray Incorporated and Cutera, Inc. Mr. Whitters has previously served on the board of directors of other publicly traded public companies, including PRGX Global, Inc., InfuSystem Holdings, Inc., Analogic Corporation, Air Methods Corporation, Mentor Corp, Omnicell, Inc.. Mr. Whitters was a member of the Audit Committee of all of these respective organizations and in many cases, he chaired the Audit Committee. He also served on the board at various privately held companies, including Rural/Metro Corp., Northfield Medical and Revionics LLC. Mr. Whitters held various finance positions of increasing responsibility at First Health Group Corporation (“FHCC”), a public managed care organization where he served as Chief Financial Officer for many years. Prior to FHCC, Mr. Whitters held various financial positions with United Healthcare and Overland Express. Mr. Whitters is a certified public accountant (inactive) and began his career in public accounting with Peat Marwick. Mr. Whitters holds a B.A. in Accounting from Luther College. Mr. Whitters has been selected as a nominee to our Board of Directors because he possesses particular knowledge and experience in accounting, finance and risk management, governance, and has public company operating experience as a CFO and experience as a chair and member of numerous audit committees of public and private companies.