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

UPDATES

Less social media. More Snapchat.

Snapchat was designed from the start to be different from social media — it's a place for real relationships, fun, and joy. In early February, we launched a new campaign to show you exactly what we mean. Check out our video below and learn more at MoreSnapchat.com or our blog post.



WHAT WE'RE **WRITING**

Investor Relations Site: Snap Inc. Investor Letter Q4 2023

Newsroom Blog: New Community Milestone: 800 Million MAU and Counting!

Newsroom Blog: Less Social Media. More Snapchat.

Newsroom Blog: Get Ready for Super Bowl LVIII with the NFL on Snapchat

WHAT WE'RE **READING**

MONETIZATION

CNBC: Snap CEO on revenue miss and light guidance

Digiday: Why Snapchat is pitching its platform as an alternative to social media

Ad Age: Snap to make Super Bowl debut with anti-social media message

Marketing Dive: How Super Bowl advertisers are upping their game on Snapchat

Business Today (IN): 'We're just building the foundation in India': Snap Inc.'s CEO Evan Spiegel on Snapchat's big India plans

Social Media Today: Snap Announces New Partnership With Fospha To Provide More In-Depth Campaign Analytics

MarTech: Traackr partners with Snap to boost influencer relationships

PRODUCT

Boardroom: Snapchat at the Super Bowl: NFL Integrating New Tech for First Time at SB LVIII

TechCrunch: Spotify's new Snapchat Lens lets you capture yourself or your surroundings when sharing a song

Harper's Bazaar (FR): Snapchat and the Château de Chantilly: when a 19th-century banquet is recreated in augmented reality

Hello!: Magazine (UK): How to keep your teen safe on Snapchat

WHAT WE'RE SNAPPING

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!

Warner Bros Dune: Part Two Partnered Lens

Doritos Triangle Tracker Partnered Lens









[Love Shower Lens by Objectspace]

[Rotating Fisheye Lens by aoepng]









[Blue Cowgirl Lens by Paige Piskin]



[Triplets Lens by Gijs Wahl]



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