

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.

KENNY MITCHELL, CHIEF MARKETING OFFICER

Hi everyone. I'm Kenny Mitchell, the Chief Marketing Officer here at Snap. My team spends its time on both business-to-business and business-to-consumer marketing efforts, like dimensionalizing the Snapchat Generation through brand campaigns, highlighting new products and features and original content to Snapchatters, and educating global clients on how they can have success driving their business through our powerful ad platform.

I have a unique position on our team as someone who was a longtime advertising client of Snapchat. I had the privilege of leading Marketing teams at Gatorade and McDonald's that leveraged Snap's video and AR ad formats. You might remember the Gatorade dunk lens dumping virtual Gatorade on millions of Snapchatters' heads. That was a really fun and innovative Lens that was ahead of its time back in 2016. So I understood Snap's unique ability to drive business value long before I joined two years ago. That was the early days of advertising on Snap - and honestly, there were some growing pains in those days. So much has evolved since then, and I feel grateful to have the opportunity to share our marketing strategy with you.

Historically, Snap's successful meteoric growth was largely driven organically by the community network effect. That contributed to high levels of engagement and retention, and remains a core pillar of how we grow today.

With the size and scale of our community and business, we now supplement that with a formal marketing practice. But we keep it lean - that's our philosophy. We utilize a small (but mighty) team and disciplined investment approach to drive growth.

We speak to two primary audiences in our work: our community and our advertising partners and I will walk you through how we engage them.

Let's start with our community. So who are they? Let's take a quick look!

As you can see and have heard today, we call this community "The Snapchat Generation" and they use Snapchat to communicate with close friends and keep up with what's going on in the world around them. Let's talk about the sheer scale of the Snapchat Generation.

An average of 265 million people from around the world use Snapchat every day, many of whom skew towards Gen Z and Millennials. In the US, UK, France, Australia and the Netherlands we reach 90

percent of 13-24 year olds and 75 percent of 13-34 year olds. And while people typically associate Snapchat with only having a young teen community, it might surprise you that approximately 80 percent of our reach is above 18.

We focus a ton on The Snapchat Generation, because – simply put – they’re critically important to the future. They’re driving new behaviors, they have unique values and frankly, they’re defining what the future will look like. As consumers, Gen Z and Millennials are powerful, wielding \$1 trillion in purchasing power, and making up over 40 percent of global consumers.

As for their values, Snapchatters take social responsibility very seriously, they celebrate their individuality, they build communities, they nurture friendships, and they communicate in many different ways (often through AR and video). They are the most educated, most tolerant, most active, and most diverse generation we’ve ever seen.

And, they like to communicate – constantly! And often with the camera. Snapchatters on average open the app 30 times a day! That’s why Snapchatters are 150 percent more likely to prefer to communicate with pictures over words than non-Snapchatters. On Snapchat, they express themselves freely, with their closest friends. It’s the easiest and fastest way to communicate the full range of human emotions without pressure to feel popular, pretty, or perfect. That’s why 95 percent of Snapchatters say that the app makes them feel happy, more than any other services tested. As a result of the pandemic, the Snapchat Generation has a renewed appreciation for friends and family, and they will carry this deep need for connection through as a defining characteristic.

Snapchat was built for what matters to this community. We know that, beyond communication, they also care about great content, but they view it differently. They’re cord cutters – some are even “cord nevers” – too young to even have cords in the first place. According to eMarketer, the average US adult spends 29 more minutes per day with mobile content compared to with TV, and that number is going to keep going up. We believe this trend is driven primarily by the younger generation, whose time spent watching TV is a fraction of their older counterparts'. You won’t find them on linear TV or commercial-supported streaming. The engagement we see on Discover validates this shift.

Whether it’s the shows and content they watch on our platform, or the pictures and videos they send to their closest friends, the Snapchat Generation has completely transformed the way the world communicates and experiences entertainment: mobile, full screen, and visually interesting.

So that’s a bit about who the Snapchat Generation is and why we care about them so much. Now I want to share a bit more about how we reach the Snapchat Generation and grow our community. We generate awareness and understanding of Snapchat’s values through strategic marketing initiatives that support our long term goals. Here’s an example: in the summer of 2019 we launched

our first ever global brand campaign, called "Real Friends." The campaign highlighted how dozens of pairs of friends and family members around the world use Snapchat to stay connected. That campaign amplified one of our biggest, unchanging priorities: being a place that supports real friendship. We want Snapchatters to feel free to be themselves, free from judgement. That's a concept we believe in as human beings, but it's also an important strategic and competitive advantage.

We also celebrate tentpole moments to drive engagement with current and potential Snapchatters around the world. To celebrate Diwali with Real Friends, we created custom experiences including Lenses, Filters, stickers, and Bitmojis. We saw a 25 percent Lift in daily active users during Diwali, and over 75 percent increase in story posters. Halloween has been another great example of a tentpole moment. In 2020, we launched more than 100 Halloween lenses which led to more than 9 billion impressions.

We're a global company and we need to reflect the values, culture, and personality of our communities in every region we're in. It's no surprise that when we are able to localize content and experiences for a specific culture, we see dramatic improvements in engagement. And it makes sense - Snapchat should always feel like it's made just for you - no matter who you are.

Another priority for growing our community is literally growing up with it! So we're investing in retaining our users as they age up. Our content, which Ben will talk a little bit more about is a key component of that. And we also see high engagement between parents and kids! The beauty here is that when your parents are on Snapchat, it's not embarrassing - unlike other platforms, we don't have public comments or friend lists.

Ultimately, we believe that celebrating our community of real friends and the moments that are important to them - and highlighting our innovative products and powerful camera - will increase engagement with our current and future Snapchatters.

Now I imagine that hearing how we plan to increase our advertiser base is of particular interest today. Marketing works directly with our sales and monetization teams to support revenue growth by cementing our value proposition to advertisers.

We leverage marketplace data on the advertising community that's gleaned through our direct engagement with brands and a bi-annual research study where we uncover valuable insights to inform our marketing approach. One important insight we see - awareness of our platform is not an issue, and for those who consider us, they are likely to spend with us and have strong perceptions of the platform to drive their business. However, we do have an opportunity to convert more advertisers who are aware of Snapchat to having a deeper understanding. And when we're successful, we know

they'll be far more likely to advertise with us. In fact, in the US and France, roughly 90 percent of advertisers who consider Snapchat go on to spend on the platform.

In one such study we identified a material opportunity to address – not all advertisers understood the value of our audience. So, to help advertisers better understand the value of the Snapchat Generation, in August we launched our first-ever, global business-to-business marketing campaign showcasing the values and behaviors that characterize our community. The campaign ran in 10 markets and featured unique insights on our community and brand testimonials. In fact, the video you saw a bit ago was actually part of that campaign.

This was received positively by our advertising partners and increased our brand image across several metrics. We saw strong ad recall and significant increases in advertiser consideration of Snapchat as a partner. In measured markets we also saw over 50 percent of advertisers were more likely to consider Snapchat due to the campaign, as measured by Advertiser Perceptions.

Another opportunity noted by global advertisers was a gap in understanding of our ad solutions. To address this issue, we launched Snap Focus, an online learning and certification course for new and lapsed advertisers looking to better understand Snapchat and how to find success on our platform. We followed up the launch later in the year with Snap Connect, a new set of content and certifications aimed at educating global marketers about direct response advertising on Snap. I'm excited to share that within seven months, more advertisers have completed Snap Focus certifications than the entire 3-year life of our previous education service.

In summary, we built Snapchat for a generation that craves visual communication and values close friendships. In turn, it's become a daily fixture of hundreds of millions of lives. We also built it to meet the ambitious goals of advertisers around the globe.

I am thrilled with our team, our disciplined approach, and our insights driven strategy to drive future scale. I will be busy leading initiatives that will help grow the Snapchat Generation, that will drive engagement with our new products and features, and deepens our relationships with advertisers. I couldn't be more energized about what's in store.

Now I'd like to welcome Ben Schwerin who will talk about how we are revolutionizing mobile-first content and growing partnerships across Snapchat.