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Snap Inc.

INVESTOR NEWSLETTER

Welcome back to the Snap Inc. Investor Newsletter. Below, please find 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: Snap to Launch New Lightweight, Immersive Specs in

2026

Newsroom Blog: <u>Snapchat, Everywhere!</u>

Newsroom Blog: Introducing Lens+, a new Snapchat+ experience

Newsroom Blog: <u>The Snapchat Generation Report: Where Culture Gets</u>

Real

Newsroom Blog: <u>Unlock Snapchat+ with MyMcDonald's Rewards Points</u>

Newsroom Blog: Empowering Content Creation with New Tools,

Features, and Insights

WHAT WE'RE READING

MONETIZATION



Ad Age: Snap's new CMO on building a better ad platform and getting back to its roots

Digiday: Snap's Al play targets the advertisers tired of Meta and Google

TechCrunch: Snapchat rolls out a new \$8.99 Lens+ subscription tier

Campaign: Snap appoints Jake Thomas to lead UK business

eMarketer: Snapchat partners with McDonald's to offer free Snapchat+

trial

PRODUCT



Bloomberg: Snap's First Consumer AR 'Specs' Glasses Will Arrive in 2026

TechCrunch: Snapchat launches an Apple Watch app globally

Forbes: This Is Why Top Creators Are Suddenly Switching To Snapchat

Engadget: Snap is acquiring Saturn, a calendar app used at thousands of high schools

Engadget: Snapchat now has a standalone app for making gen Al augmented reality effects

TechCrunch: Snap adds new tools for building Bitmoji games

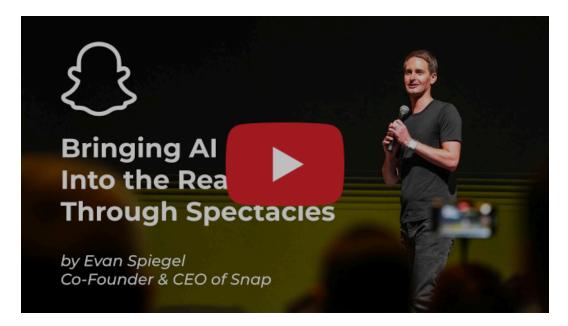
WHAT WE'RE SNAPPING

Snap to Launch New Lightweight, Immersive Specs in 2026

Last month, Snap CEO Evan Spiegel unveiled our bold vision for the future of AR at

Augmented World Expo 2025. In the keynote, he announced new updates to Snap OS, AI- and location-based tools, exciting partnerships — and that Specs, an ultrapowerful wearable computer integrated into a lightweight pair of glasses with seethru lenses, are coming next year!

Read more in our blog post <u>here</u> and see the full keynote below:



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!

Ethereal Glow Body Lens by Snapchat

<u>Fish Whisperer by Anastassiya</u> Marchenko





Pride Magazine Lens by Maxim Kuzlin





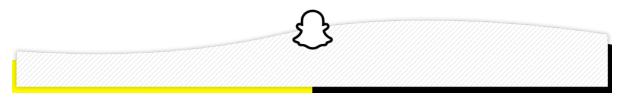




Starluxe Kitty Lens by Clara Bacou







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