

Snap Inc.

INVESTOR DAY

Peter Sellis

Sr. Director, Product

Disclaimers


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

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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 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. 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. And while we believe that information provides a reasonable basis for these statements, that information may be limited or incomplete. Our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all relevant information. These statements are inherently uncertain, and investors are cautioned not to unduly rely on these statements. The forward-looking statements made in this presentation or in our most recent Annual Report on Form 10-K relate only to events as of the date on which the statements are made. We undertake no obligation to update any forward-looking statements made in this presentation to reflect events or circumstances after the date of this presentation or to reflect new information or the occurrence of unanticipated events, except as required by law. 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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.







Manage Ads 



Create

Manage

Assets

Business Settings

Now

Create Ads

Snap Publisher

Help Center

Manage Ads

Snap Pixel

Creative Library

Audiences

Catalogs

Business Details


Ad Accounts

Members

Billing & Payments

\$0.00

Paid eCPM

 Manage Ads: Measure performance and manage campaigns.

No data for the selected d




Campaigns



Ad Sets



All Ads

 Search...

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

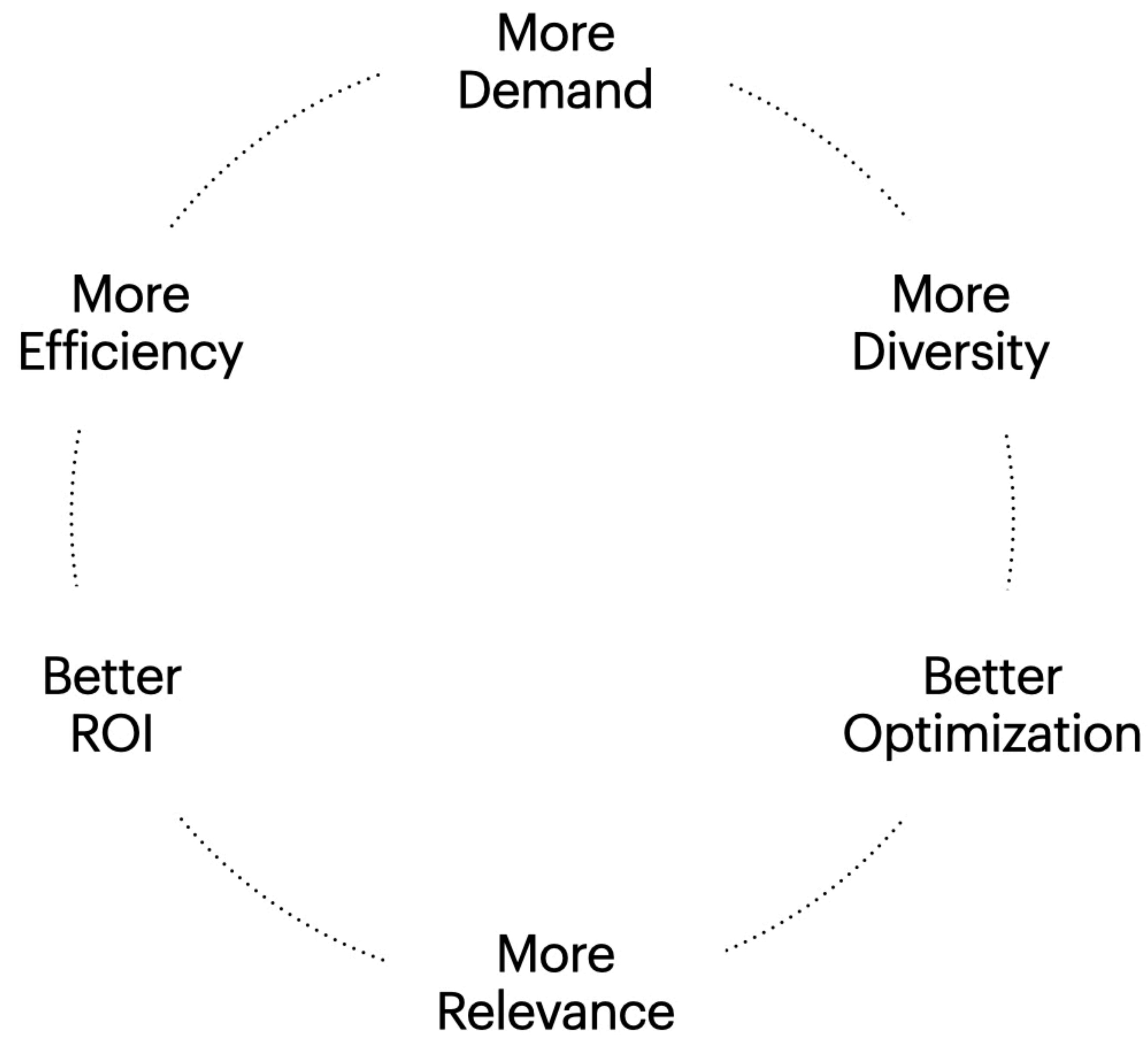
Grow Email List

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

Snap Select Categories



Sports



Entertainment



Beauty

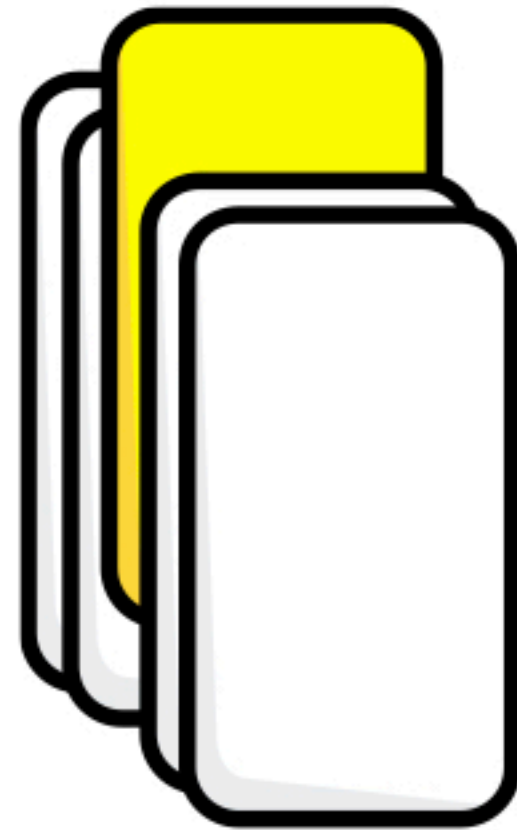


Lifestyle



News

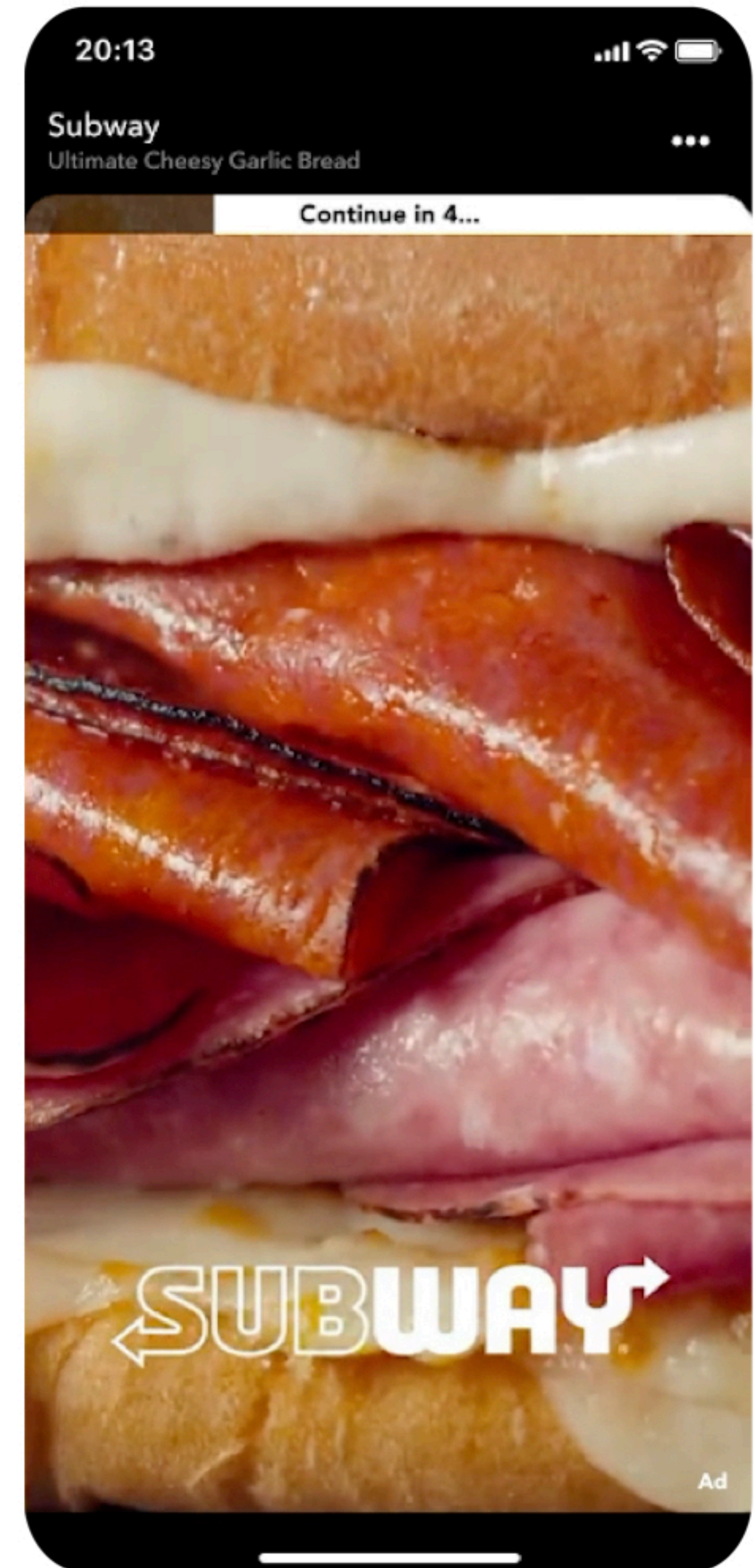
Snapchat Shows



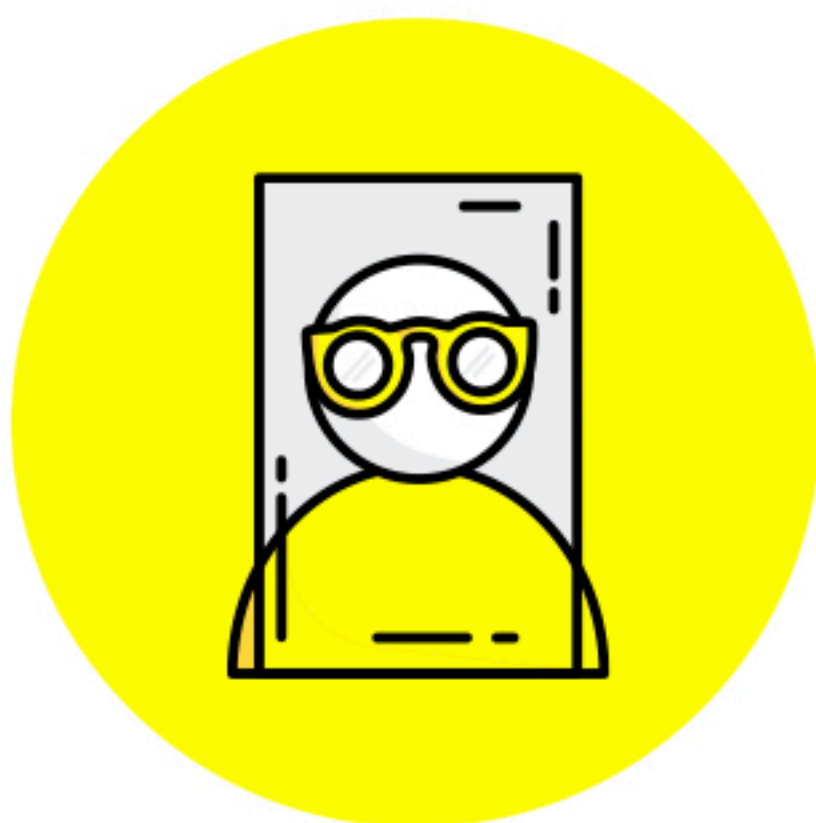
Your ad and a users first Commercial



First Snapchat Show of the Day



Camera



Building the behavior
of using AR as a utility

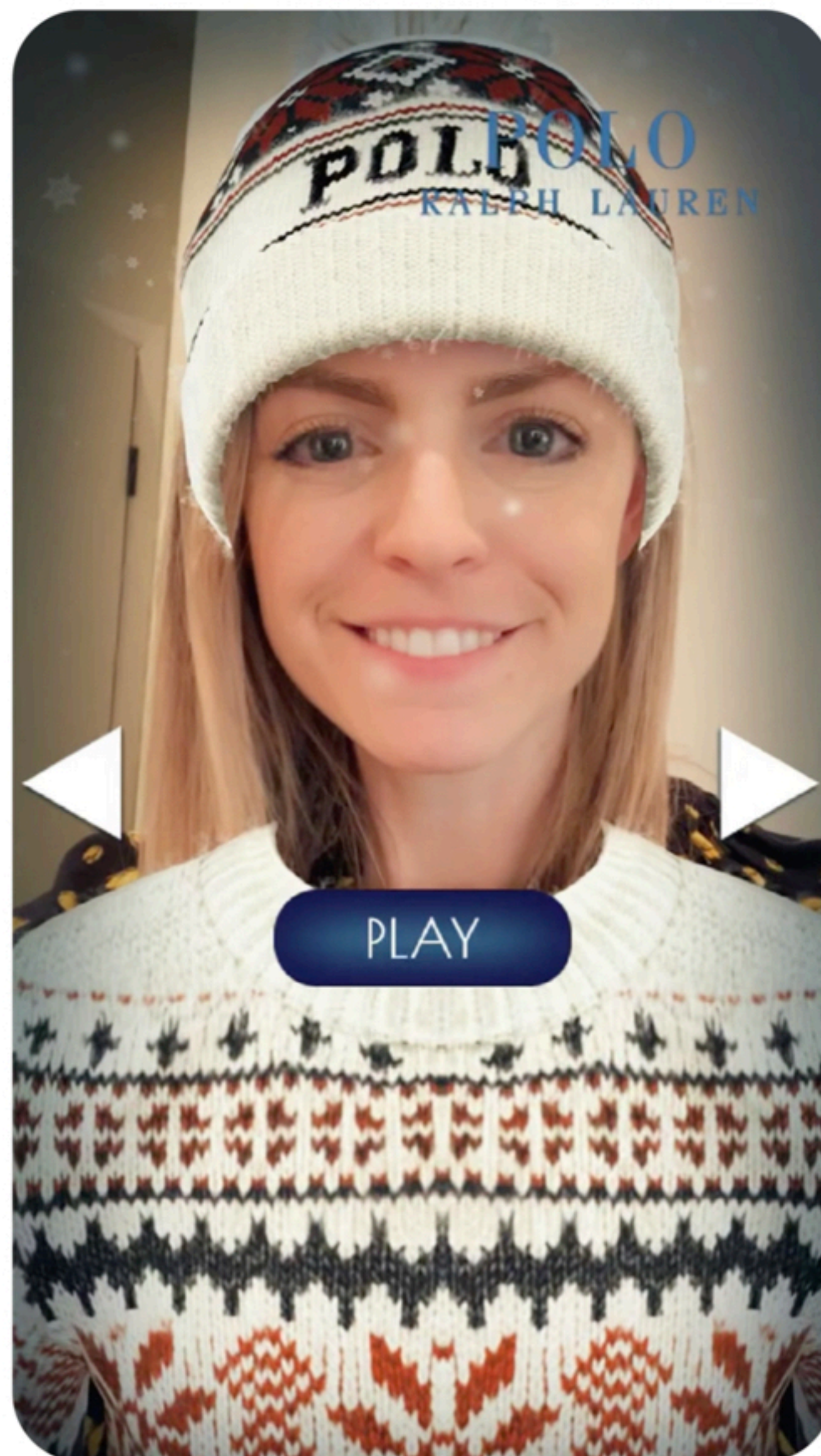


Making it easier to
create and experiment



Pairing AR seamlessly
with our ads platform



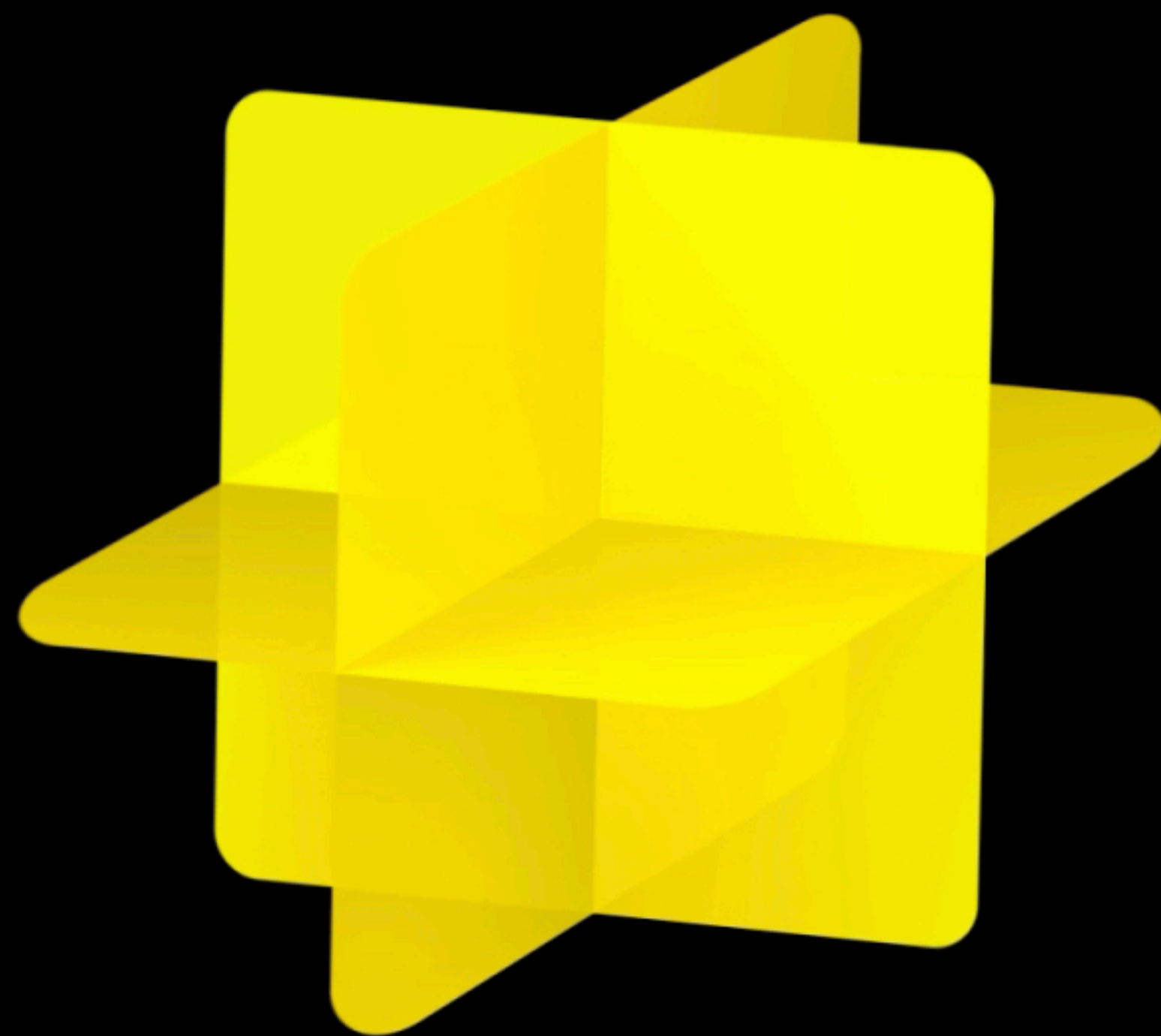


In a recent beta program
Snapchatters tried on products
over **250 million** times

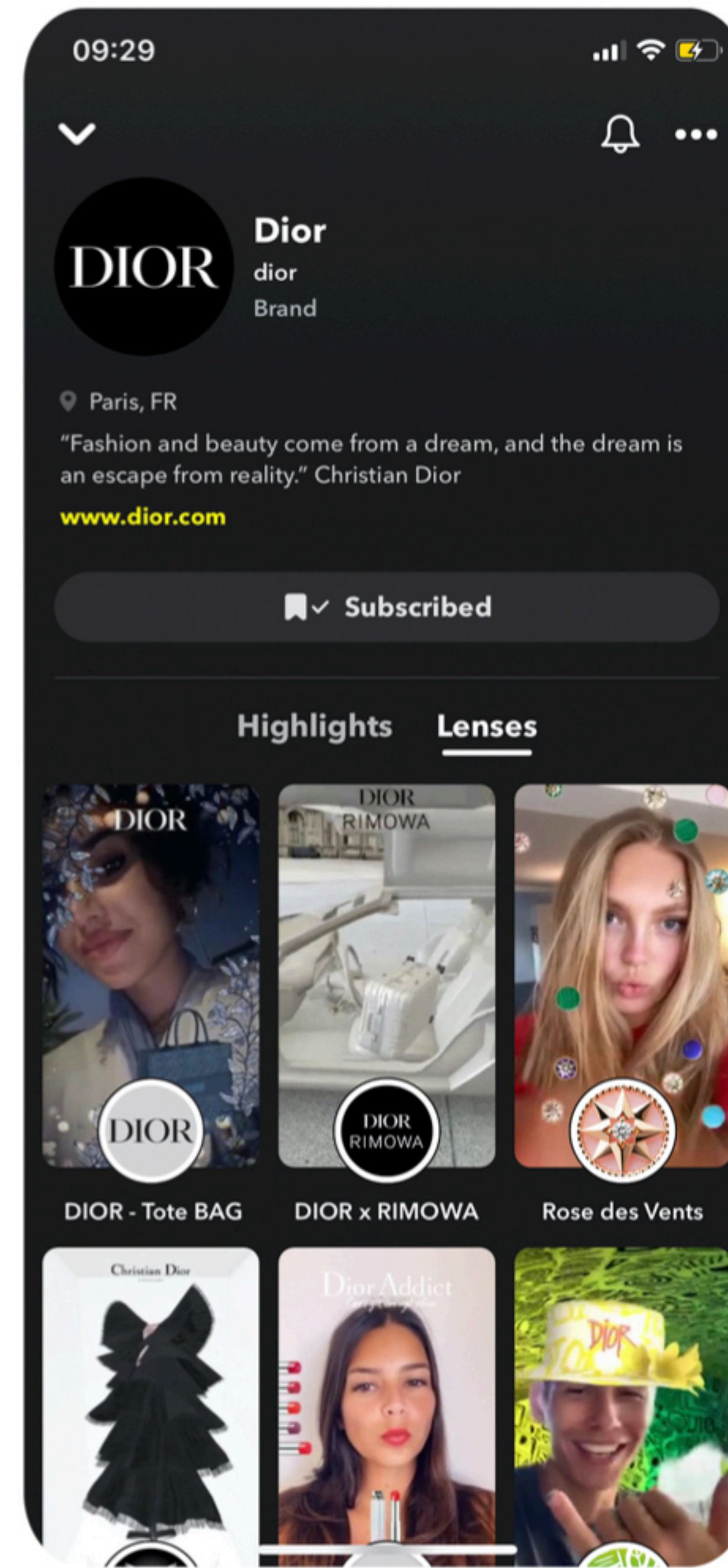
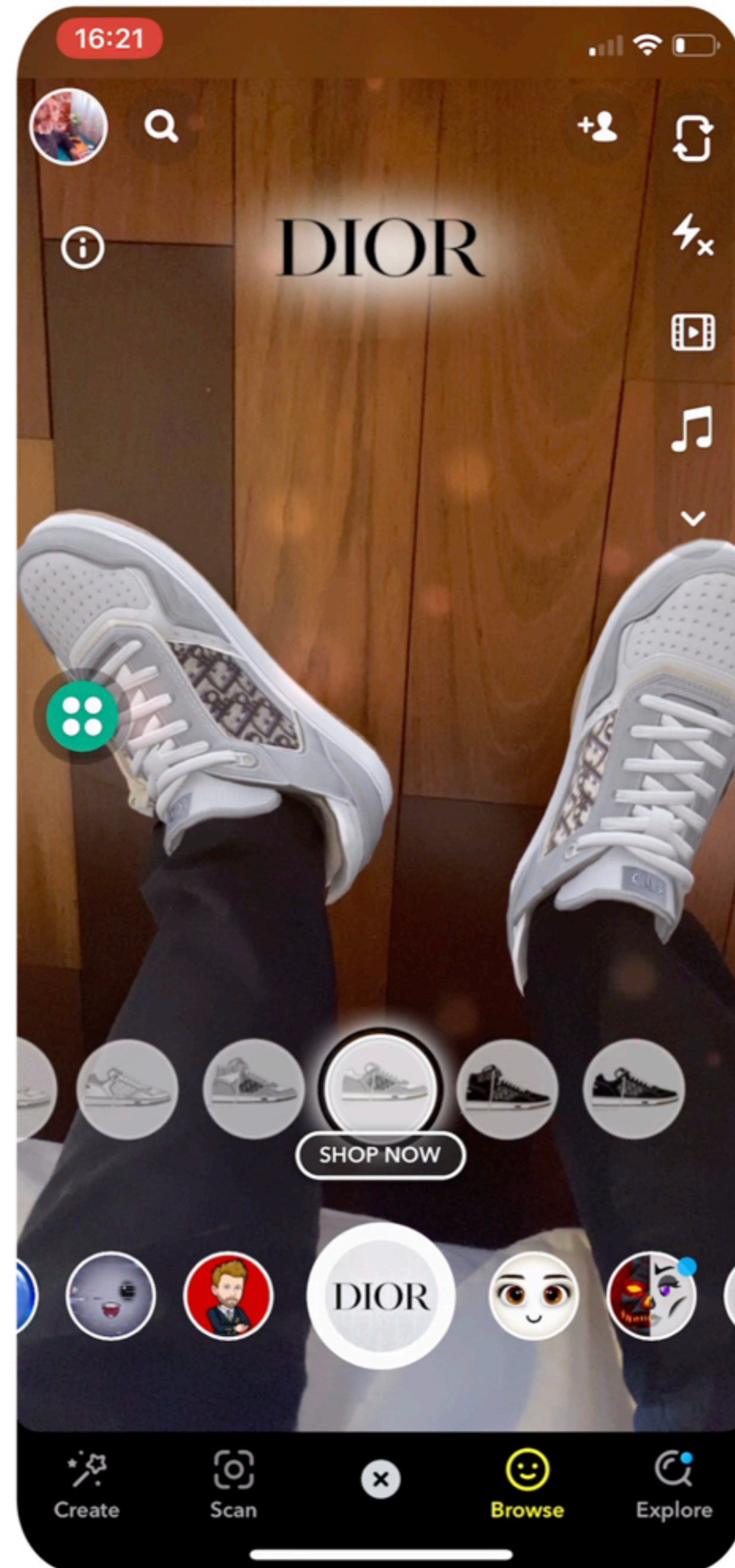
and were **2.4x** more likely
to click to purchase

1. Snap Inc. internal data Q3 - Q4, 2020.

2. Snap Inc. internal data Q3 2020. Campaigns drove a 2.4x higher Intent lift than the average across all Snapchat campaigns measured in Q3.



Lens Studio





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

[Change Place](#)

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

Your Place on Snapchat



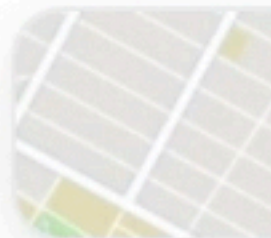
City Boutique
Clothing Store

123 Ghost St, Venice, CA 90001

(310) 555-0100

Directions

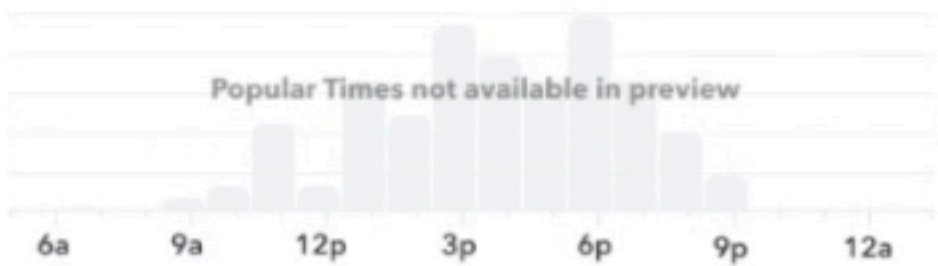
See on Snap Map



123 Ghost St
Venice, CA 90001
0.5 mi

Popular Times

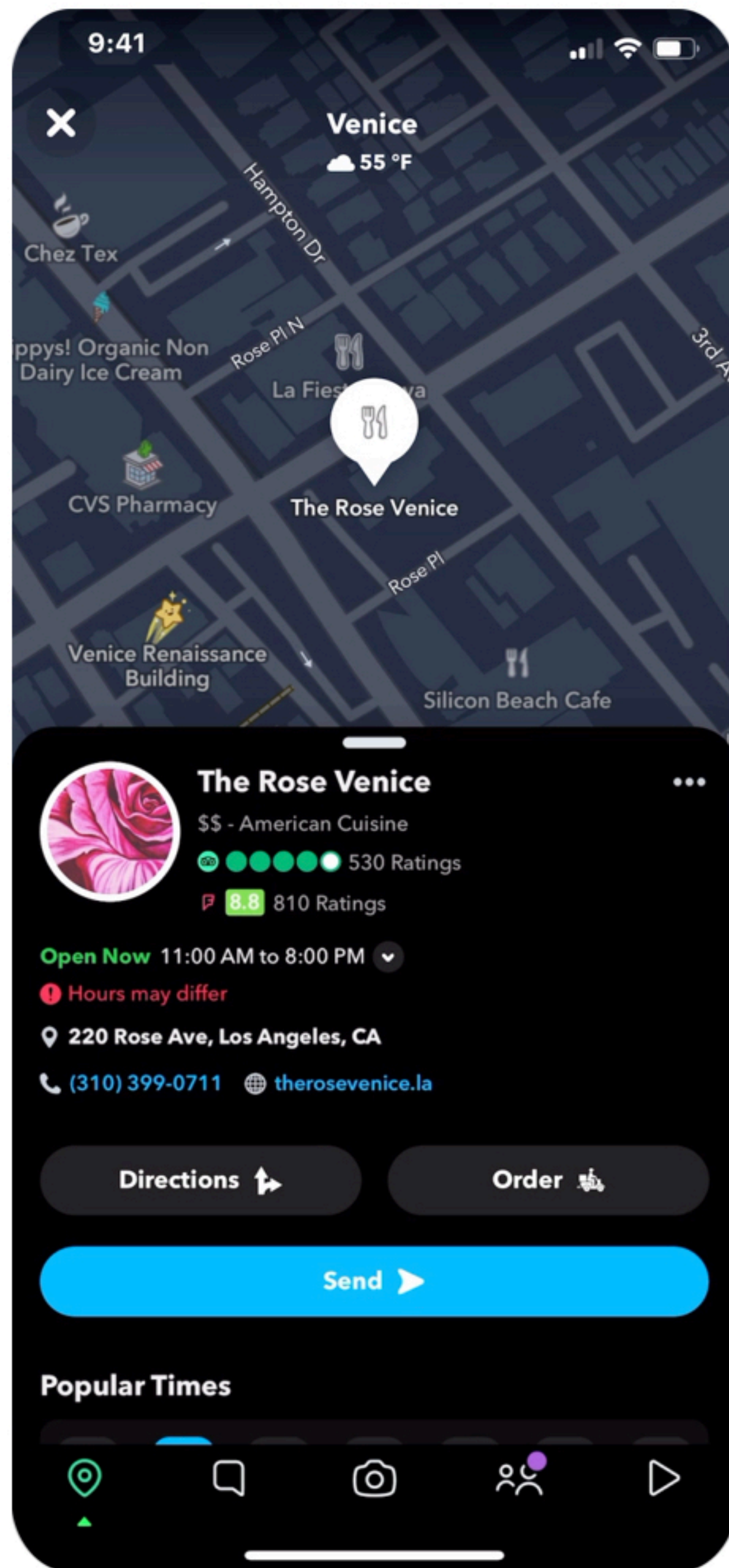
Sun Mon Tue Wed Thu Fri Sat



Reviews

People talk about

FOURSQUARE REVIEW



Communications

Adidas

More BOOST than ever before.



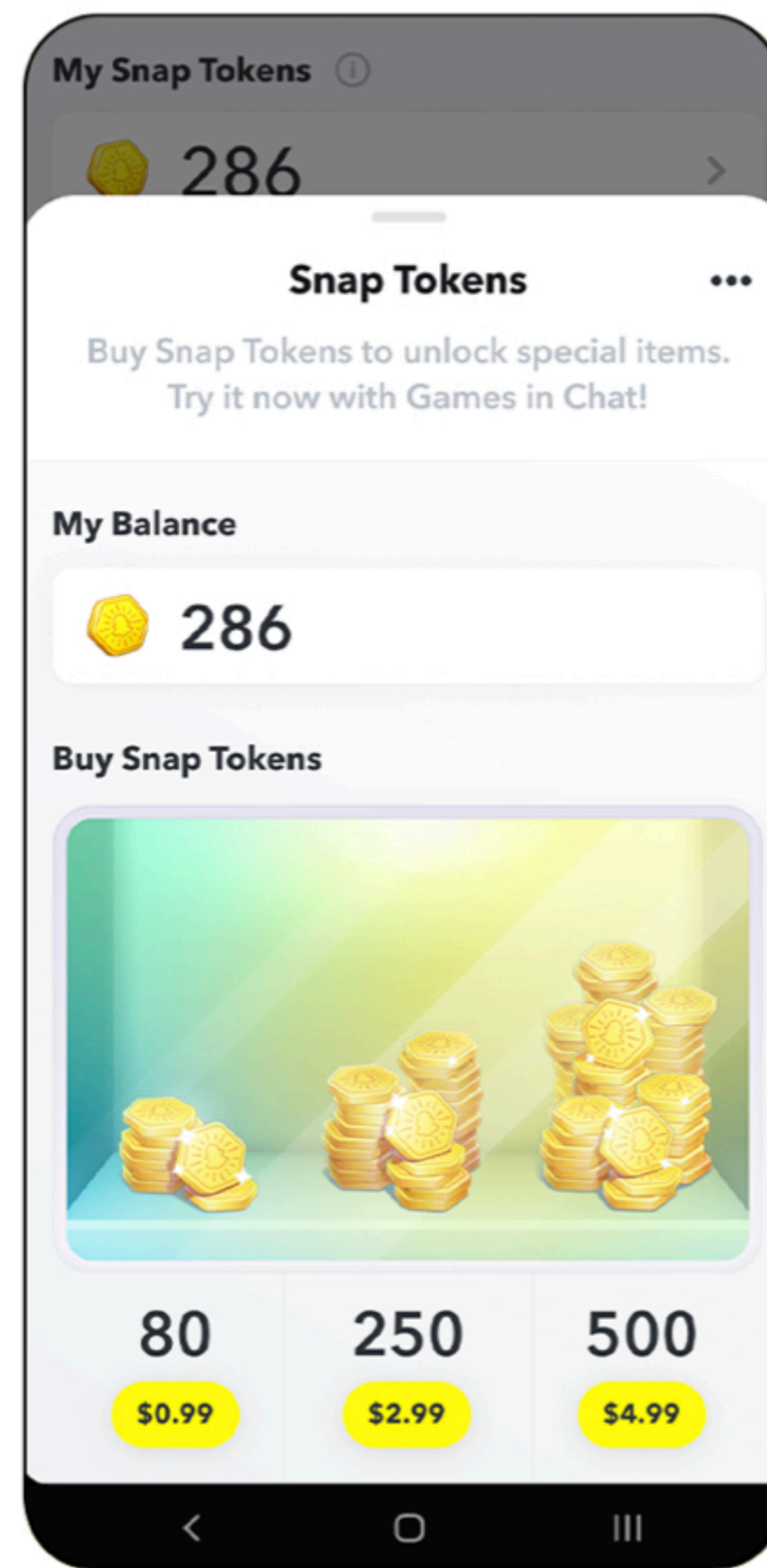
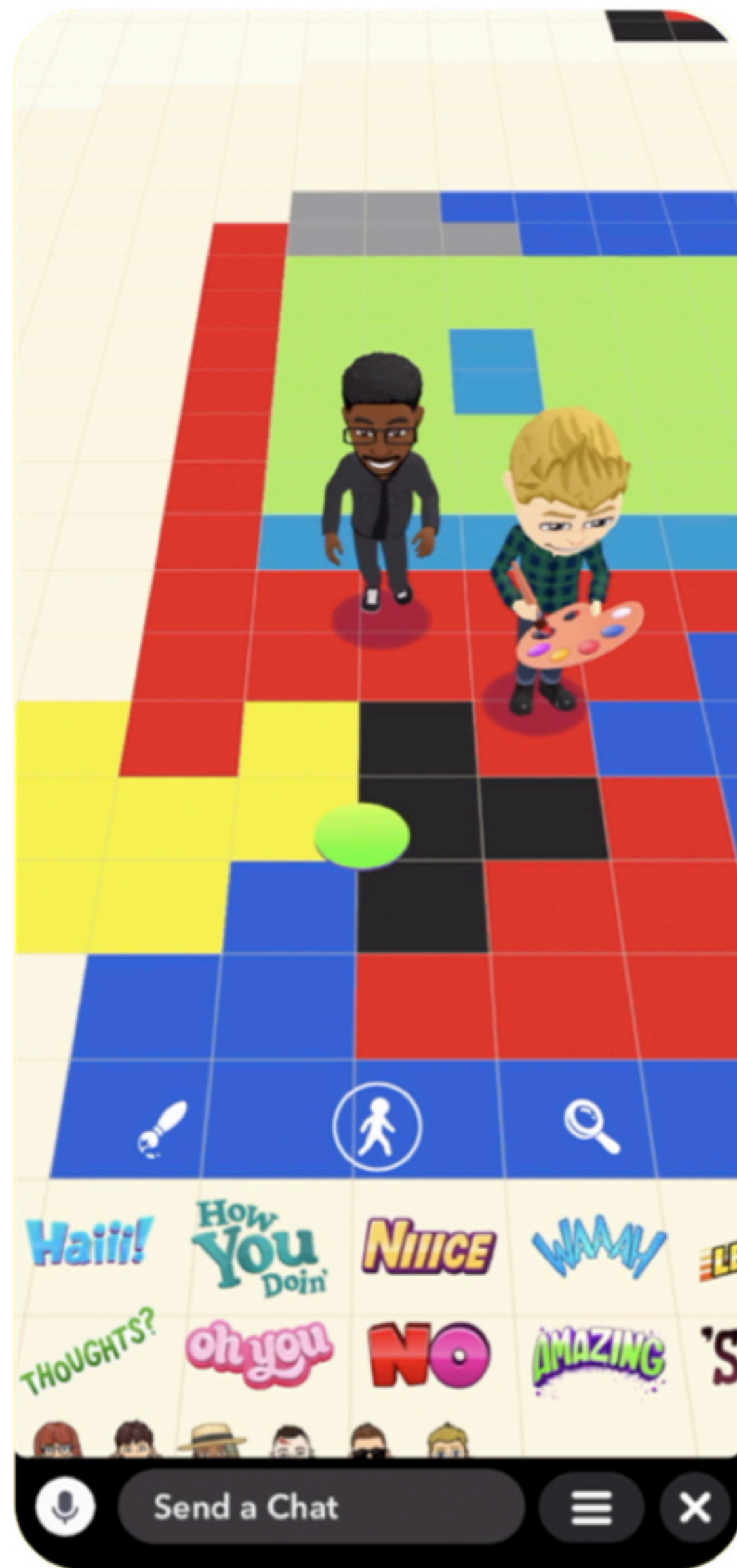
ULTRABOOST19



Shop Now

Ad





11:10



LET'S WATCH



+ Add option

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