

*This is an excerpt from an event on February 23, 2021. Please refer to the forward looking statements disclaimer provided at the beginning of the event read by Betsy Frank.*

## **BEN SCHWERIN, SVP, CONTENT AND PARTNERSHIPS**

Thanks, Kenny. My name is Ben Schwerin and I'm the SVP of Content and Partnerships at Snap. Our team believes deeply in the power of relationships. When we started, we asked our partners to make a bet that we would build and innovate together, that we were committed to understanding their goals and would help them achieve them, and that we could ultimately invent entirely new businesses and create long-term value for their customers. We know that we can't succeed unless our partners and community do too. A vibrant, diverse partner ecosystem today puts us in a strong position to launch new platforms tomorrow. I'm excited to share how we're working with our partners to power our Content and Developer Platforms.

In early 2015, we introduced Discover, a closed platform with top media partners like CNN and ESPN. It featured premium quality, vertical, made-for-mobile content. It was an entirely new way to entertain and educate a young audience that was increasingly hard to reach anywhere else. We created a sustainable, fair business model from the start and relentlessly focused on what mattered most to our partners. Today, we have a vibrant ecosystem, featuring diverse, localized content in 9 different languages from nearly 500 partners in 17 countries around the world. While we've grown, our focus on quality, integrity, and brand safety has remained the same. Our partners are hand-picked, and content is carefully reviewed according to our community guidelines. We're proving that real news can still win. In Q4 2020, 25 different channels on Discover had a monthly audience of more than 20 million viewers. NBC alone reached over 50 million viewers across its 12 channels.

With Discover, we set out to reinvent the news stand and when we launched Shows, we collaborated with our partners to reimagine what it meant to watch short-form video on a phone. Together, we're producing compelling, dynamic content experiences and providing brands with premium, curated marketing opportunities. The total daily time spent watching Shows increased by nearly 70 percent year-over-year in 2020. And in the second half of the year, over 85 percent of the US Gen Z population watched at least one Snap Original, shows made exclusively for Snapchat.

We're working on Originals with A-list stars like Ryan Reynolds, who launched a show last month called "Ryan Doesn't Know", and Will Smith, who's talk show "Will From Home" just finished its second season - bringing the total number of viewers who watched the series to 43 million. We listen closely to our community and are deeply committed to telling stories that cover the issues most important to them. "While Black with MK Asante," which premiered in late 2019, and recently aired its second season, explores what it means to be young and Black in America - and to date, reached nearly 17 million viewers.

The video you are about to see gives you a sense of the innovation and diversity of Snap Originals. Let's take a look.

Now, let's talk about our creator community. When we released Stories way back in 2013, we saw popular Snapchatters begin to connect with their fans in a more personal way than ever before. Our team invested heavily in establishing close relationships with talent. We're based in Los Angeles, and it's in our DNA. Their direct feedback and insights have helped guide the development of products that enabled them to amass global audiences, communicate with their most passionate fans, connect with brands, and build businesses.

The strong bonds we've built are helping to shape our newest content platform, Spotlight. We've heard from many aspiring creators that finding financial success on other services can feel like an unreachable goal. We believe that our community should be compensated for their creativity. That's why we're distributing over \$1 million dollars a day to creators who make the most engaging Spotlight Snaps - and you don't have to be a famous celebrity to earn. Success is driven by individual submissions rather than followers. Spotlight is a fun, safe and fair environment that provides an incredible new opportunity to be discovered on Snapchat.

For iOS and Android developers, finding an audience is more challenging than ever before. We listened to the community, and are building different kinds of platforms designed to help them succeed. We launched Games in 2019, and Minis in 2020. Our approach for both is similar to how we created Discover; we began with a small number of hand-picked partners who worked closely with us to innovate and build sustainable ecosystems.

Game developers get instant access to a large engaged audience, and the ability to leverage powerful, exclusive Snapchat tools and capabilities, like our Bitmoji Avatars, with no download required. They earn revenue from our popular format Snap Ads, just like media partners on Discover. With Minis, our partners can build lightweight apps inside Snapchat, leveraging our existing platforms in ways that make it easier and faster to deliver their core product value. For example, Atom Tickets built a Mini to help Snapchatters choose a movie, find a theatre, select seats, and buy tickets.

We believe that as they grow, Games and Minis will deliver new opportunities for both engagement and monetization.

Now that I've told you about how we're helping developers build businesses on Snapchat, let's talk about how we are bringing the best of Snapchat to our partners' apps. Snap Kit makes it easy for developers to integrate our most powerful features, like Bitmoji or Augmented Reality Lenses. We built Snap Kit from the ground up with a privacy-centric approach. This means the focus is on creativity and user experience, not user data. We're helping start-ups grow, and also partnering with

some of the biggest companies in the world. Spotify and Reddit are using Creative Kit to seamlessly share dynamic content from their apps directly into Snapchat. In addition, we partnered with Twitter on an API integration that allows Snapchatters to share public Tweets in a Snap.

Bitmoji has become so much more than an avatar. They make it more fun to talk to your friends, express how you feel, and show off the latest trends from brands like Ralph Lauren and Jordan. Bitmoji can help you find your friends on the Map, and they've even become the stars of your favorite games. We built Bitmoji Kit, because we knew our partners could find innovative ways to make your avatar even more powerful. Samsung, Google, Tinder, Venmo, and OnePlus are just a few that have integrated Bitmoji.

We've built one of the world's most popular cameras, powered by an advanced augmented reality ecosystem. 200 million people a day, on average, engage with AR Lenses and over 1.5 million of these lenses have been created by our community on Lens Studio. Augmented reality is changing the way we communicate, play, shop, and learn. We're investing in a future where computing is overlaid on the world. But, we can't do it alone. That's why we built Camera Kit.

Camera Kit extends the reach of our AR technology and lens creator community to our partners' applications. We're already powering experiences for Major League Baseball, Triller, and Yubo. We're also helping companies outside the US offer their customers locally relevant AR experiences, like in India, through our new partnership with ShareChat and their short form video platform, Moj. And we're just getting started.

We're building long-term relationships with partners as we scale our business and product offerings. Today, more than 1,000 apps have integrated with Snap Kit, and nearly 150 million Snapchatters are engaging with these integrations every month.

Our partners are utilizing our innovative platform products, and building sustainable businesses on Snapchat. We're expanding these relationships and creating new ones, and are so excited about what's ahead.

Now I'd like to welcome Jerry Hunter to show you around our engineering organization and how all of the incredible products we dream up actually get built.