Snap Interactive, Inc. (OTCQB: STVI)
Q2 2016 Earnings Call & Business Update
August 11, 2016

Safe Harbor

This presentation is for discussion purposes only. The material is based upon information that we consider reliable, but we do not represent that it is accurate or complete, and it should not be relied upon as such.

Certain statements in this presentation constitute “forward-looking statements” relating to Snap Interactive, Inc. (“SNAP,” “Snap Interactive” or the “Company”) made under the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that are based on current expectations, estimates, forecasts and assumptions and are subject to risks and uncertainties. In some cases, you can identify these statements by words such as “may,” “might,” “will,” “should,” “expect,” “plan,” “anticipate,” “believe,” “estimate,” “predict,” “optimistic,” “potential,” “future” or “continue,” and variations of such words and other comparable terminology. All forward-looking statements speak only as of the date on which they are made. Readers are specifically directed to the Company’s filings with the Securities and Exchange Commission for a description of certain risks, uncertainties and assumptions and to the discussion under “Risk Factors” in the Company’s most recently filed Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other Securities and Exchange Commission filings. These risks and uncertainties, as well as other risks and uncertainties of which the Company is not aware of or which the Company does not currently believe to be material, may cause actual future results to be materially different than those expressed by these forward-looking statements. In addition, there can be no assurance that actual results will meet expectations. Actual results could differ materially because of a number of factors, including, without limitation, factors such as:

- The Company’s ability to continue as a going concern;
- The Company’s ability to generate and sustain increased revenue levels and achieve profitability in the future;
- The Company’s ability to meet its current and future debt service obligations and comply with the covenants in the agreements governing its indebtedness;
- The Company’s ability to release new applications or improve upon existing applications and derive revenue therefrom;
- The Company’s future growth and growth strategy;
- The Company’s ability to execute its strategic plans and goals;
- The Company’s ability to anticipate and respond to changing trends and preferences;
- The Company’s heavy reliance on a limited number of third party platforms to run the Company’s applications;
- The intense competition in the online dating marketplace;
- The Company’s reliance on its executive officers; and
- The success of new applications and application features on user engagement, user conversion and our results of operations.

The Company’s actual results, performance and achievements may differ materially from any future results, performance, or achievements expressed or implied by such forward-looking statements. All forward-looking statements speak only as of the date on which they are made. We do not assume responsibility for the accuracy or completeness of any forward-looking statement and you should not rely on forward-looking statements as predictions of future events. We do not undertake any obligation to update any forward-looking statement, whether written or oral, relating to the matters discussed herein, except to the extent required by applicable securities laws.

Agenda

- ✓ **Opening Remarks**
- ✓ **Strategic Overview**
- ✓ **SNAP Q2 2016 Highlights**
- ✓ **Q&A**

STRATEGIC OVERVIEW

Q2 Focused on Two Longer-Term Strategic Imperatives

- Financial/strategic alternatives to refinance or retire Senior Convertible Note

- Grow revenue with the user database as the catalyst

- Q2 Tactics:
  - Strategic
    - Exploring strategic alternatives
    - Invest in new product launch for Q4 launch
  - Financial results and milestones
    - Stable revenue on slightly lower marketing
    - Continued expense reductions
    - Cleaned up cap structure by exchanging warrants for common stock (July)
    - Shored up cash with term loan (July)

Snap Interactive Strategic Alternatives

- Earlier today, Snap issued a press release titled:
  "Snap Interactive Announces Proposed Merger With Paltalk"

- Full press release is available on our website:
  www.snap-interactive.com

- Federal securities laws restrict further disclosure at this time

Investment in New Product Launch

- Q2 product development resources were mostly dedicated to building a new dating product
- New product has 3-fold economic potential:
  - Reactivating users who have discontinued use of FirstMet
  - Cross-selling users who are active on FirstMet
  - Co-registering newly acquired users to multiple products
- The new product will target an audience of 50 years and older
  - One of the fastest growing market segments[1]
  - Substantial overlap with our existing user database
- Expected timing of launch: Q4

1. Pew Research in February 2016 found that usage of dating sites by users aged 55-64 had doubled between 2013 and 2015

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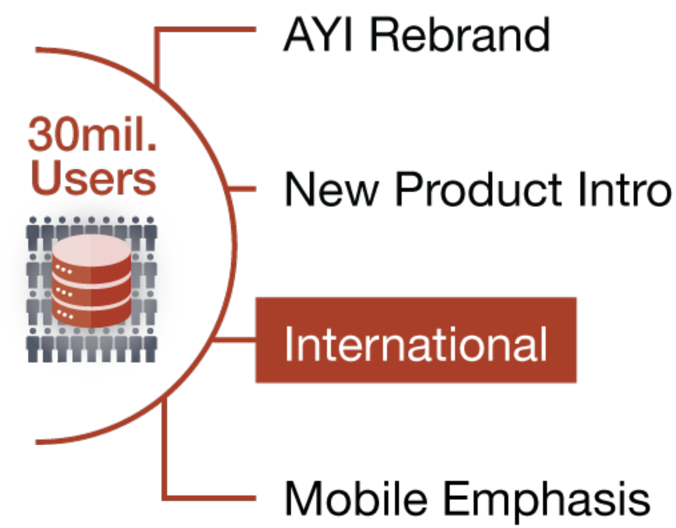
SNAP Growth Strategy – International

Cultivate and expand the portfolio, building on the user database

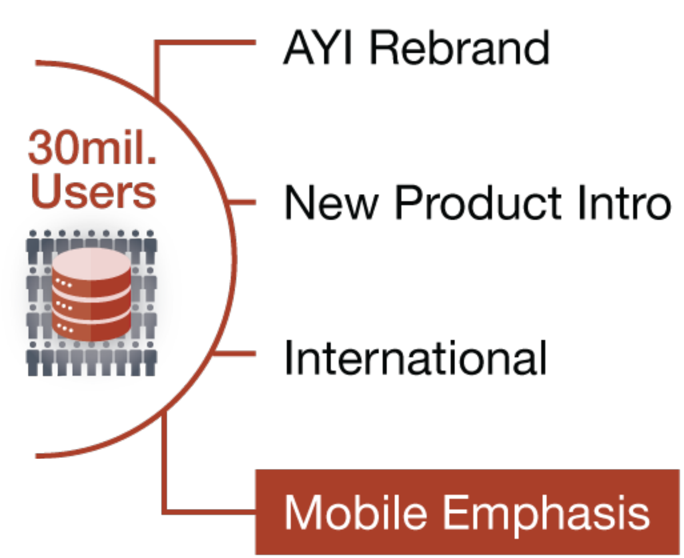


International:

- Translated all or portion of FirstMet into nine languages
- Accessing large emerging markets like Brazil and Turkey for the first time
- Early user traction in smaller markets such as Greece

SNAP Growth Strategy – Mobile

Cultivate and expand the portfolio, building on the user database



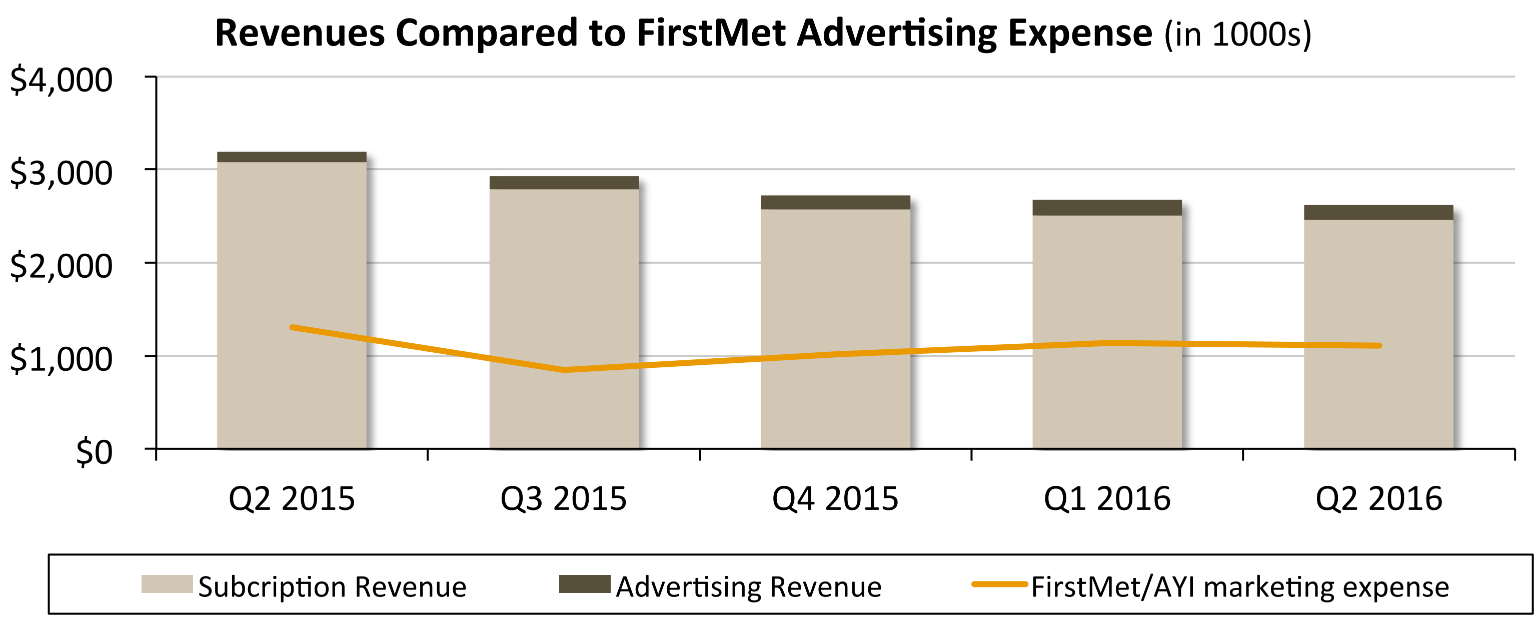
Mobile Emphasis:

- All new FirstMet iPhone & Android apps
- Greater than 50% of usage in on mobile platforms
- Focus of FirstMet product innovation will be on mobile
- Center of gravity of marketing investment is shifting to mobile

SNAP Q2 2016 Highlights

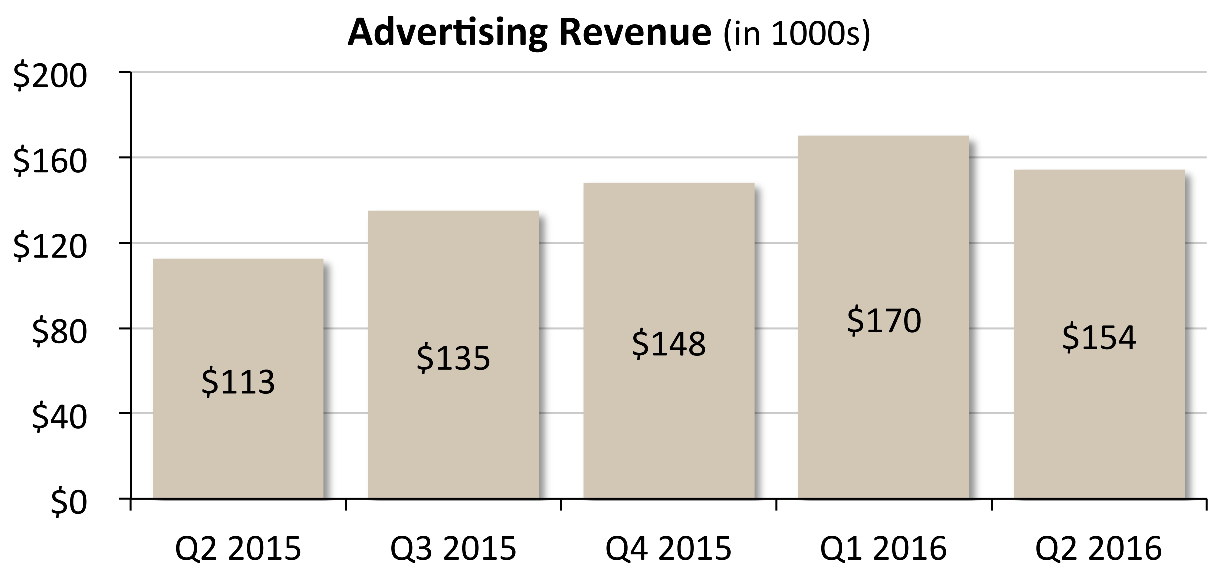
Q2 2016: Level Revenue

- Total Q2 2016 revenue of $2.6 million nearly flat on the prior quarter
  - FirstMet advertising spend in Q2 2016 was 2.2% lower than in Q1 2016
- We believe the year-over-year comparison in revenue is driven by a decrease of FirstMet advertising expense of approximately 14.9%



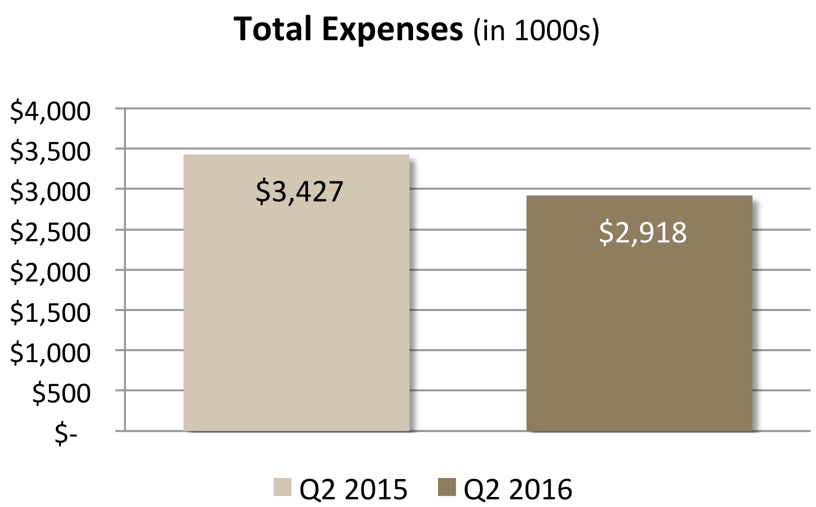
Q2 2016 Advertising Revenue

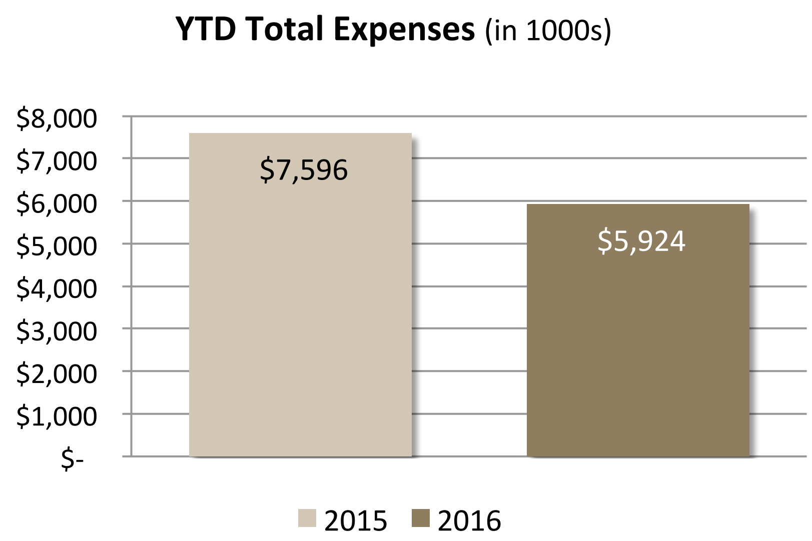
- 37% improvement over Q2 2015
- Decline relative to Q1 was primarily driven by A/B testing and optimization



Managing Expenses to Improve Profitability (1)

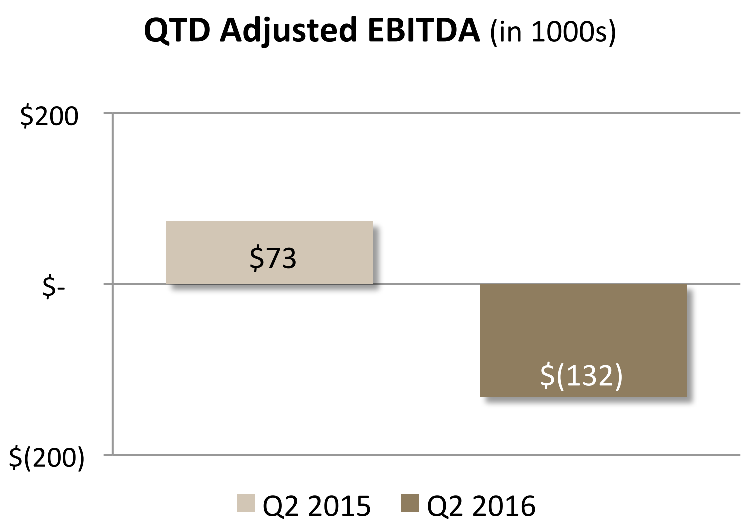
- Q2 2016 total expenses down $509 thousand, a decrease of 15% year-over-year
- First half 2016 total expenses down $1,672 thousand, a decrease of 22% year-over-year

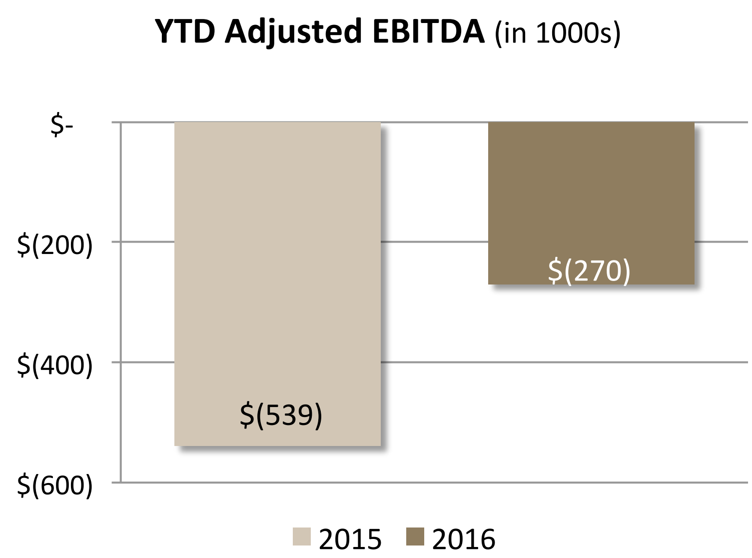




Managing Expenses to Improve Profitability (2)

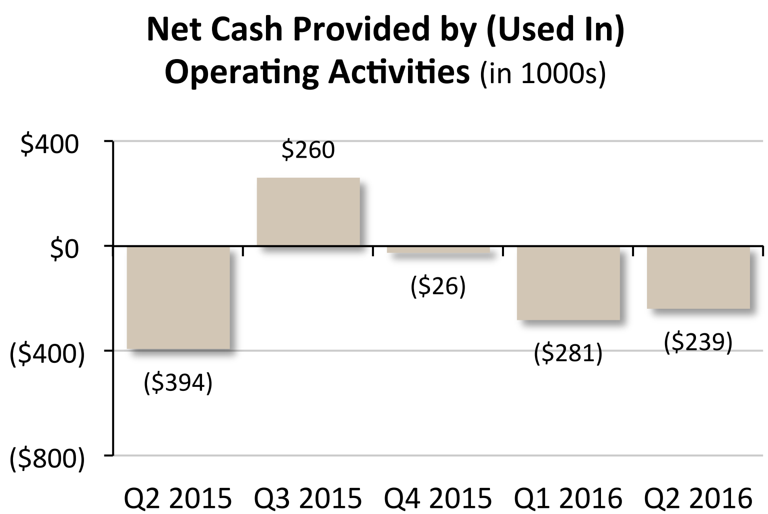
- Q2 2016 Adjusted EBITDA performed unfavorably in the year-over-year comparison
- However, in the first half of 2016, Adjusted EBITDA is $269 thousand higher than the comparable period in 2015

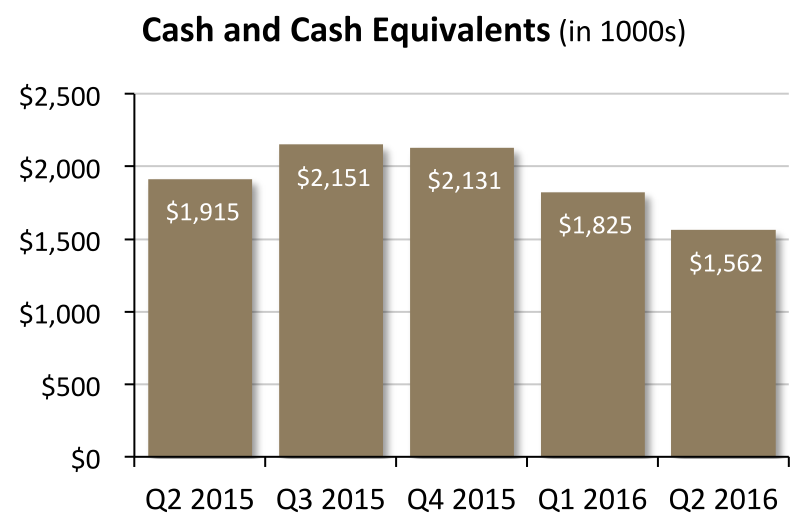




Cash Flow and Balances for Q2 2016

- Net cash used in operating activities was $239 thousand, a $155 improvement over Q1 2015
- Q2 2016 cash and cash equivalents approximately $1.6 million
- Subsequent event: $250k term loan from A.V.M. Software, Inc. (d/b/a Paltalk)
- Debt maturity is a significant focus presently





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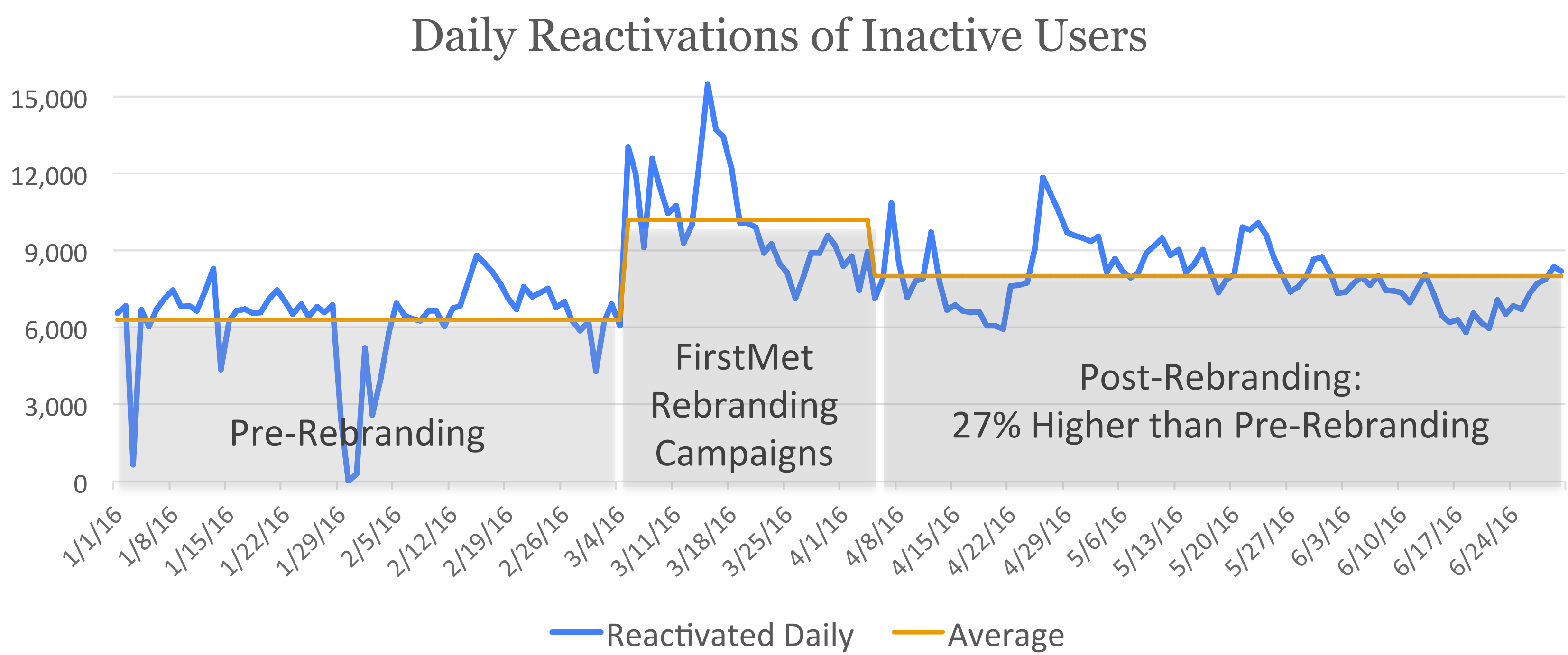
Ongoing Benefits of Rebranding: Reactivation

- Reengagement campaigns accompanying the FirstMet rebrand created a surge in reactivated users
- Ongoing level of user reactivation is 27% higher than pre-rebranding



Reactivations of 30-day-inactive users via email, Iphone notifications, and Android notifications

Non-GAAP Reconciliation: ADJUSTED EBITDA

Non-GAAP Financial Measures
Adjusted EBITDA is defined as net loss adjusted to exclude interest income (expense), net, depreciation and amortization expense, gain (loss) on change in fair value of derivative liabilities, loss on disposal of fixed assets and stock-based compensation expense. The Company presents Adjusted EBITDA because it is a key measure used by the Company's management and its Board of Directors to understand and evaluate the Company's core operating performance and trends, to develop short- and long-term operational plans, and to allocate resources to expand the Company's business. In particular, the exclusion of certain expenses in calculating Adjusted EBITDA can provide a useful measure for period-to-period comparisons of the cash operating income generated by the Company's business. The Company believes that Adjusted EBITDA is useful to investors and others to understand and evaluate the Company's operating results and it allows for a more meaningful comparison between the Company's performance and that of competitors. Management uses this non-GAAP financial measure internally in analyzing the Company's financial results to assess operational performance and to determine the Company's future capital requirements. The presentation of this financial information is not intended to be considered in isolation or as a substitute for the financial information prepared in accordance with GAAP.

Some limitations of Adjusted EBITDA as a financial measure include that:
- Adjusted EBITDA does not (i) reflect cash capital expenditure requirements for assets underlying depreciation and amortization expense that may need to be replaced or for new capital expenditures; (ii) reflect the Company's working capital requirements; (iii) consider the potentially dilutive impact of stock-based compensation; (iv) reflect interest expense or interest payments on our outstanding indebtedness; or (v) reflect the change in fair value of warrants; and
- Other companies, including companies in our industry, may calculate Adjusted EBITDA differently or choose not to calculate Adjusted EBITDA at all, which reduces its usefulness as a comparative measure.

Because of these limitations, you should consider this non-GAAP financial information along with other financial performance measures reported in our filings with the Securities and Exchange Commission, including total revenues, subscription revenue, deferred revenue, net income (loss), cash and cash equivalents, restricted cash, net cash used in operating activities and our financial results presented in accordance with GAAP.

The following unaudited table presents a reconciliation of net loss, the most directly comparable financial measure calculated and presented in accordance with GAAP, to Adjusted EBITDA for the three and six months ended June 30, 2016 and 2015:

	Three Months Ended		Six Months Ended	
	6/30/2016	6/30/15	6/30/2016	6/30/15
Reconciliation of Net Income (Loss) to Adjusted EBITDA:				
Net loss	$ (842,244)	$ (258,986)	$ (2,342,136)	$ (1,478,165)
Interest expense (income), net	427,306	430,611	852,977	667,015
Depreciation and amortization expense	35,269	35,188	71,784	96,007
Loss on disposal of fixed assets	-	-	-	79,628
Loss (gain) on change in fair value of warrants	110,000	(410,000)	856,575	(410,000)
Stock compensation expense	137,258	276,592	291,032	506,455
Adjusted EBITDA	**$ (132,411)**	**$ 73,405**	**$ (269,768)**	**$ (539,060)**

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QUESTIONS & ANSWERS

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