

2025 Year-End Review & Q1 2026 Performance

From scale to efficiency – building a category-defining platform at the intersection of recovery, community, and commerce.

Investors, stakeholders, and friends –

2025 was a year of scale. Q1 2026 is the year of **efficiency**. Across every segment of our ecosystem – Dating, Community, and the Loosid Sober Shop – we are generating more revenue per dollar spent, retaining more of what we earn, and deepening the engagement that compounds long-term value.

This report summarizes the full arc: the record-setting growth of 2025, followed by a Q1 2026 that demonstrates our ability to tighten operations without sacrificing momentum. As we approach the Q1 2026 launch of **SAM™ AI**, the financial profile we are handing into the next chapter is materially stronger than the one we started the year with.

Loosid was founded on the principle that business can be both profitable and purpose-driven. These priorities are not competing interests — they are foundational to sustainable growth.

Market Perspective

The economic and social costs of addiction and substance misuse now exceed **\$1.5 trillion annually** in healthcare burden, lost productivity, and diminished quality of life. As mental-health challenges and overdose rates persist, the need for accessible, stigma-free recovery support remains both urgent and unmet.

While traditional measures like TAM provide useful indicators of opportunity, we believe long-term success should also be assessed through tangible human impact – what we call **Return on Life (ROL)**: the extent to which our platform improves well-being, connection, and long-term outcomes for the individuals we serve. Our 2025 results demonstrate that financial growth and mission-driven impact scale together.

2025 At A Glance

A diversified, revenue-generating ecosystem emerged across Dating, Community, and the Loosid Sober Shop – delivered through disciplined growth, operational optimization, and the successful launch of new revenue channels.

TOTAL REVENUE

\$1.15M

+75.64% YoY

SOBER SHOP
REVENUE

\$379K

+10,776% YoY

GROSS OVERALL
ROAS

70.4%

+33.1% YoY

RENEWAL REVENUE

\$346K

+128.3% YoY

SUBSCRIPTION
REVENUE

\$710K

+19.5% YoY

GROSS SUB. ROAS

66.68%

+41.9% YoY

Financial Headlines

- **Total Overall Revenue:** \$655,221 → \$1,150,839 (+75.64%)
- **Loosid Sober Shop Revenue:** \$3,489 → \$379,461 (+10,775.9%)
- **Total Subscription Revenue:** \$594,232 → \$710,013 (+19.5%)
- **Ad Revenue (In-App Placements):** \$57,500 → \$61,366 (+6.7%)
- **Renewal Revenue:** \$151,786 → \$346,557 (+128.3%)

- **Gross Overall ROAS:** 52.9% → 70.4% – every \$1 of marketing spend now generates **\$0.70** vs. \$0.53 last year

The year-over-year decline in active subscriptions (3,313 → 2,584) reflects a deliberate enforcement initiative to remove fraudulent and inauthentic accounts and prevent re-entry. The short-term revenue trade-off was intentional: we materially improved user trust, engagement quality, and platform safety – the core drivers of sustainable retention and higher lifetime value. The doubling of renewal revenue is early confirmation the strategy is working.

Engagement That Compounds

With only a modest increase in marketing allocation, Loosid delivered exponential growth in core user activity. Engagement is not just rising – it is **deepening across the full funnel**, from discovery to connection to conversation.

Core Dating Activity (YoY)

METRIC	2024	2025	CHANGE
Total Dating Interactions	20.9M	35.1M	+68.1%
Messages Sent	571K	1.83M	+220.5%
Matches Created	59.9K	207K	+246.3%
Profiles Viewed	14.1M	25.3M	+79.6%
Matches Tab Visits	985K	2.06M	+108.7%
Likes Tab Visits	613K	1.22M	+98.4%

Premium Feature Engagement (YoY)

FEATURE	2024	2025	CHANGE
Flirts	123K	472K	+282.8%
Super Likes	103.7K	167.8K	+61.9%
Dating Boosts	49.4K	68.3K	+38.3%
Bookmarks	21.3K	30.7K	+44.7%

Users are increasingly opting into paid actions to enhance visibility and outcomes – a direct signal of **rising purchase intent**, stronger perceived value of premium features, and expanding monetization opportunities inside the existing base.

Lifetime Scale

TOTAL SESSIONS

21.7M

Ecosystem-wide

FRIENDSHIPS INITIATED

191K

Community

INSTALLS TO DATE

443K

Dating + Community

Lifetime dating engagement tells the longer story: **40M+ profile crosses, 17M profile ticks**, and millions of matches, messages, and likes – a scale of interaction that reflects improving product-market fit, clearer user flows, and growing comfort with in-app connection. High-volume non-premium actions create a natural funnel into paid features, while rising match and messaging activity strengthens monetization readiness.

Sober Shop: From Proof-of-Concept to Commerce Pillar

In 2025, the Loosid Sober Shop transitioned from an early-stage launch into a meaningful revenue channel. Sales scaled from **\$11.0K in 2024 to \$381.6K in 2025**

(+3,364%), driven by rapid new-customer acquisition, a **4x improvement in conversion rate** (0.60% → 2.62%), and systematic optimization across infrastructure, checkout, and merchandising.

- **Orders:** 170 → 6,766 (+3,880%)
- **Net sales:** \$9.5K → \$334.9K
- **New customers:** 5,992
- **Returning customer base:** 578 – the early formation of a repeat-purchase engine

With only six months of 2024 operations to compare against, these results represent true year-one to year-two scaling, validating strong product-market fit and establishing the Sober Shop as a core monetization pillar within the Loosid ecosystem.

SAM™ AI — Launching Q1 2026

SAM™ AI extends the Loosid ecosystem beyond social connection into **personalized, proactive recovery support powered by AI**. Even in its current limited release, SAM generated **43.23K user actions in 2025 (+138% YoY)** – early, concrete demand for AI-driven support.

Built on enterprise-grade AWS infrastructure with healthcare-level security and compliance, SAM is purpose-built for deployment with large employers, universities, and healthcare partners. It learns longitudinally from user behavior and recovery patterns, proactively detects elevated risk *before users ask for help*, and improves continuously through a compounding proprietary dataset competitors cannot easily replicate.

The dual-market model – consumer and enterprise – maximizes reach and monetization potential, positioning SAM™ AI as a **high-margin, defensible growth engine** within Loosid's long-term platform strategy, benefiting from AI health-tech valuation multiples while delivering stable, recurring revenue through multi-year enterprise contracts.

Loosid Marketplace & Partnerships

The Loosid Marketplace now spans **43 mission-aligned brands** across non-alcoholic beverages, mental health, sleep, wearables, and lifestyle, with **10 priority partners** identified for deep integration into the SAM AI ecosystem. As SAM B2B approaches launch, partnerships are shifting from static offers to intelligent, need-based interventions – early meetings are underway to embed top brands directly into SAM's recommendation engine.

Anchor relationships with **BetterHelp, BrainTap,** and **BACtrack** continue to validate strong demand for therapy access, brain fitness, and accountability tools. BetterHelp alone generated **\$58K+ in affiliate revenue** in 2025 and is expanding access through insurance acceptance.

SEO: A Compounding Growth Engine

From 2024 to 2025, both the Loosid App and Sober Shop achieved substantial organic growth, materially strengthening long-term traffic and revenue potential.

PROPERTY	CLICKS	IMPRESSIONS	KEYWORDS
Loosid App	+90.16%	+1,344.42%	+1,106.56% 6,069 total
Sober Shop	+1,121.21%	+1,479.29%	+621.62% 331 total

The Sober Shop holds top-3 rankings for high-intent terms like *sober clothing* and *sobriety art* that directly drive sales. SEO is now a durable, compounding growth engine across the ecosystem – and one that reduces long-term dependence on paid acquisition.

Q1 2026 — The Efficiency Story

The headline of Q1 2026 is simple: **we retained the majority of revenue while operating on a materially smaller budget.** Across Dating, Community, and Sober Shop, each dollar of marketing spend is now producing more output. The quality of our growth has improved.

DATING ROAS
0.86
+39% vs Q4 2025

COMMUNITY ROAS
0.36
+31% vs Q4 2025

SOBER SHOP ROAS
1.28
+25% vs Q4 2025

Dating **EFFICIENCY +39%**

Marketing efficiency improved materially. Revenue remained relatively stable despite a significant reduction in spend – a direct indicator of stronger output per dollar.

PERFORMANCE OVERVIEW

- **Spend reduced 41.33%**, while revenue declined only 18.87%
- Retained **80%+ of revenue** on less than 60% of prior budget
- ROAS improved from **0.62 → 0.86** – a ~39% lift

ACQUISITION & CONVERSION

Session volume declined only ~17.7% against a 41.33% spend cut – traffic generation became materially more efficient. Trial starts and conversions both declined ~29%, and conversion rate itself was unchanged, meaning the drop was driven by lower volume, not weaker performance.

ENGAGEMENT

Top- and mid-funnel activity (premium features, browsing) held relatively stable, declining 20–34%. Deeper actions saw larger reductions – messaging ~40%, matches ~45% – a familiar pattern of gradual drop-off as users move into higher-intent interactions. Early-stage engagement is durable; deeper engagement is where we expect renewed spend to convert best.

Community EFFICIENCY +31%

The Community App operated more efficiently, generating stronger revenue relative to spend.

PERFORMANCE OVERVIEW

- Revenue: **\$7,479** → **\$5,914** – retained 79% on 61% of prior spend (\$27,301 → \$16,538)
- ROAS improved from **0.27** → **0.36** – a ~31% lift

USER ACTIVITY

- Session Starts: ~1.17M → ~1.14M (nearly flat)
- Feed Taps: ~76.9K → ~56.4K
- Messages Sent: ~72.0K → ~58.7K

ENGAGEMENT

Early-stage interactions were stable: **Sober Tips Opens** held at ~10K, community post engagement declined modestly, and daily gratitude posts remained active (~9.5K). Deeper actions – post replies, post creation – saw natural drop-off, while marketplace activity stayed present but showed more sensitivity in conversion-oriented taps. Under a ~40% spend reduction, the platform's core loops held.

Sober Shop **EFFICIENCY +25%**

The Sober Shop is the clearest expression of efficient growth this quarter: **revenue rose while spend fell.**

PERFORMANCE OVERVIEW

- Revenue: **\$101,837 → \$108,252 (+6.30%)**
- Spend: **\$99,837 → \$84,650 (-15.21%)**
- ROAS: **1.02 → 1.28 (+25%)**

ORDER & MONETIZATION EFFICIENCY

- Orders: 1,802 → 1,831 (+1.6%)
- AOV: **\$51.12 → \$54.87 (+7.3%)**
- Spend per Customer: \$71.68 → \$72.85 (+1.6%)

CUSTOMER DYNAMICS

Growth is increasingly powered by repeat customers – a meaningful signal of brand strength.

- Returning customer rate: 13.1% → 13.9%
- Returning revenue: **\$15,492 → \$20,726 (+33.8%)**
- New customer revenue: \$86,345 → \$88,931 (+3.0%)

TRAFFIC, CONVERSION & CHANNEL MIX

Sessions were essentially flat (+0.5%), conversion rate held at 2.42%, and mobile now represents ~84% of traffic. Paid social revenue contracted ~15%, yet total revenue grew – direct evidence that organic, direct, and email channels are carrying more weight, improving diversification and reducing dependence on paid acquisition.



Key Drivers Behind the Improvement

Product, Conversion & Marketing Efficiency

Strategic upgrades across site infrastructure, checkout flow, merchandising, and testing materially improved conversion. With only a modest increase in marketing spend across 2025, Loosid generated multi-hundred-percent growth in engagement and premium feature usage – meaningfully higher activity per dollar invested.

Retention, Trust & Revenue Quality

Renewal revenue more than doubled – from **\$151,786 to \$346,557** – reflecting improved long-term retention and stronger revenue quality. The fraud-detection and account-verification initiative removed inauthentic users and prevented re-entry, trading short-term subscription volume for a more sustainable, higher-LTV base.

Brand Momentum & Ecosystem Expansion

Top-performing products, accelerating direct traffic, and expanding geographic demand (notably **Michigan, Massachusetts, Texas, and Arizona**) demonstrate strengthening product-market fit and growing brand equity. Combined with the emergence of the Sober Shop, Loosid now operates as a **scalable, multi-channel growth model**.

Looking Ahead to 2026

We enter 2026 with strong momentum and a clear roadmap. The centerpiece is the **full standalone launch of SAM™ AI in Q1 2026** – extending the Loosid ecosystem beyond social connection into proactive, AI-powered recovery support, designed to scale across both consumer and enterprise channels.

In parallel, we are accelerating our shift from paid acquisition toward **organic, creator-led growth** through our partnership with **Young With Solutions**, a leading TikTok marketing agency with a track record of scaling **Nike, Apple, Disney, Sephora, and Amazon**. The strategy is deliberate: reduce reliance on ad spend, increase

marketing efficiency, and build a durable organic growth engine that compounds over time.

As we move into 2026, our priorities remain centered on innovation, disciplined execution, and mission-aligned growth – expanding the Loosid ecosystem across AI, community, dating, and commerce while strengthening long-term retention, revenue quality, and real-world impact.

Tactical Asks

To support the next phase of growth, we are selectively engaging with investors and strategic partners aligned with our long-term vision. We welcome introductions to **institutional investors, family offices, and aligned partners** interested in subscription-based platforms, healthcare-adjacent enterprise SaaS & B2B, and e-commerce & consumer marketplaces.

For those considering participation through our **Reg D offering (accredited investors only)**, or for any investment-related inquiries, please contact **MJ Gottlieb** directly.

Closing Thoughts & Gratitude

Loosid's growth reflects more than strong execution – it reflects a shared belief in building something that truly matters. 2025 proved we can scale. Q1 2026 proves we can do it efficiently. The combination is what makes the next chapter so promising.

We are grateful to our community, partners, and investors for the trust that continues to fuel our mission and momentum. Thank you for standing with us as we continue this journey.

With appreciation,

MJ Gottlieb

Co-Founder & CEO, Loosid App LLC