

ASHLEY MADISON®

Report on Customer Statistics

FOR THE CALENDAR YEAR 2022



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Background

ruby Life Inc. produced the following annual report for the calendar year 2022 showcasing the stability of its membership and business from a year-over-year perspective. Unlike other dating services (married or otherwise), ruby Life Inc. has produced the following report to provide insight, transparency, and clarity for those looking to understand or join its healthy community of like-minded individuals.

In 2022 Ashley Madison dove deeper into the non-monogamy space. The company released [*The Next Generation of Non-Monogamy*](#) report in June 2022. The report detailed the societal shift to non-monogamy from traditional monogamous relationships and revealed that women are leading the way in non-monogamous relationships, debunking the myth that they are more programmed for or in favor of monogamy than men are. Additionally, Ashley Madison saw continued interest in its service in 2022 from a membership perspective, with an average of more than 12.2 thousand new members joining daily and remains the premier destination for married daters seeking discretion in their extramarital affairs or non-monogamous lifestyle.

With returns to [Argentina](#), [Mexico](#), [Colombia](#), and [Chile](#), Ashley Madison expanded its community in 2022 and maintained its popularity in its other active markets. In the United States, for example, the company hit a major milestone and achieved record revenue with a 46% increase since 2015.

The following report summarizes the results for Customer Statistics for the Calendar Year 2022.

Summary of Findings



4,463,335
Annual
Registrations

Further detail by region is tabulated in Appendix A



371,945
Average Monthly
Registrations

Global Ratio Between Active Paid Males and Active Females



Further detail by region is tabulated in Appendix B.
Not all registered accounts were actively used.

New registrations totaled **4,463,335** and on average, there were **371,945** new Ashley Madison accounts registered monthly during 2022.

This report focused on a sub-set of registered accounts as an indicator of activity. The ratio is based on active accounts registered in 2022 and excluded activity from accounts registered in prior years.





Approach

Registrations

Management provided a schedule asserting the statistics for customer registrations.

Management identified the customer accounts based on criteria to measure customer activity. More specifically, the customer registrations were those which:

- Registered in 2022 on Ashley Madison with or without a heterosexual preference;
- Certain customer accounts were excluded (to avoid overstating the true level of activity).

For reasons that included, for example:

- The account was flagged as irregular in the course of ongoing transaction monitoring. Irregular accounts are flagged based on criteria, such as those sending spam mail, or soliciting customers to join other sites;
- The account was internally generated, for example for quality control testing; or
- The account was clearly operated by a person with another account. For example, where the two accounts had certain information in common.

Active Customer Accounts

Management provided a schedule asserting the statistics for active customer accounts (“Active Customer Accounts”), based on the customer registrations and applying additional criteria to measure Active Customer Account activity.

More specifically, to identify the Active Customer Accounts to be included in the Male/Female ratios, the additional criteria applied to registered customer accounts included:

- Registered in 2022 on Ashley Madison;
- Customers logged in again more than 24 hours after registration (as evidence of activity); and
- In the case of male accounts, had purchased credits (as further evidence of activity).



Appendices

Appendix A

Registrations by Region for 2022

Appendix B






















Ratio of Active Paid Male to Active Female
Customer Accounts by Region for 2022



Appendix A

Registrations by Region for 2022






















Average Monthly Registrations of Both Male and Female Accounts

 Argentina	1,723
 Australia	9,473
 Brazil	40,077
 Canada	21,542
 Switzerland	431
 Chile	1,558
 Colombia	2,707
 Germany	2,441
 Spain	4,097
 France	2,719
 Hong Kong	418
 Israel	1,122
 Italy	2,418
 Japan	624
 South Korea	352
 Mexico	10,710
 Portugal	641
 Taiwan	1,021
 United Kingdom	18,893
 United States	229,254
 South Africa	3,547
Global	371,945

Appendix B

Ratio of Active Paid Male to Active Female Customer Accounts by Region for 2022

Ratio of Active Paid Male to Active Female Customer Accounts

 Argentina	1 : 0.5
 Australia	1 : 0.5
 Brazil	1 : 1.5
 Canada	1 : 0.5
 Switzerland	1 : 0.8
 Chile	1 : 0.6
 Colombia	1 : 1.1
 Germany	1 : 1.3
 Spain	1 : 0.8
 France	1 : 1.9
 Hong Kong	1 : 0.9
 Israel	1 : 0.6
 Italy	1 : 0.9
 Japan	1 : 0.8
 South Korea	1 : 0.7
 Mexico	1 : 1.2
 Portugal	1 : 1.1
 Taiwan	1 : 1.2
 United Kingdom	1 : 0.7
 United States	1 : 0.5
 South Africa	1 : 2.5
Global	1 : 0.6