Snap Inc.

INVESTOR DAY

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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. We caution you that the foregoing may not include all of the forward-looking statements made in this presentation. You should not rely on forward-looking statements as predictions of future events. We have based the forward-looking statements contained in this presentation primarily on our current expectations and projections about future events and trends that we believe may affect our business, financial condition, results of operations, and prospects. 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 applicable 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. 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 may not actually achieve the plans, intentions, or expectations disclosed in our forward-looking statements, and you should not place undue reliance on our forward-looking statements. Our forward-looking statements do not reflect the potential impact of any future acquisitions, dispositions, joint ventures, restructurings, legal settlements, or investments. Investors and others should note that we may announce material business and financial information to our investors using our investor relations website (Investor.snap.com), filings with the SEC, webcasts, press releases, and conference calls. We use these mediums, including Snapchat and our website, to communicate with our members and the public about our company, our products, and other issues. It is possible that the information that we make available may be deemed to be material information. 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.
Impressions

Swipes
By advertising on Snapchat, you can achieve even your most ambitious goals.

- Advocacy
- App Install
- Consideration
- Engagement
- Video Views
- Attract New Clients
- Nurture Leads
- Improve ROI
- Store Visits
- e-Commerce
- Generate Buzz
- Loyalty
- Increase Virality

- Email Sign-Ups
- Increase Market Share
- Reach
- Traffic
- Awareness
- Web Traffic
- Conversion
- Pixel Purchase
- Grow Email List
- Lead Generation
- Increase customer Loyalty
- Sales
In two years we went from approximately 90% Managed to 90% Self-Serve
CPMs for inventory rose by **41%** sequentially in Q4.

The cost per purchase decreased by **11%** over the same period.
Camera
Building the behavior of using AR as a utility

Making it easier to create and experiment

Pairing AR seamlessly with our ads platform
In a recent beta program Snapchatters tried on products over **250 million** times and were **2.4x** more likely to click to purchase.
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.
Map
City Boutique

Clothing Store

Address

123 Ghost St

Venice, CA

Website

Phone Number

+1 (310) 555-0100

Changes made to the business information above will be reviewed by our team and may take up to 2 business days to appear on your place profile. You can still create your ad in the meantime.

Next
The Rose Venice

$5 - American Cuisine

Open Now 11:00 AM to 8:00 PM

220 Rose Ave, Los Angeles, CA

(210) 399-0711
@biorosevenice.la

Directions
Order

Popular Times
Communications
Adidas
More BOOST than ever before.

ULTRABOOST19
LET’S WATCH

- Something Nostalgic
  Added by Alexandra

- Psychological Thriller
  Added by Mark

- Something Your Friend
  Added by Will

- A Musical
  Added by Emma

Pick Randomly

LET’S DO IT
Thank You