

Tinder asks Gen Z members in South East Asia, would they put themselves on the list of things they love?

Partners with Intellect to give members free access to mental wellbeing resources

Singapore, 27 October 2021: Tinder South East Asia has launched a mental wellbeing initiative *#BeThereForYou*, in collaboration with Intellect, Asia's fastest-growing mental health app, to offer free mental health resources that include access to therapy sessions to its members in the region, urging daters to check in on themselves first.

With this initiative, Tinder hopes to encourage members to show themselves some love and take care of their own mental wellbeing. Starting today until 15 November 2021, existing and new Tinder members in Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam can sign up for free 6-month access to Intellect, where they can access a suite of self-guided programmes developed by a panel of clinical health experts and a free live coaching session led by certified behavioural health coaches.

More than half of all Tinder members are Gen Z (18 to 25-year-old young adults). The emotional impact created by the pandemic has accelerated a new normal in every aspect of their lives including being more open on Tinder. It led Tinder members to be more vulnerable with mentions of *'self-love'* increasing in Tinder bios by 550% in Indonesia, 200% in Vietnam and 170% in Thailand and *'mental health'* by 320% in the Philippines and 165% in Singapore; with profile opening lines seen expressing that they are on a "journey of self-love" and "if you can't love yourself, how would you love somebody else?"

"As our members adjust to a new normal, we recognise that taking care of one's emotional well-being is of foremost importance. Our members are being more vulnerable in their Tinder bios and self love is an important first step in making new connections. Working with Intellect, we hope to bring to our members in Southeast Asia an accessible way for them to check in on themselves.", said **Gaurav Girotra, General Manager - Tinder & Match Group, Southeast Asia.**

Theodoric Chew, CEO and Co-founder of Intellect said, *"We see a surging need for mental health support globally and across different demographics, especially among Gen Z. We're very excited about our partnership with Tinder to comprehensively push mental wellbeing support to Gen Z users across Southeast Asia, where millions more will now have access to relatable support in their daily lives."*

How to access:

1. Sign up or log in to your Tinder account
2. Look out for the Tinder x Intellect Swipe Card with details and swipe right to retrieve your unique access code
3. You will be prompted to download the Intellect app and register with your email address
4. Login using the exclusive access code

5. Browse through self-help resources and guides or book a live coaching session with a certified behavioral health coach for a session over chat, audio or video calls.

Tinder members who sign up between 27 October and 15 November 2021 will enjoy free access to the Intellect app for 6 months from the date they sign up.

**By signing up, Tinder members are solely responsible for any data they may voluntarily provide directly to a third party service provider unaffiliated to Tinder. Tinder will not share members' data.*

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ABOUT TINDER

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 450 million times and led to more than 65 billion matches.

ABOUT INTELLECT

Intellect is a modern-day mental health company with a mission to make mental healthcare and wellbeing support accessible for everyone.

Intellect is the largest and fastest growing mental health tech company in Asia, serving over 2.5 million users and leading organisations globally, through our mental health platform. Intellect was also selected as one of Google's Best Apps of 2020.

Intellect is backed by leading investors including Insignia Ventures Partners, Y Combinator, XA Network, and an extensive list of family offices, big tech executives & renowned angel investors

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