

**Snap Inc. Names Julie Henderson Chief Communications Officer**

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*Longtime 21st Century Fox Executive to Lead Global Communications for Snap Following Completion of Sale of Certain 21st Century Fox Assets to The Walt Disney Company*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Snap Inc. (NYSE: SNAP) Chief Executive Officer Evan Spiegel announced today that Julie Henderson will join the company as Chief Communications Officer. In this role, Ms. Henderson will report to Mr. Spiegel and lead communications globally as Snap continues to redefine the camera and empower people to express themselves visually with friends and family.

Ms. Henderson is currently Executive Vice President and Chief Communications Officer for 21st Century Fox. She will assume her new role at Snap immediately following the completion of the sale of certain 21st Century Fox assets to The Walt Disney Company.

"Julie will be an outstanding addition to our team," said Evan Spiegel. "She brings incredible experience, talent, and integrity, as well as the respect of the tech, media and finance communities. We are excited to have Julie play a key leadership role in the next chapter of the Snap story."

Ms. Henderson will take over the responsibilities of Mary Ritti, Vice President of Communications. Ms. Ritti, who joined Snap in 2013, announced her decision to leave the company last summer.

"I am deeply grateful to Mary for everything she has done for Snap over the past six years," said Mr. Spiegel. "She has been an incredible partner and we could not have built Snap without her dedication to our community and mission."

"The Snap team's deep connection with its global community and their passion for creating innovative products made this an irresistible opportunity," said Ms. Henderson. "As the company enters its next phase of development, its creativity and vision set the stage to grow Snap's business and impact. I'm excited to work with Evan and my new colleagues to further their vision and belief in the power of visual communications."

Prior to her current post at 21st Century Fox, Ms. Henderson was the Company's Senior Vice President of Communications and Corporate Strategy, where she led communications and developed company-wide marketing and distribution strategies.

**About Snap Inc.**

Snap Inc. is a camera company. We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. For more information, visit [snap.com](https://www.snap.com).

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