

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: [Snapchatters Created Nearly 2 Trillion Snaps in 2025](#)

For Business Blog: [From Attention to Action: Snapchat's Full-Funnel Advantage](#)

Newsroom Blog: [Introducing AI Clips in Lens Studio](#)

Newsroom Blog: [Spectacular: The Art of Jonathan Yeo in Augmented Reality Makes Its U.S. Debut at SXSW](#)

Newsroom Blog: [Meet the Nominees for Snapchat's Inaugural Snappy Awards Show](#)

Newsroom Blog: [Cricket in a Snap](#)

WHAT WE'RE READING

BUSINESS

Adweek: [Snap Says 63,000 Snaps Per Second Means Better Ads](#)

Campaign (CA): [Inside Snapchat's Canadian comeback](#)

Fortune (IN): [Snapchat bets on Gen Z cricket frenzy with 'Cricket in a Snap' ad suite](#)

Social Media Today: [Snapchat research provides insight for movie marketing](#)

Marketing Week (UK): [Quality performance, mass price point: How MCoBeauty is breaking into the UK market](#)

BFMTV Tech (FR): [Lena Situations, Enjoy Phoenix, Kylie Jenner: Content Creators Return to Snapchat Out of a Need for Authenticity—and for the Lucrative Compensation](#)

PRODUCT

Engadget: [Snapchat users sent 'nearly' 2 trillion snaps in 2025](#)

Variety: [Snapchat Is Honoring DJ Khaled With a 'Lifetime Achievement Award' at Its First-Ever Snappy Awards](#)

TechCrunch: [Snapchat's new 'AI Clips' Lens format turns photos into five-second videos](#)

Business Insider: [Snap's director of product design doesn't care about your degree. She wants to see what you've built.](#)

Netmums (UK): [Snapchat launches new safety feature designed to reassure parents – without increasing teens' screen time](#)

SPECS

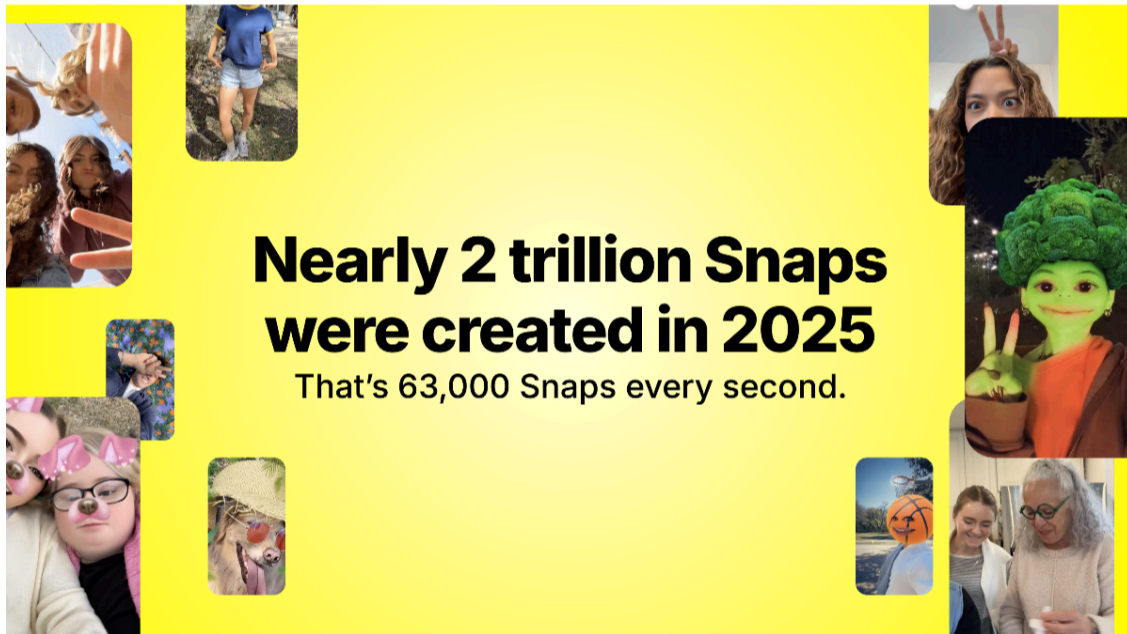
Cas and Chary XR (YouTube): [The First REAL AR Glasses Are Almost Here](#)

WHAT WE'RE **SNAPPING**

Snapchatters Created Nearly 2 Trillion Snaps in 2025

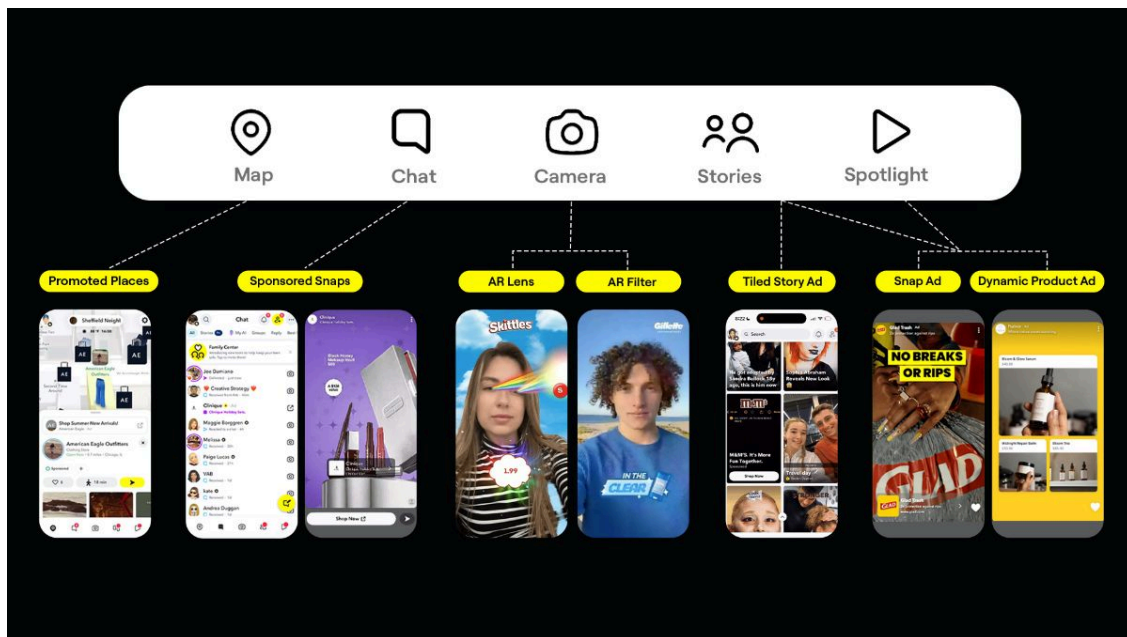
Last month, we shared a huge milestone for our community: In 2025, Snapchatters created nearly 2 trillion Snaps. To break it down, that is equal to 63,000 Snaps per second.

Whether it's a single Snap sent to a best friend or a Streak that's lasted for years, these small interactions add up to something much bigger: a service where trillions of Snaps help people feel seen, connected, and understood. Read more [here](#).



Snapchat's Full-Funnel Advantage

At NewFronts and Shoptalk, we announced new ad solutions across the funnel that help brands capture attention, build brand awareness, and convert attention into purchases. This includes **Total Snap Takeovers**, allowing advertisers to show up as the first ad spot in each tab; **Offers**, which integrate promotions directly into Snap Ads; and new formats for **Dynamic Product Ads** to deliver even more personalized product recommendations. Read 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!

[Old and Young Me AI Lens by Snapchat](#)



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





[Pink Towel Lens by Snapchat](#)



[Unexpected Guy Lens by Snapchat](#)



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