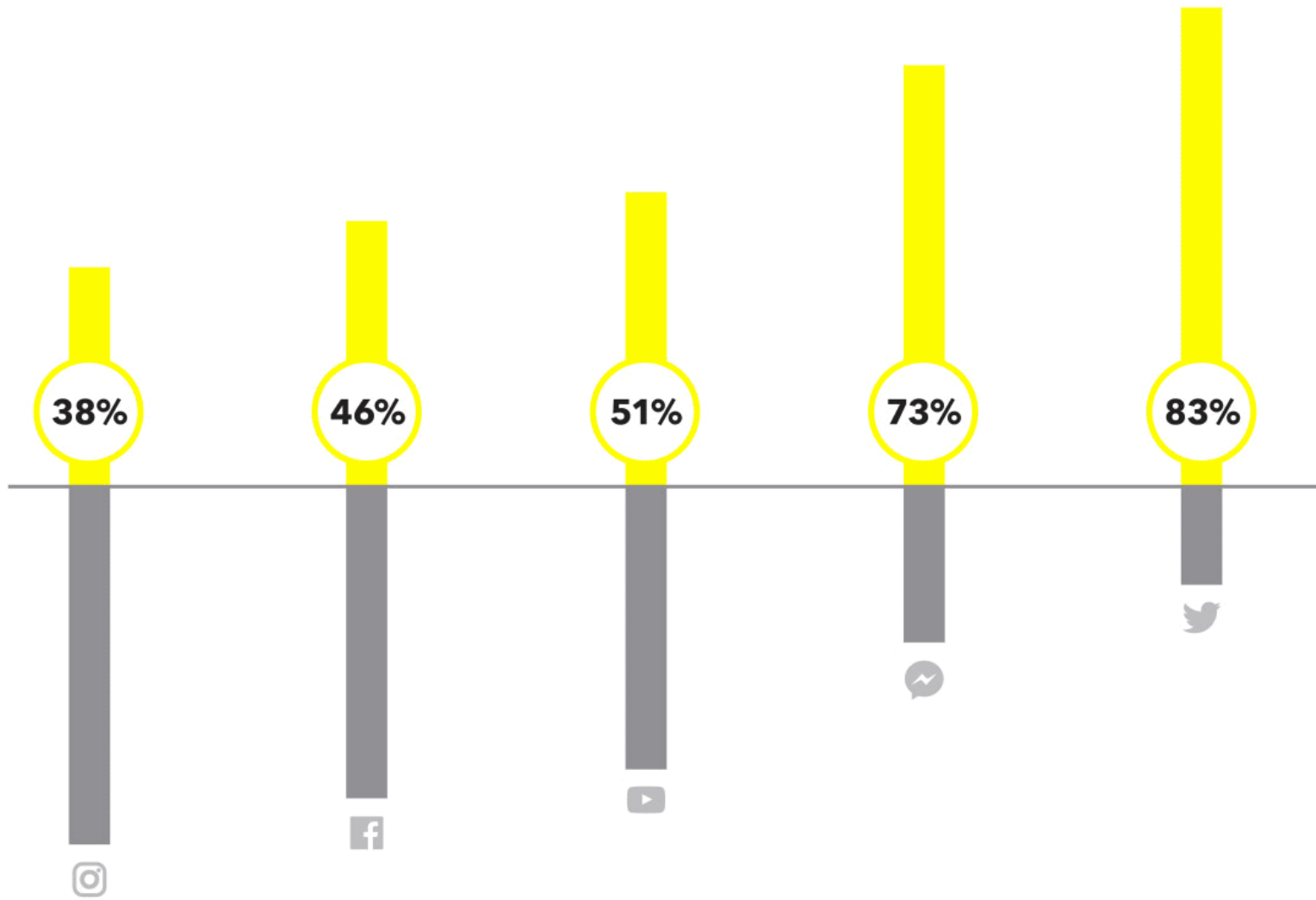




Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+

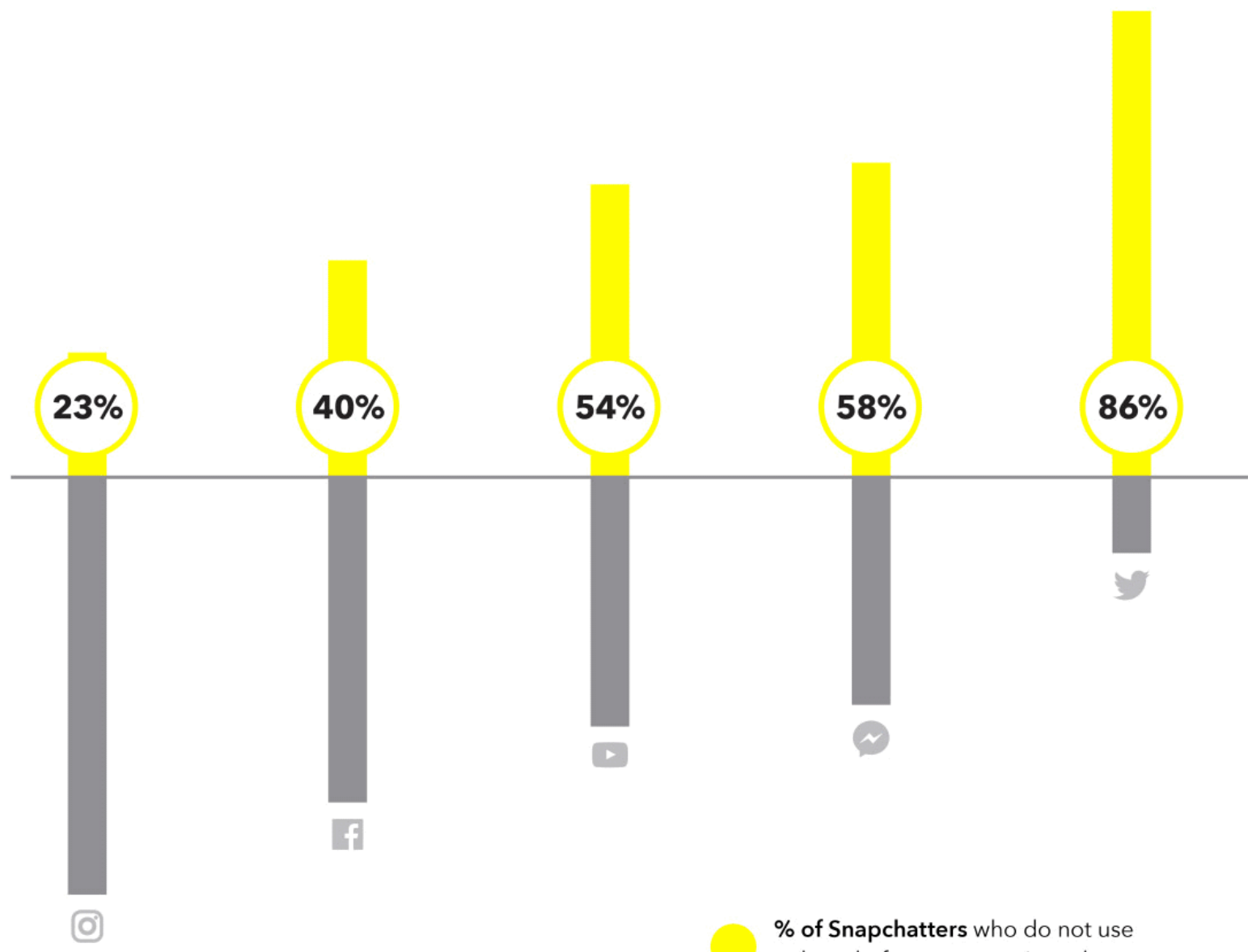


-  % of Snapchatters who do not use other platform on any given day
-  % of Snapchatters who use Snapchat and also use other platform on any given day



Base: US Snapchatters aged 16+
Source: Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app; calculation equals (1-Overlap Penetration); App Annie weights iOS and Android data in their sample to reflect the general population of the market; Figures calculated for Q3 and Q4 2018.

Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+

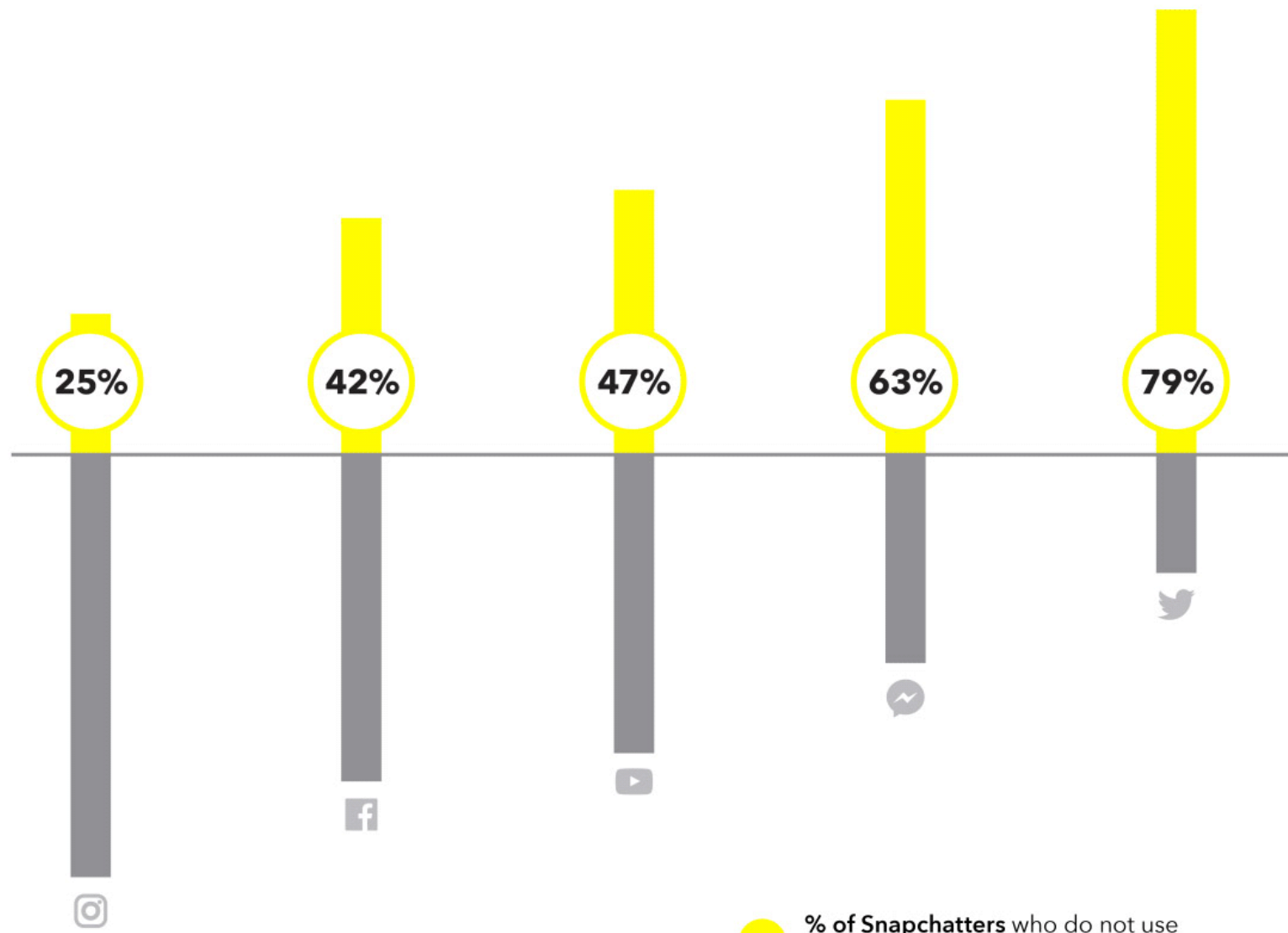


Base: CA Snapchatters aged 16+
Source: Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app; calculation equals (1-Overlap Penetration); App Annie weights iOS and Android data in their sample to reflect the general population of the market; Figures calculated for Q3 and Q4 2018.



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Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+

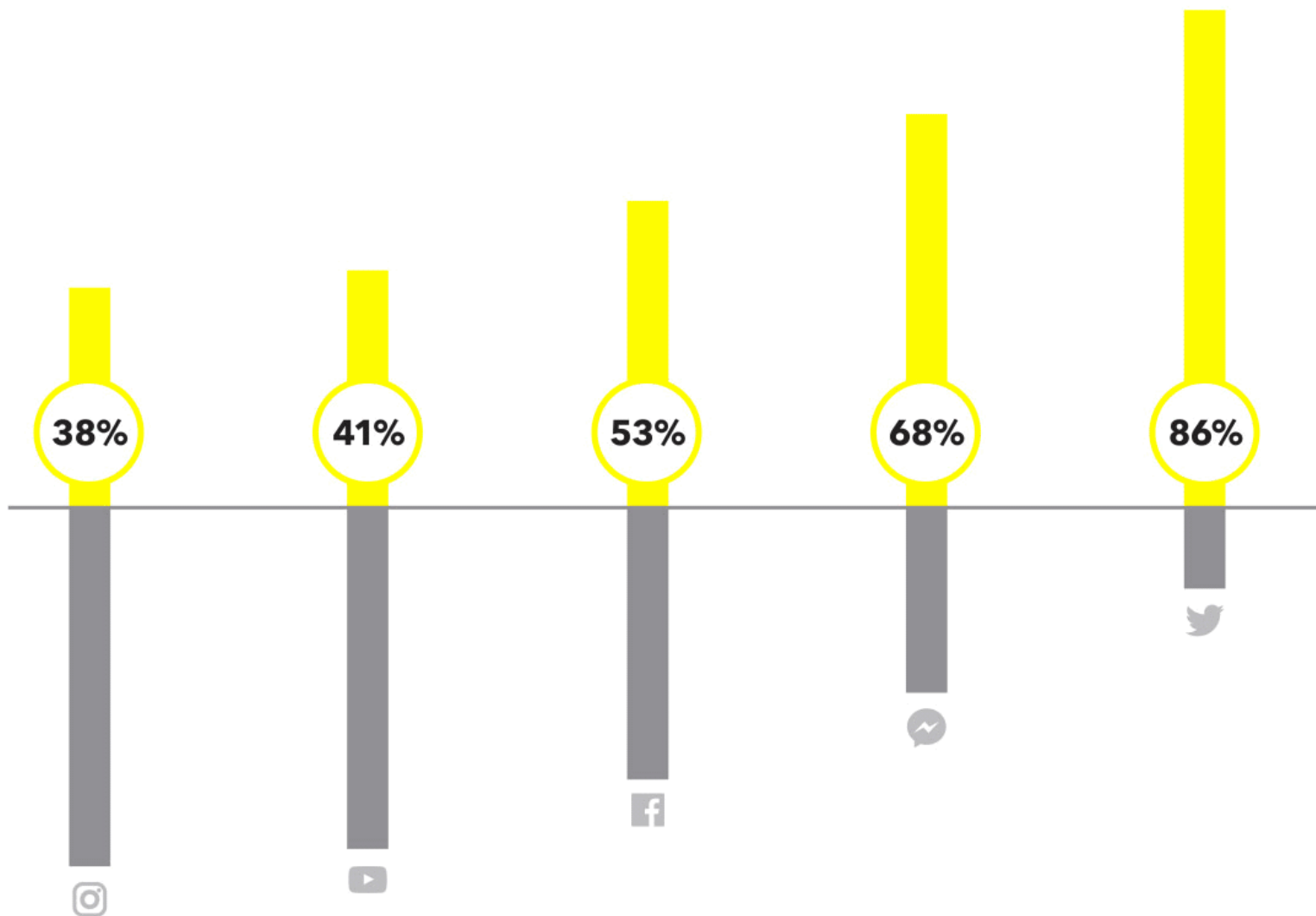




Base: GB Snapchatters aged 16+
Source: Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app; calculation equals (1-Overlap Penetration); App Annie weights iOS and Android data in their sample to reflect the general population of the market; Figures calculated for Q3 and Q4 2018.

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-  % of Snapchatters who use Snapchat and also use other platform on any given day

Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+

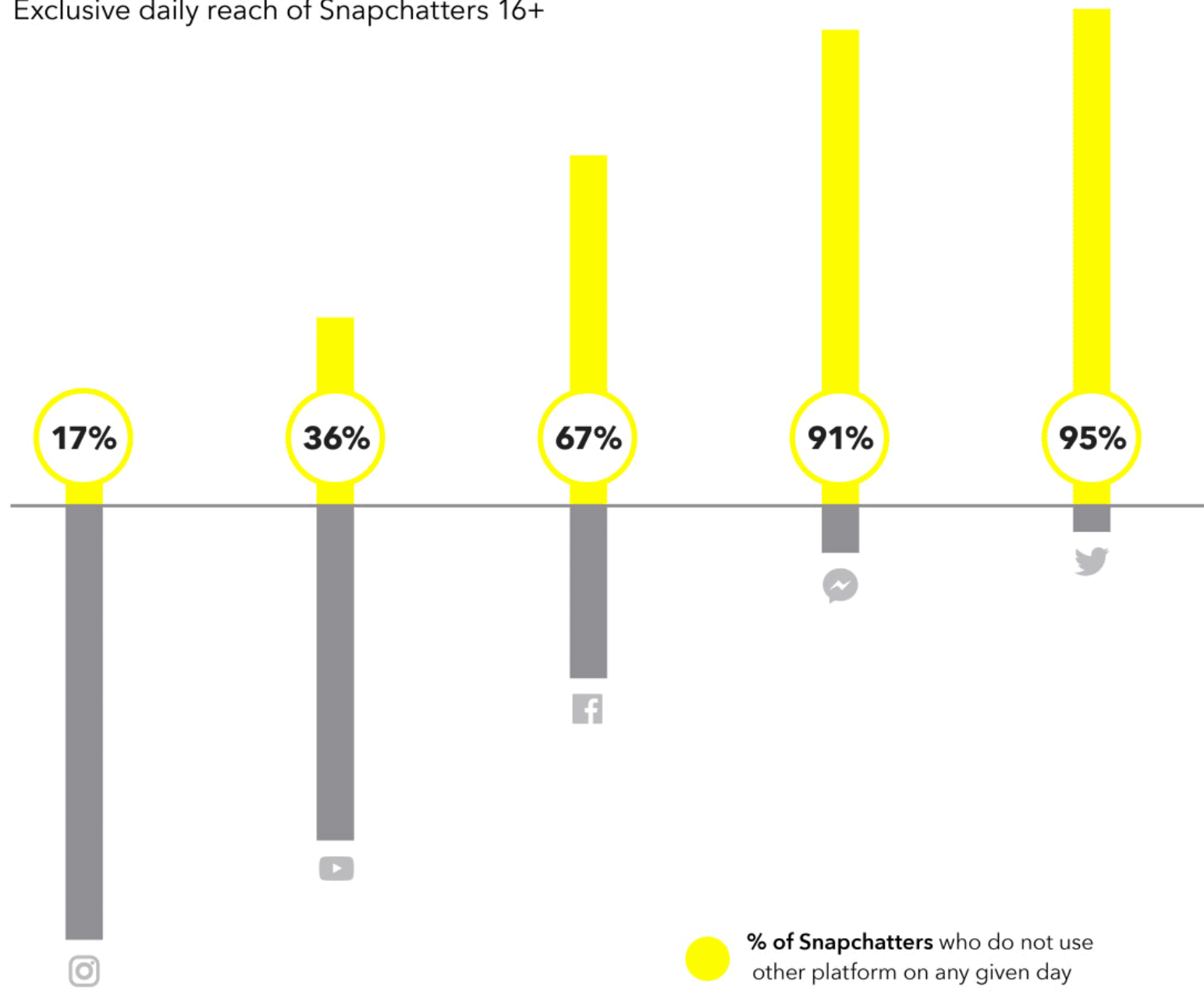


-  % of Snapchatters who do not use other platform on any given day
-  % of Snapchatters who use Snapchat and also use other platform on any given day



Base: FR Snapchatters aged 16+
Source: Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app; calculation equals (1-Overlap Penetration); App Annie weights iOS and Android data in their sample to reflect the general population of the market; Figures calculated for Q3 and Q4 2018.

Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+



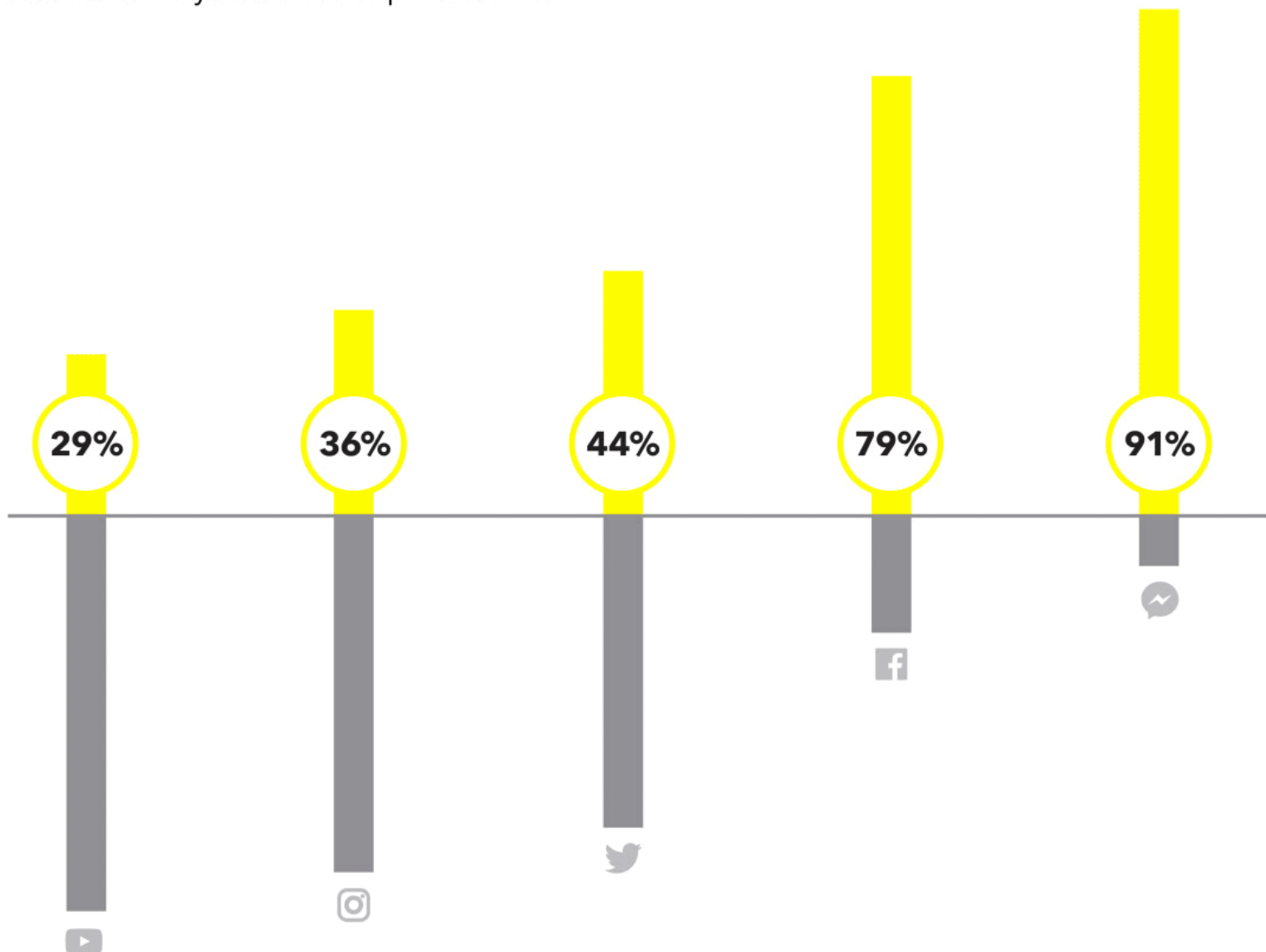
Base: DE Snapchatters aged 16+
Source: Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app; calculation equals (1-Overlap Penetration); App Annie weights iOS and Android data in their sample to reflect the general population of the market; Figures calculated for Q3 and Q4 2018.

-  % of Snapchatters who do not use other platform on any given day
-  % of Snapchatters who use Snapchat and also use other platform on any given day

Snapchat Audience Exclusivity | Daily Reach



Exclusive daily reach of Snapchatters 16+



% of Snapchatters who do not use other platform on any given day



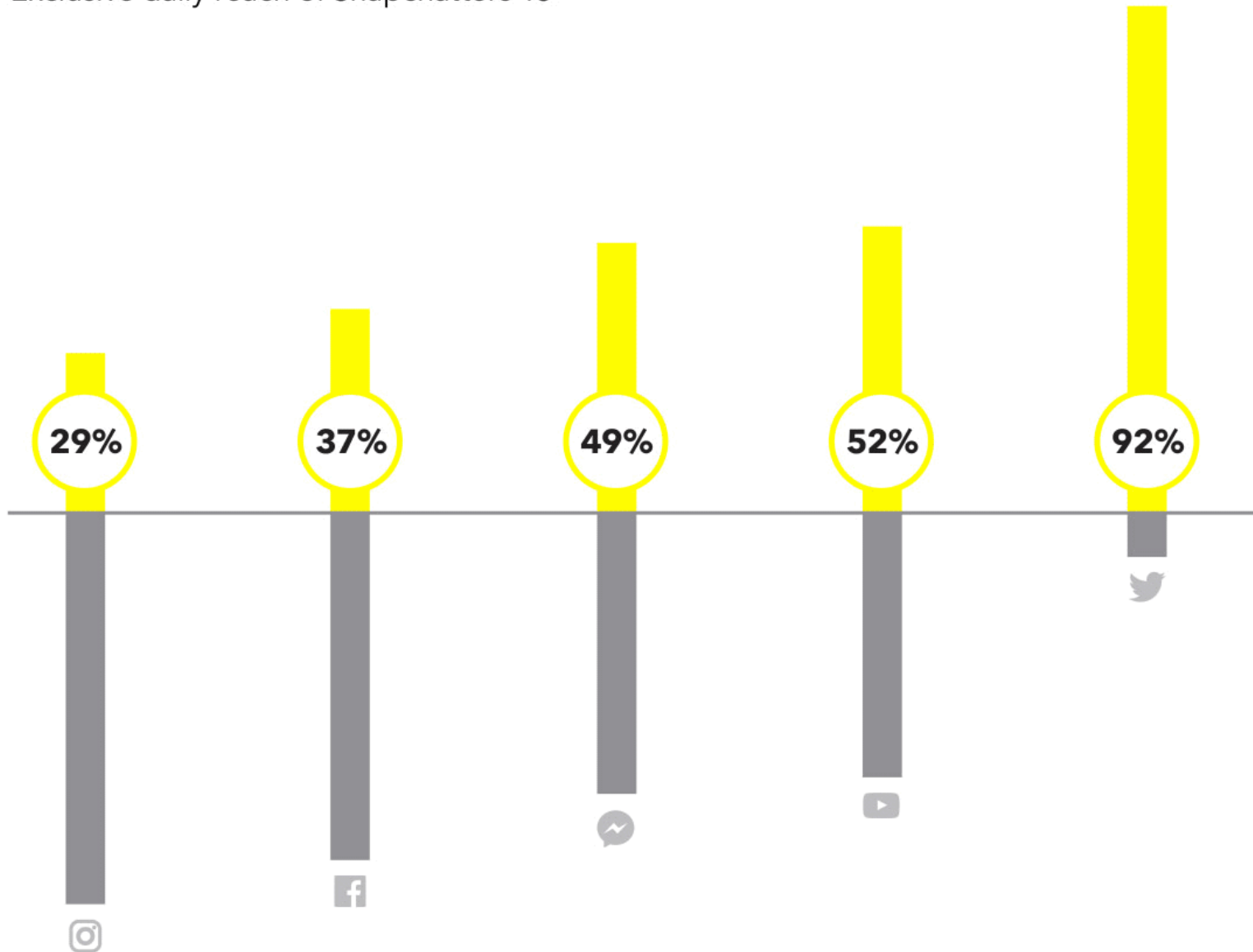
% of Snapchatters who use Snapchat and also use other platform on any given day



Base: SA Snapchatters aged 16+

Source: Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app; calculation equals (1-Overlap Penetration); App Annie weights iOS and Android data in their sample to reflect the general population of the market; Figures calculated for Q3 and Q4 2018.

Snapchat Audience Exclusivity | Daily Reach

Exclusive daily reach of Snapchatters 16+



-  % of Snapchatters who do not use other platform on any given day
-  % of Snapchatters who use Snapchat and also use other platform on any given day

Base: AU Snapchatters aged 16+

Source: Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app; calculation equals (1-Overlap Penetration); App Annie weights iOS and Android data in their sample to reflect the general population of the market; Figures calculated for Q3 and Q4 2018.