

# **Snap Inc.**

## INVESTOR DAY

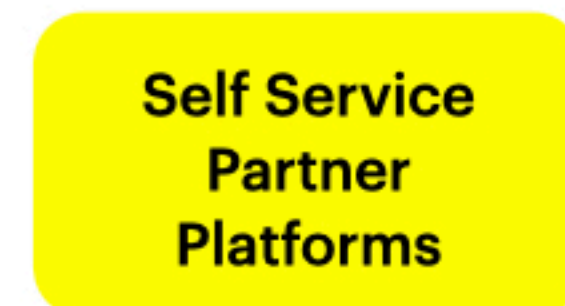
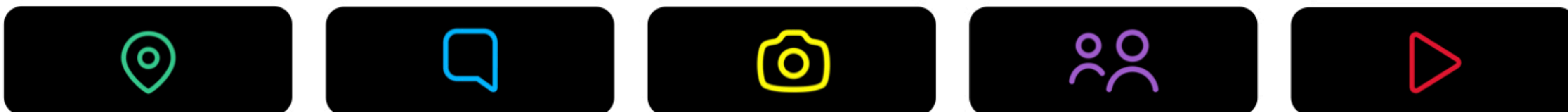
**Jerry Hunter**

SVP, Engineering

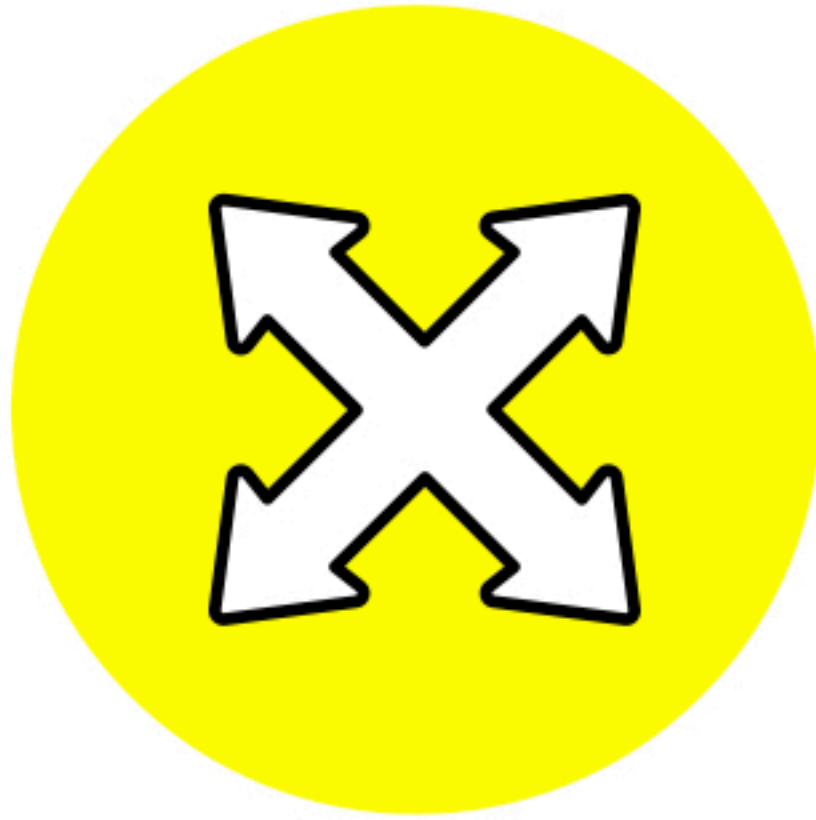
# Disclaimers

## **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](http://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. Moreover, we operate in a very competitive and rapidly changing environment. New risks and uncertainties emerge from time to time, and it is not possible for us to predict all risks and uncertainties that could have an impact on the forward-looking statements contained in this presentation or 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](http://www.sec.gov). The results, events, and circumstances reflected in the forward-looking statements may not be achieved or occur, and actual results, events, or circumstances could differ materially from those described in the forward-looking statements. In addition, statements that “we believe” and similar statements reflect our beliefs and opinions on the relevant subject. These statements are based on information available to us as of the date of our most recent Annual Report on Form 10-K. 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We therefore encourage investors and others interested in our company to review the information that we make available on our website. 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.



# **Cloud-Based Infrastructure From Day One**



**Capacity  
to Scale**

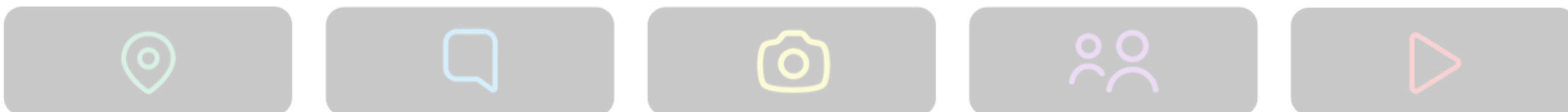


**Capital  
Efficiency**



**Cost  
Efficiency**

# Backend Base Layer



## Snap Base Layer

User Identity Tools

The Friend Graph

Privacy, Spam and Abuse Tools

Self Service  
Partner  
Platforms



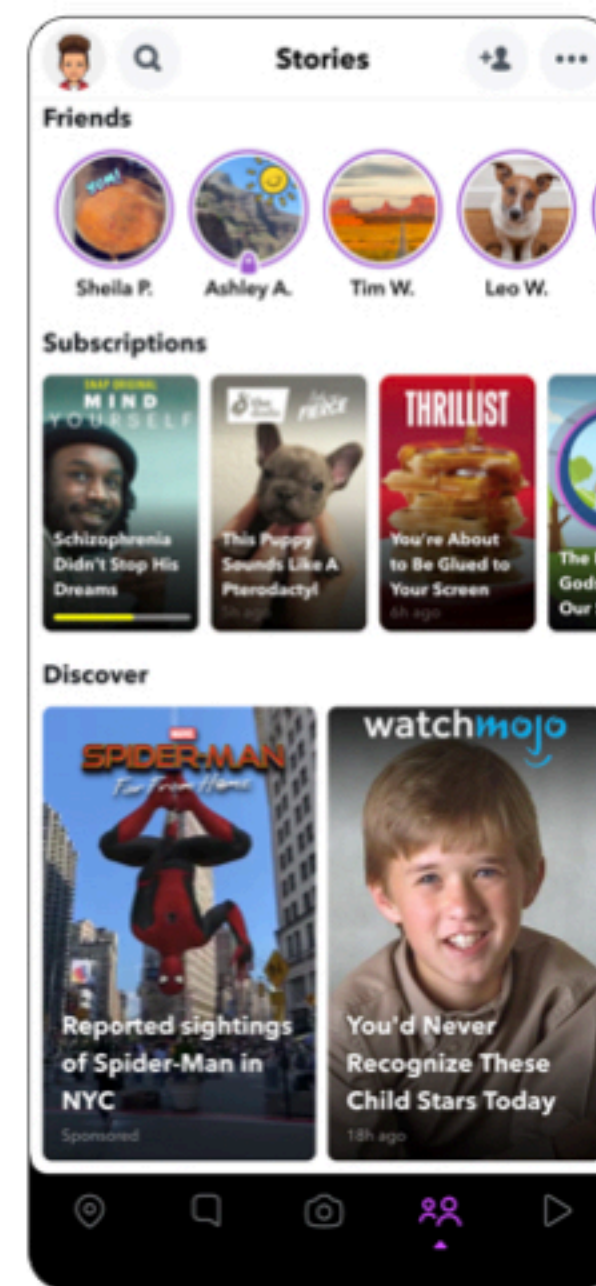
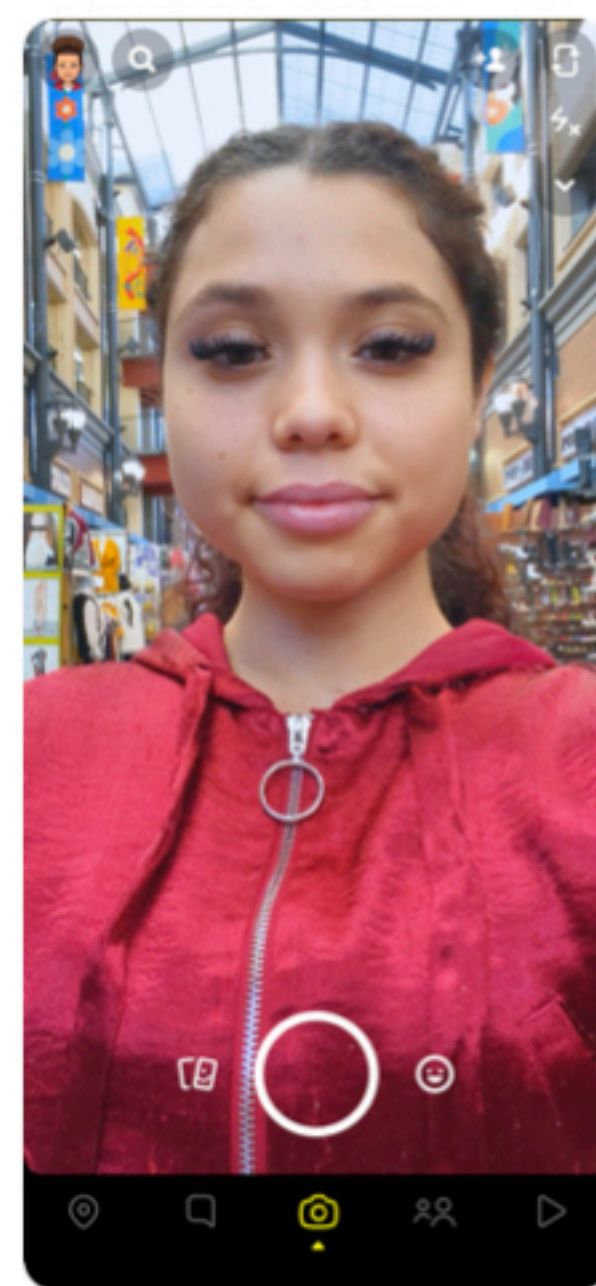
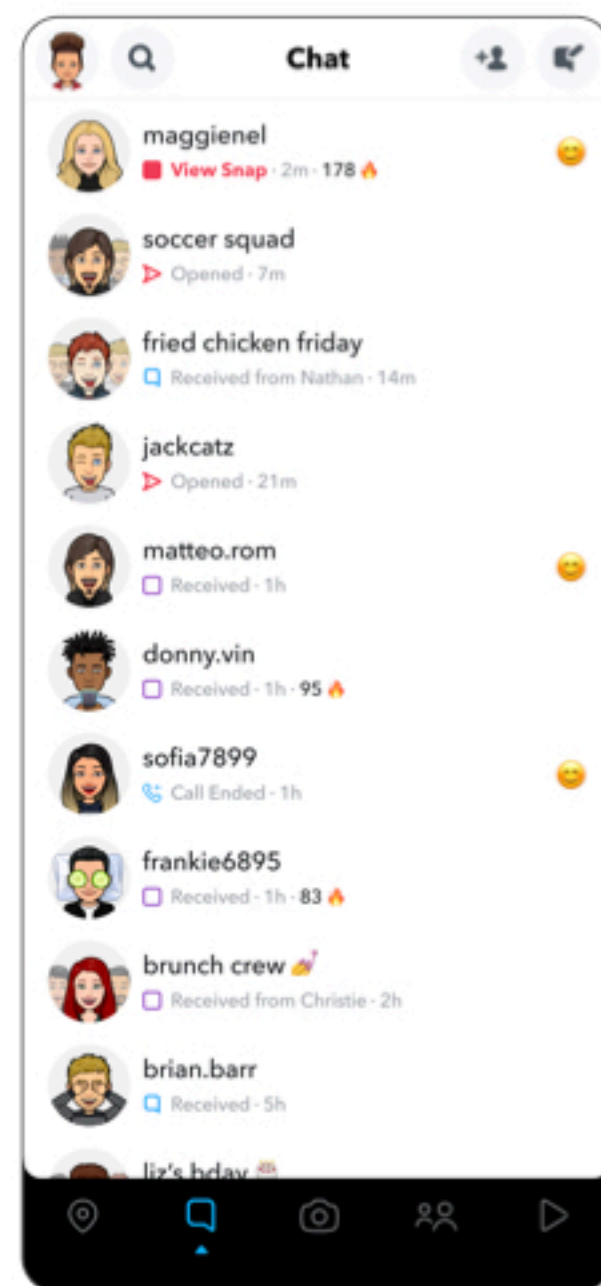
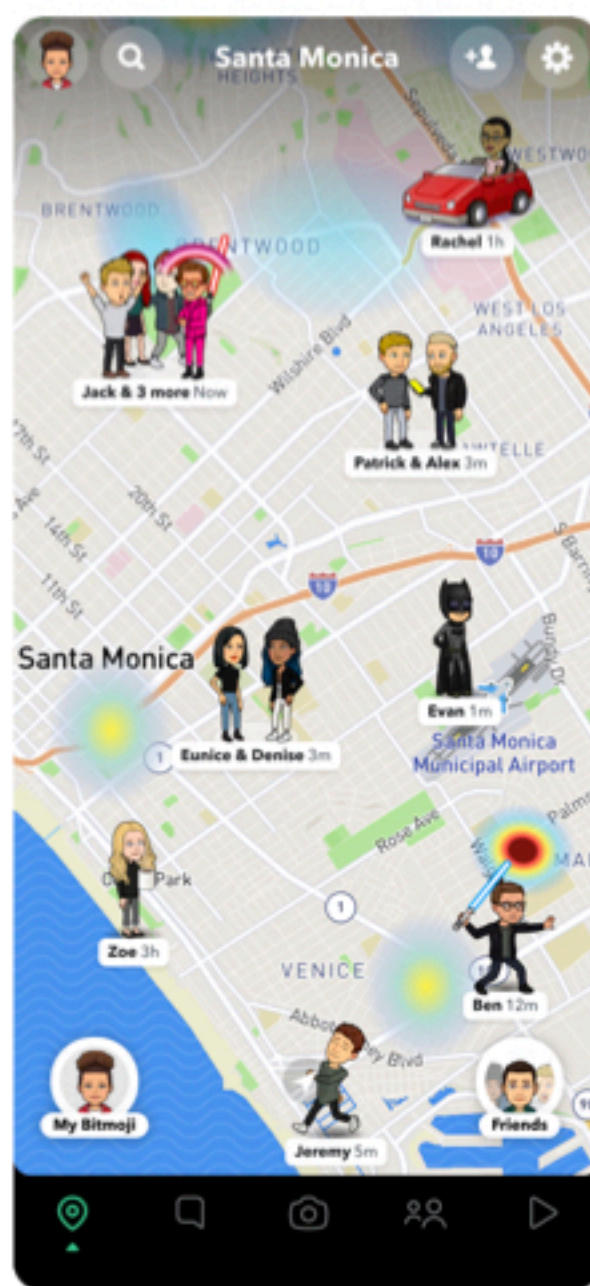
Cloud Infrastructure Partners



We reduced the median latency  
of sending Snaps by **over 20%**

We reduced our messaging  
unit costs by ***at least 25%***

# Separating the Platforms



Snap Base Layer

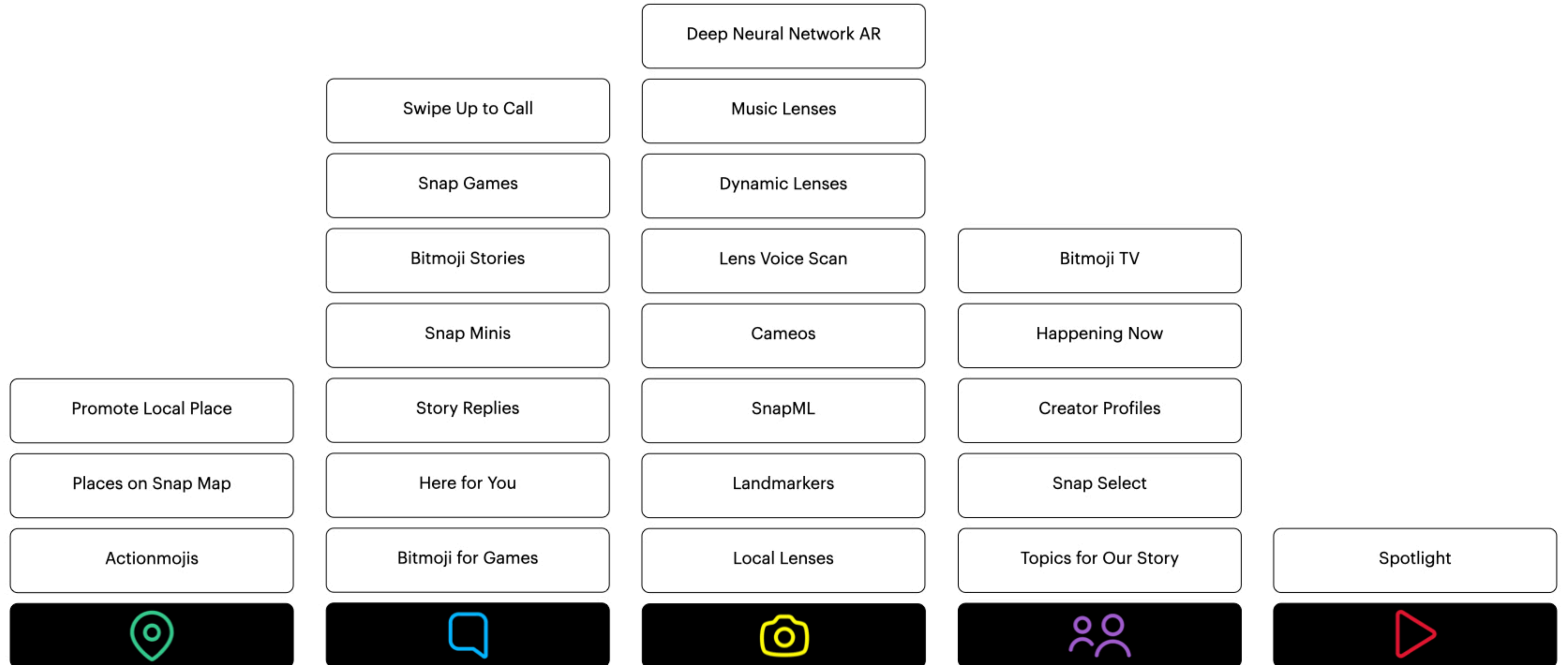
Self Service  
Partner  
Platforms



Cloud Infrastructure Partners



# Product Innovation 2019-2020





Create Ads

How would you like to create today?



Instant Create

Create a single ad in less than 5 minutes. Add creative, define your audience and publish!



Advanced Create

Take full control over your ads. Create multiple ad sets with multiple ads for your campaign.

**SNAP**  **GAMES**

**Minis**



**Snap Kit**

Thank You