Snap Inc.

INVESTOR NEWSLETTER

Welcome back to the Snap Inc. Investor Newsletter. Please find below our recent news, business and product updates, and AR experiences. We hope you find this helpful – please reach out with any questions.

Best,

- Snap Investor Relations

WHAT WE'RE **WRITING**

Newsroom Blog:

Snapchat+: Celebrating 1 Year with 4 Million Subscribers

Newsroom Blog:

Snap and the Santa Monica History Museum Show the City's History in AR

Newsroom Blog:

Snapchat Celebrates 100 Years of Storytelling From Disney

Newsroom Blog:

An Update On Our German Community: 15 Million And Growing!

Newsroom Blog:

Newsroom Blog:

Early Insights on My AI

Pride Month on Snapchat!

WHAT WE'RE **READING**

MONETIZATION

The Wall Street Journal: Snapchat Users' Embrace of AI Could Improve Ads, Snap CEO Says

Bloomberg: Snap Puts 10 Billion AI Chatbot Messages to Use Refining Its Ad Business

Axios: Snapchat+ draws 4 million paid subscribers in first year

Campaign: Snapchat celebrates 100 years of Disney

Reuters: Snap hires new head of engineering from Google

Variety: 'Barbie' Hits Snapchat: App Launches Official AR Filter That Lets You Virtually Dress Up in Outfits Inspired by the Movie

Adweek: Paramount Pictures Uses AR to Promote Transformers: Rise of the Beasts

PRODUCT

CNBC [Video]: Snap CEO: More people want to communicate with A.I. as much as they do with their friends and family

The Wall Street Journal: The Best AI Apps to Try Now

The Information Creator Economy: Why David Dobrik Is Going All in on Snapchat and Pizza

The AR Show [Podcast]: Sophia Dominguez on how technology impacts human interaction (Part 1)

Insider: Snapchat creators are broadcasting every minute of their lives and making millions along the way

WHAT WE'RE **SNAPPING**

This month at Cannes Lions, Snap and Disney celebrated 100 years of storytelling from Disney through an immersive AR exhibition that brought the magic of Disney stories to life like never before. Through Snap AR, guests could engage with stories like Guardians of the Galaxy, Elemental, Avatar: The Way of Water, The Mandalorian, and the upcoming film Wish. Learn more here.



The below examples help illustrate our advancements in phone-based AR, and how we're evolving the technology from fun and entertainment into utility.

To try these Lenses yourself,

- Open Snapchat and point your camera at the yellow Snapcode
- Press and hold on the Snapcode on your screen to scan it 👆
- The Lens will pop up in your Lens carousel for use
- Be sure to flip your camera for world Lenses!

Snapchat Disney 100 Partnered Lens





Big Head by Snap - Synthetic pipeline (3D to ML Tech)

Beauty Cartoon by Snap - Style Transfer ML Lens





Goofy Gaze by Snap - Static Emotions ML Lens





Magical Elf by Snap - Style Transfer ML Lens





Moving Bodies by Snap - Body Mesh Tech







[Dark Academia Room by Snap - World Mesh and World Transformation Tech]



[My Muscle Mannequin by Snap - 3D Character and Body Tracking Tech]







[Heart with fingers by Snap]



[Being a Father by Snap]





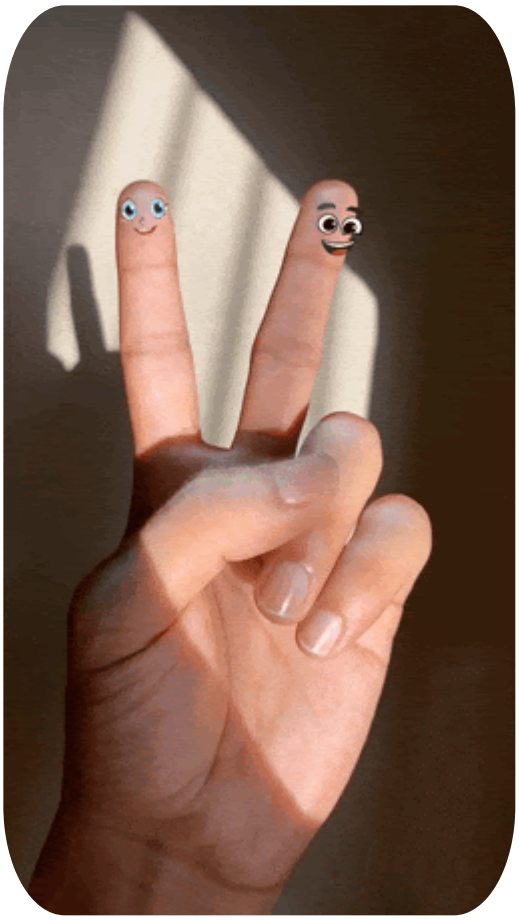


[Robot Look by Snap]



[2 Fingers Love by saracreatives - 3D Object and Interactive Tech]









NOM NOM by aoepng - 3D Object and Interactive Tech



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