

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

Investor Relations: [Snap Inc. Investor Letter Q1 2026](#)

Newsroom Blog: [Save the Date: Evan Spiegel to Speak at AWE on June 16, 2026](#)

Newsroom Blog: [The Future of Ads Is Conversational: Introducing AI Sponsored Snaps](#)

Newsroom Blog: [Introducing Place Loyalty on Snap Map](#)

Newsroom Blog: [Snap and Qualcomm Expand Strategic Collaboration to Advance Intelligent Computing Experiences on Specs](#)

Newsroom Blog: [Still Spotlight... But Still Real](#)

Newsroom Blog: [Topic Chats: One of the Internet's Most Active Group Chats](#)

Newsroom Blog: [Chief Financial Officer Transition](#)

Newsroom Blog: [Organizational Changes at Snap](#)

WHAT WE'RE **READING**

BUSINESS

Cheeky Pint Podcast: [What comes after smartphones, with Evan Spiegel of Snap](#) [Evan Spiegel Interview]

Lenny's Podcast: [Snapchat CEO: Why distribution has become the most important moat](#) [Evan Spiegel Interview]

David Senra Podcast: [Evan Spiegel: Turning Down a Billion Dollars](#) [Evan Spiegel Interview]

Futurology Podcast: [Augmenting Reality, Both Online and Off \(with Evan Spiegel and Dawn Nakagawa\)](#) [Evan Spiegel Interview]

Reuters: [Snap's quarterly revenue rises, daily active users return to growth](#)

Reuters: [Snap names Doug Hott as new CFO](#)

Adweek: [Snapchat Users Will Soon Be Able to Chat Directly with Agentic Ads Served to Them Via DM](#)

Bloomberg: [Snap to Cut 16% of Its Workforce in Quest for Profitability](#)

Adweek: [Snap Pitches 'Conversational Commerce' as TikTok Alternative](#)

Marketing Brew: [Coworking with Fintan Gillespie](#)

PRODUCT

TechCrunch: [Snap Map's new 'Place Loyalty' badges will show the spots you visit most often](#)

The Verge: [Snapchat's 'Reals' joke mocks Instagram's many ripoffs](#)

The Hollywood Reporter: [Inside the Snappys: Snapchat Launches Inaugural Awards Show, With Kylie Jenner, David Dobrik Among Winners](#)

Music Ally: [Happiness is a warm Gaussian Splat: The Beatles meet Snapchat](#)

Fortune: [So... what are we doing with AI? Innovating in an age of caution](#) [Ronan Harris Interview]

Branding in Asia (AP): [Snap's Joseph Darko on Why Practical AR Is Changing Behavior in Asia-Pacific](#)

Mint (IN): [Snapchat bets on creators in smaller cities to tap into Indian market](#)

SPECS 

The Verge: [Snap is sticking with Qualcomm for its next AR glasses](#)

KTLA: [Snapchat bets on smart glasses as the future](#) [Evan Spiegel Interview]

PCMag: [Waveguide Smart Glasses Are the Future, But Buying Them Now Is a Mistake](#)

RTL Nieuws (NL): [Forget VR headsets: tech companies are going all-in on AR glasses.](#)

WHAT WE'RE **SNAPPING**

LISTEN: Evan Spiegel on Cheeky Pint, Lenny's Podcast, and David Senra Podcast

Snap CEO Evan Spiegel recently went on several podcasts: [Cheeky Pint](#), [Lenny's Podcast](#), and the [David Senra Podcast](#). Across these interviews, he explains his approach to designing Snapchat, how the platform differs from traditional social media, how we established our track record of innovation, and how Specs represents the future of computing.

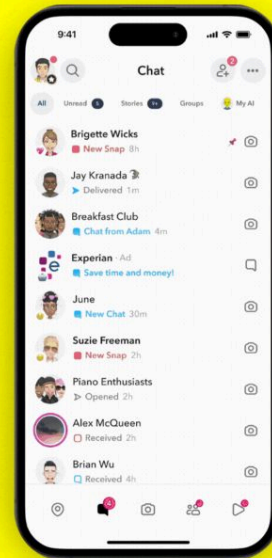
Check them all out: <https://www.youtube.com/watch?v=Sr6n-9mzYnk>

Introducing AI Sponsored Snaps

Last month, we announced AI Sponsored Snaps, a new way for brands to show up in Chat through AI agents that Snapchatters can interact with directly. For brands, this means direct access to Snapchat's nearly 1 billion monthly active users - with the ability to bring their own AI agents onto the platform and drive full funnel outcomes from top of the funnel discovery and engagement to lower funnel installs and purchases. Read more [here](#).

INTRODUCING AI SPONSORED SNAPS

 **FOR BUSINESS**



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!

[Me and a dog AI Lens](#) by Snapchat



[Player Cat AI Lens](#) by Snapchat

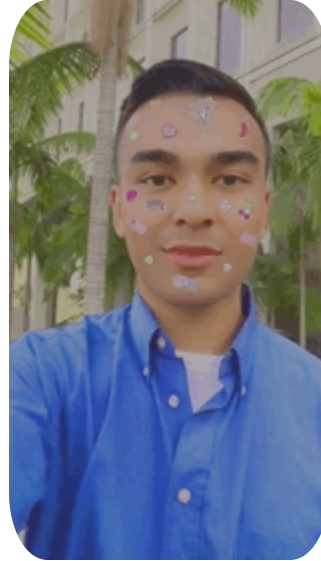




[Hair & Glow Beauty Lens](#) by Snapchat



[Old School Stickers Lens](#) by Snapchat



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