



Hi Everyone,

Welcome to the Snap Inc. investor newsletter, in which we share recent news and updates about our products. We hope you find this helpful. Please reach out with any questions.

Thanks,  
- Snap Inc. Investor Relations

## Updates

Last week we introduced [Spotlight](#), a new feature to shine a light on the most entertaining Snaps created by the Snapchat community. We designed Spotlight to entertain our community while living up to Snapchat values, and we can't wait to see what our community creates.

We have also come a long way this year in how our AR can transform businesses. Please find [here](#) a video overviewing our progress.

On December 8-10, we are hosting a [Lens Fest](#) - Snap's Global AR Festival. We invite you to join top professionals from around the world to learn about Snap's growing AR ecosystem and how we're building the foundation of the AR Economy. Sessions will highlight the ways in which creators are utilizing Lens Studio to build immersive AR experiences, how brands are leveraging AR to drive real business value, and the future of AR Shopping. We recommend attending the first session of each day, and Session 2 on Day 1. Register to learn more at <http://LensFest.live>.

## What we're writing

**Press Blog:**  
[Introducing Spotlight on Snapchat](#)

**Press Blog:**  
[Rewarding Creativity on Spotlight: Shining a Light on the Best Snaps](#)

**Press Blog:**  
[See How the Stars and Your Friendships Align with Snapchat Astrology](#)

**For Business Blog:**  
[Momentum for Mobile Apps](#)

**For Business Blog**  
[The Friendship Report 2020 - Global](#)

**For Business Blog:**  
[5 Reasons to Advertise on Snapchat This Holiday Season](#)

**For Business Blog:**  
[Snapchat Ads Best Practices: 10 Tips to Help Increase Ad Engagement](#)

**For Business Blog:**  
[Fall is Giving Snapchatters Familiar Comforts in Unfamiliar Territory](#)

## What we're reading

### Monetization

- **AdExchanger:**  
[Snapchat Shores Up Its App Ads Suite With New Bid Types And Campaign Objectives](#)
- **CNBC:**  
[Snap stock climbs on optimism about augmented reality e-commerce, ad growth in 2021](#)
- **The Wall Street Journal:**  
[Ralph Lauren's Polo Player Goes Scannable and AR for the Holidays](#)
- **Digiday:**  
[Publishers reaping the benefits of Snapchat's strong second half](#)
- **Variety:**  
[How A+E Networks Is Using Snapchat to Pull in Younger Fans, as Cable TV Keeps Shrinking](#)
- **WWD:**  
[Dior Is Inviting People Try on Sneakers Via Augmented Reality](#)
- **Adweek:**  
[Snapchat Introduces 3D Full Body Tracking Technology for AR Lenses](#)
- **MobileMarketer:**  
[New York Times activates its first Snapchat AR Lens as election looms](#)

### Product

- **CNBC:**  
[Snap is launching a competitor to TikTok and Instagram Reels](#)
- **Good Morning America:**  
[Snapchat promotes new feature to give away more than \\$1M every day](#)
- **Variety:**  
[CGI-Based Influencer Miquela Launching Snapchat Show](#)
- **Refinery29:**  
[Snapchat's New Astrology Features Will Tell You So Much About Your Friends](#)
- **Tubefilter:**  
[For The First Time, Snapchat Will Let Creators Publicly Display Their Follower Counts](#)
- **CNET:**  
[Snapchat creates lens to help you reconnect with friends amid COVID-19](#)

## What we're snapping

These examples help illustrate our advancements in AR machine learning, and how we're evolving AR technology from fun and entertainment into utility. [Register](#) for our December 8-10 Lens Fest to learn more.

To try these Lenses yourself,

- Open Snapchat and point your camera at the yellow [Snapcode](#)
- Press and hold on the Snapcode on your screen to scan it
- The Lens will pop up in your Lens carousel for use

### 3D Body Tracking



### Werewolf Transformation



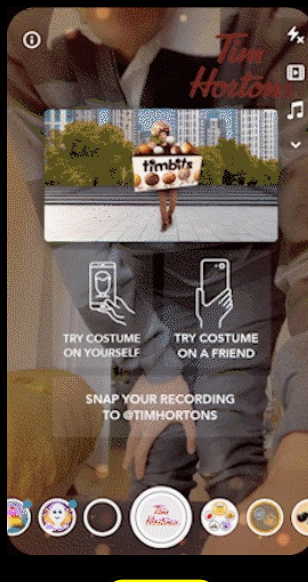
### Dior Shoe Try-On



### Verizon 5G Landmarker AR Concert



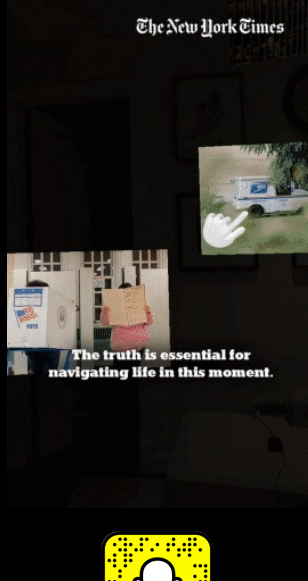
### Tim Horton's 3D Body Tracking Halloween Costume



### Overstock Black Friday AR Furniture



### New York Times Election Lens



### Gucci Bloom Portal Lens

