Disclaimers

Note Regarding Forward Looking Statements and use of Non-GAAP financials

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended, or the Exchange Act, about us and our industry that involve substantial risks and uncertainties. All statements other than statements of historical facts contained in this presentation, including statements regarding guidance, our future results of operations or financial condition, business strategy and plans, user growth and engagement, product initiatives, and objectives of management for future operations, are forward-looking statements. In some cases, you can identify forward-looking statements because they contain words such as "anticipate," "believe," "contemplate," "continue," "could," "estimate," "expect," "going to," "intend," "may," "plan," "potential," "predict," "project," "should," "target," "will," or "would" or the negative of these words or other similar terms or expressions. 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These forward-looking statements are subject to risks, uncertainties, and other factors described in "Risk Factors" and elsewhere in our Annual Report on Form 10-K, for the year ended December 31, 2020 filed with the SEC, which is available on the SEC's website at www.sec.gov, including among other things: our financial performance, including our revenues, cost of revenues, operating expenses, and our ability to attain and sustain profitability; our ability to generate and sustain positive cash flow; our ability to attract and retain users and publishers; our ability to attract and retain advertisers; our ability to compete effectively with existing competitors and new market entrants; our ability to effectively manage our growth and future expenses; our ability to comply with modified or new laws and regulations applying to our business; our ability to maintain, protect, and enhance our intellectual property; our ability to successfully expand in our existing market segments and penetrate new market segments; our ability to attract and retain qualified employees and key personnel; our ability to repay outstanding debt; future acquisitions of or investments in complementary companies, products, services, or technologies; and the potential adverse impact of the COVID-19 pandemic on our business, operations, and the markets and communities in which we and our partners, advertisers, and users operate. 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This presentation includes certain non-GAAP financial measures. These non-GAAP financial measures, which may be different than similarly titled measures used by other companies, are presented to enhance investors' overall understanding of our financial performance and should not be considered a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP. A reconciliation of GAAP to non-GAAP measures is provided in the appendix of this presentation.
Snapchat comprises less than 2% of the US digital ad market yet **reaches nearly half** of US smartphone users.
Digital Ad Market
Accelerating growth from favorable secular trends

Augmented Reality
Creating a new market

Small & Medium Sized Businesses
Creating a home for them on Snapchat
Self-Serve Advertising as a % of Digital Display Ad Spend

eMarketer estimates, October 2020. Includes digital display ads transacted or fulfilled via automation.
Community \times Engagement \times Advertising Partners = Revenue Growth
Agency Development Team

Enterprise

Emerging

Scaled Services
Large Brand Advertisers
+80% of parents of Gen Z report that this generation influences household spend

62% Conversion Rate

+32% ROAS

+3.6% Purchase Lift

We’re thrilled to be an early adopter of Snapchat Brand Profiles, a great new way to showcase Universal’s titles with this key audience, from augmented reality to stories. We look forward to sharing our permanent home on the platform with the world.

Alex Sanger, EVP, Digital Marketing Strategy

Universal Pictures
Direct Response Advertisers
January 29, 2020

How to advertise on Snapchat with Instant Create

Learn how to advertise on Snapchat with Instant Create, the workflow that lets you create ads in less than five minutes.

Snapchat's Instant Create is a quick and easy way for advertisers to create Snapchat ads in less than five minutes with five simple steps. With Instant Create, you can run Snap Ads directly out of Snapchat's self-service Ads Manager tool to reach a highly engaged audience and grow your business with Snapchat.

When creating a campaign within Snapchat's Ads Manager, you have the option to choose Instant Create or Advanced Create. While Advanced Create is a more advanced tool, you'll be able to create your ads and create

Creative Ad Formats That Deliver Results

- Commercials (06 Forced View)
- Filter
- AR Lenses Experiences
- Story Ads (Series of 3-20 Snaps)
- Collection Ads
- Snap Ad With App Install
- Dynamic Product Ads
“We’re not looking to just sell our product—we’re really looking to build a proper emotional, intimate connection with the people on the other side of the screen. This vehicle format is perfect for that because we can get up close and personal.”

Justin Gaggino, Second in Command

HiSmile
Small and Medium Sized Businesses
Sarah

What are you doing? I'm nearby let's grab a coffee!

ME

Yes! Let's meet at Dweebs in 10 mins!

Sarah

See you soon!

Send a chat
It has become the highest performing, highest ROI platform that we use and we absolutely love it.

Alix Peabody, Founder & CEO

Bev
Global Agencies
This is a community that loves interacting with brands in immersive environments. AR is going to be that expected experience that everyone – the Snapchatters and future generations – will all rely on.

Helen Lin, Chief Digital Officer
Publicis Media
Focus Verticals
adidas X 19.1 Turf Boots
£99.95

Shop Now
Free Delivery

$10 Minimum on the Popeyes App

Free delivery with purchase of $10. Prices higher on delivery.
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Thank You