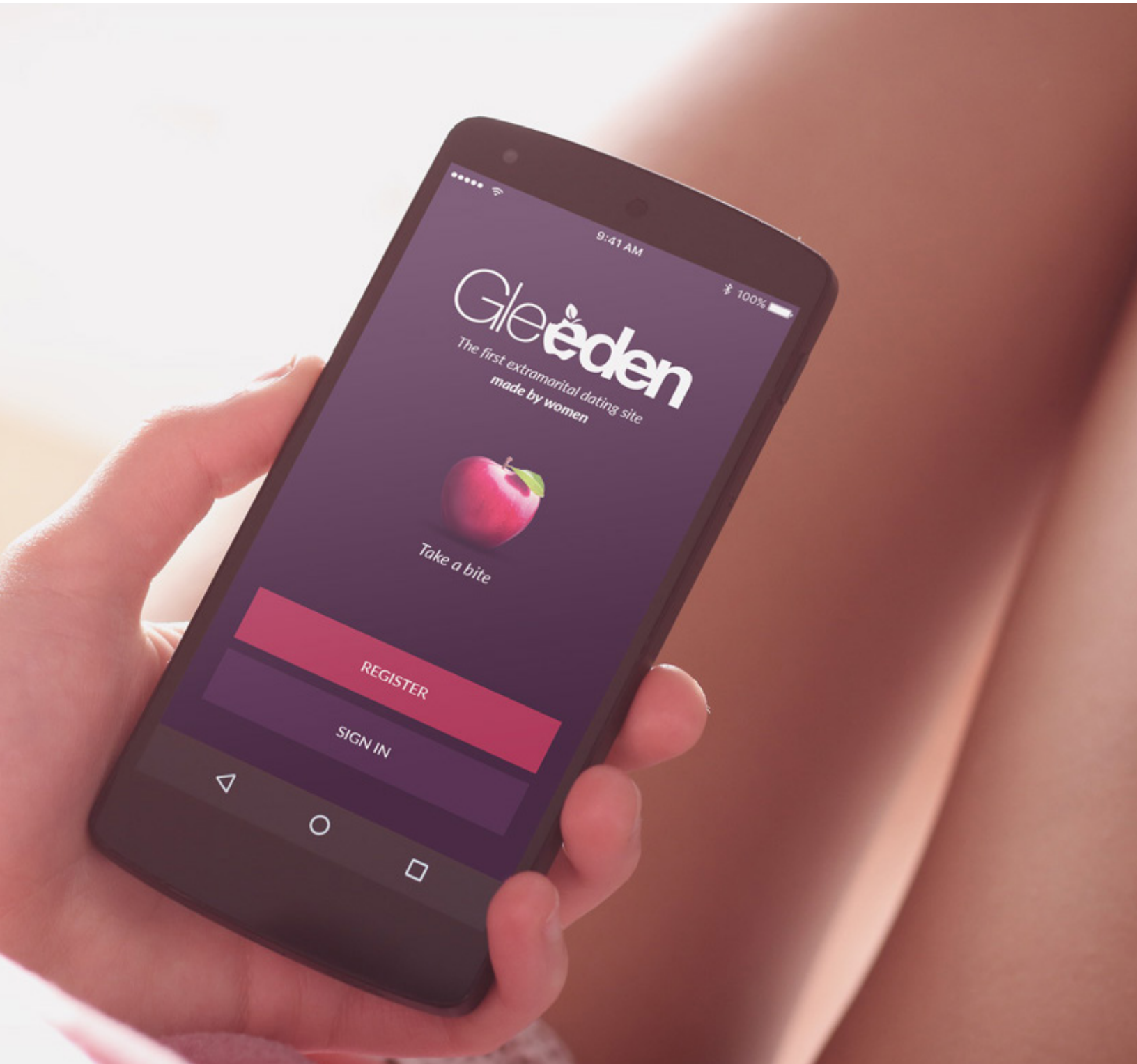
Gleeden

Press Kit 2020



The most confidential website for extra marital encounters

Launched in France in 2009, Gleeden is the first website in Europe dedicated exclusively to people who are married or in a relationship and want to indulge in an extramarital affair.

According to the online dating industry, 30% of people who subscribe to traditional dating websites lie about their status and pretend to be single when, in reality, they are already in a relationship or married.

Gleeden, on the contrary, offers the niche a safe and discreet place where they can meet other people with the same desires and needs, in complete transparency and without hypocrisy and lies.

Discretion, protection and anonymity are the values that lead us and that we offer to our special community.

Over the past 10 years, Gleeden has become the leading website in extra-marital encounters in Europe, India and Latin America and it counts today over 6 million subscribers.

Did you know?

The name Gleeden comes from the contraction of the words Glee and Eden.

ALL THE NUMBERS OF GLEEDEN IN INDIA



The 1st dating website dedicated exclusively to married people and managed by a team composed only by women

Over 6 million subscribers worldwide

Since 2009, leading website in the extra-marital dating industry

70% of the subscribers are men, the most of which are married or in a domestic partnership

30% of the subscribers are women, the most of which are married or in a long-term relationship

34% of the encounters lead to a real date in the next 10 days

8 lakhs, the number of Indians looking for an affair on Gleeden

THE EXTRAMARITAL DATING SITE MADE BY WOMEN







Did you know?
48% of women looking for extra-marital encounters choose Gleeden to find a lover
(survey IFOP 2016)

Created by women for women

Gleeden set another record: to be the one and only dating website entirely conceived and managed by a team of women to meet the needs of a female audience. From marketing to design, every aspect of
Gleeden is taken care by women: between ladies, we speak the same language, we know what we need and we share the same values. Women are in charge on Gleeden and that's why is women's favorite
extra-marital dating website!

Women's favorite platform for extra-marital encounters

Thanks to its elegant design and to features specifically developed to attend upon women's needs, Gleeden is a secure and safe platform where to meet new friends in total discretion. That's why women are the most active subscribers on Gleeden!

A team of expert to cast off prejudices

In a society that, when it comes to infidelity, forgives men and condemns women, Gleeden teamed up with a circle of experts for the purpose of knocking down the wall of mistrust and misunderstanding about infidelity and encouraging society to embrace a more open-minded vision of love, marriage and couple.

INNOVATION IN THE NAME OF DISCRETION

Our IT team is constantly developing new updates and features to guarantee Gleeden's community the most discretion, safety and protection.



The "Panic Button" offers immediate disconnection from Gleeden in case of emergency.
By clicking the ESC button of the keyboard at any time, members are automatically disconnected from Gleeden and redirected to a webpage of their choice.



The Discrete Icon option, that allows members to replace the official app icon (the apple of Gleeden logo) with a more anonymous design able to go unnoticed amongst the other apps on the screen.

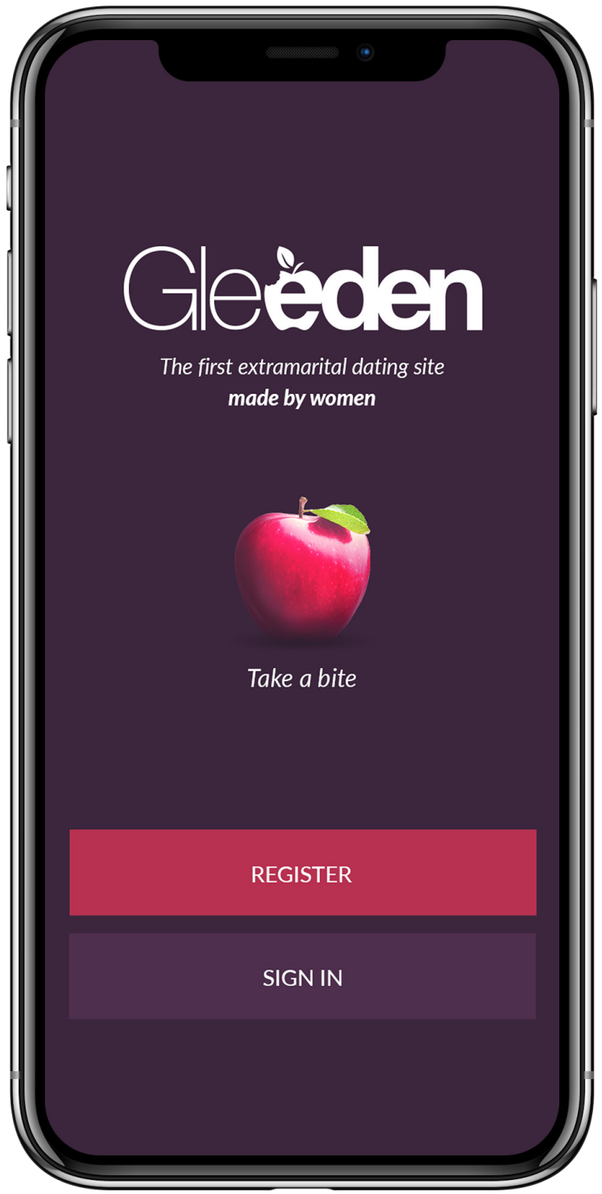


Private Albums, where members can upload private pictures that cannot be seen without their authorization. Members can grant or revoke access to their private album as they please.



Up with the times to keep up with you!

Gleeden is available for PC, Mac, tablet and smartphone.





"Shake to Exit" allows members to exit and close the app immediately by simply shaking their device. With just a quick shake of the phone, members are immediately disconnected from Gleeden and redirected to webpage of their choice.

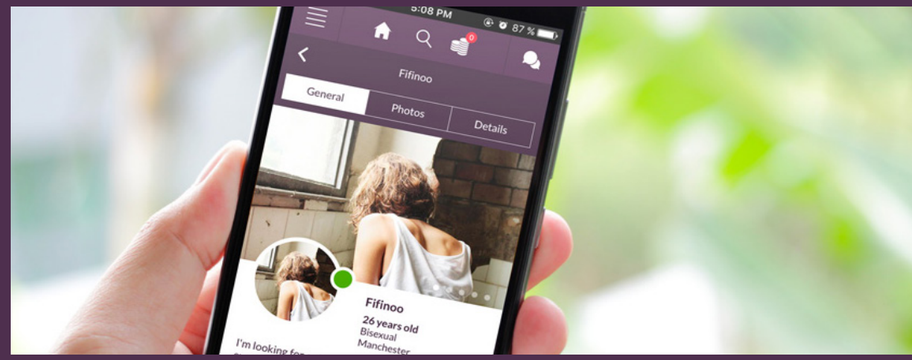


The Discrete Mode, offer members the option of changing Gleeden's signature interface (purple theme) with a blue theme. To snoopy eyes, it will look like the user is surfing a social network.

SAFE & CONFIDENTIAL

Safety, privacy and protection of personal data are our utmost priority. That's why here at Gleeden we are constantly busy in thinking, developing and releasing new options and features to offer our community a safe and secure place where to connect discretely.





The transaction source / description on your bank statement will always be a generic one

Complete protection and safeguard of your personal data

The strictest moderation policy thanks to our team operating 24/7

All the profiles are verified to be 100% real people behind

A user-friendly system to report abuses and fake profiles in real time



OUR MILESTONES IN NUMBERS

DECEMBER 2009

100.000 pre-registrations before the official launch!

DECEMBER 2010

500.000 subscribers in less than one year

NOVEMBER 2011

1 million subscribers

MARCH 2014

2 million subscribers, Gleeden is the most popular extra marital online dating website in Europe!

MARCH 2016

3 million subscribers and counting!

APRIL 2017

Gleeden arrives in India: in its first year the platform hits 1.3 lakhs of subscribers without any communication activity.

FEBRUARY 2018

4 million subscribers worldwide, of which **3.5 lakhs comes from India.**

OCTOBER 2018

After the Supreme Court ruled that adultery is no longer a crime, Gleeden faces a veritable boom of subscriptions: with **over 5 lakhs members in India**, Gleeden has the Country's biggest community for extramarital dating!

OCTOBER 2019

Gleeden hits 6 million subscribers from 29 countries all over the world!

JANUARY 2020

Gleeden hits **8 lakhs** active subscribers in India.

Since its launch, Gleeden has been bringing to Indians a new way to fulfill their desire for extramarital encounters and built India's biggest and strongest community of unfaithful. The constant growth of Gleeden's community mirrors the evolution of Indian current society in which infidelity will no longer be considered a taboo.

MEDIA'S FAVOURITE OBSERVATORY OF INFIDELITY IN INDIA

Thanks to its large community of over 6 million unfaithful members, of which over 8 lakhs are from India, Gleeden regularly runs surveys and studies about different topics concerning love, sex and relationships. Over the time, the website has become media's favoured observatory to monitor the evolution of the infidelity in contemporary society.

Did you know?

77% of Indian women cheat because they are bored by their monotonous married life.

72% of unfaithful Indians don't regret having cheated on their partners.

Since Supreme Court of India abolished section 377 which criminalized same-sex extra-marital relationships, there was a +45% increase in same-sex encounters among married people.

7 women out of 10 have cheated on their spouses because he was too little involved in the daily chores.

India's most unfaithful women live in big metropolis: Bengaluru, Mumbai and Kolkata are in the top 3.

4 women out of 10 admitted that flirting with a stranger helped them to improve the intimacy with their official partner: infidelity can be therapeutic too!



31% of unfaithful women have already had an affair with one of their neighbours!

46% of unfaithful come from families where one parent cheated on the other. What if infidelity was genetic?

Half of the unfaithful women go fourth base during the second date!

17% of unfaithful men has a secret checking account dedicated exclusively to the extramarital expenses!

52% of women and 57% of man have already cheated on their partners during a business trip.

MEDIA LOVE GLEEDEN! FIND OUT WHAT THEY SAY ABOUT US ON

THE TIMES OF INDIA · IANS Indo-Asian News Service · Business Today · New Woman

THE WEEK · The Tribune · ELLE · GLITTERING INDIA

ThePrint · the pioneer · The Economic Times magazine · IANS

and more!

« Voi riterreste possibile indossare lo stesso vestito per tutta la vita o per venti, trenta, cinquant' anni, o lo stesso paio di scarpe, o mangiare lo stesso cibo a colazione, pranzo e cena? [...] Niente puo far piu bene al/a coppia dell'esercizio di una o piu segretissime infedelta. »

Gemma Gaetani, *Elogio def tradimento.*
Conquista, tradisci, nega! Vallecchi 2010

Gleeden

The first extramarital dating site
made by women

www.gleeden.com