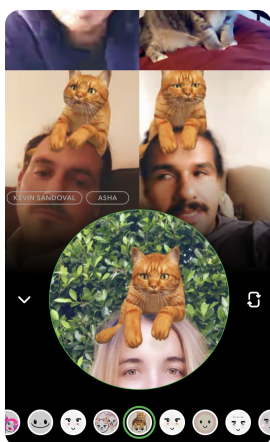


The Impact of COVID-19 on the Snapchat Generation

Commitment to Our Community

Face-to-Face Matters:
Calling has grown
by more than
50%²

Staying in Touch



People are turning to visual communication to keep close

Snap sent between friends reached an all-time high, surpassing our typical peaks on Christmas and major holidays. The large increases are disproportionately driven by those sending Snaps to their top contacts (Best Friends).¹

Real-time communication is more important than ever

Our community is finding value in our video and voice calling features, which are often used with AR Lenses: time spent **calling has grown by more than 50%** during late March compared to late February.²

Groups of friends are coming together

Group Chat engagement and Snaps sent to Group Chats recently **reached an all-time high**.¹

Having Fun Together and Staying Up-to-Date



Friends are looking for new ways to have fun together

We're seeing highly **elevated engagement in Snap Games**², with our **highest figures since launch** for overall time spent, player count, and usage of in-game social features like Voice and Chat.³

Millions are turning to augmented reality (AR) for fun and self-expression

Time spent playing with Lenses is up by more than 25% during late March compared to late February.²

Time spent watching Snapchat Shows is higher than ever¹

Discover content within the News, Health & Wellness, and Gaming categories are **seeing increases in engagement**. And while major sporting events are on pause, we're still seeing sustained engagement with sports-related content.²

¹ Snap Inc. internal data as of March 29, 2020.

² Snap Inc internal data February 22 - March 6, 2020 vs. March 16 - March 29, 2020.

³ Snap Inc internal as of March 29, 2020. Initial launch window Q2 2019.

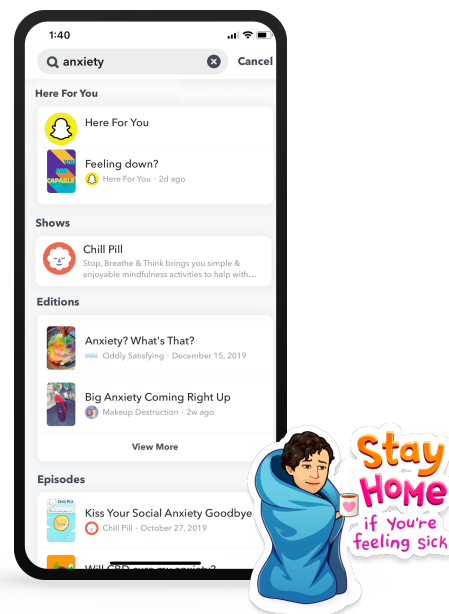
The Impact of COVID-19 on the Snapchat Generation

218 million

Daily Active Users,
On Average¹

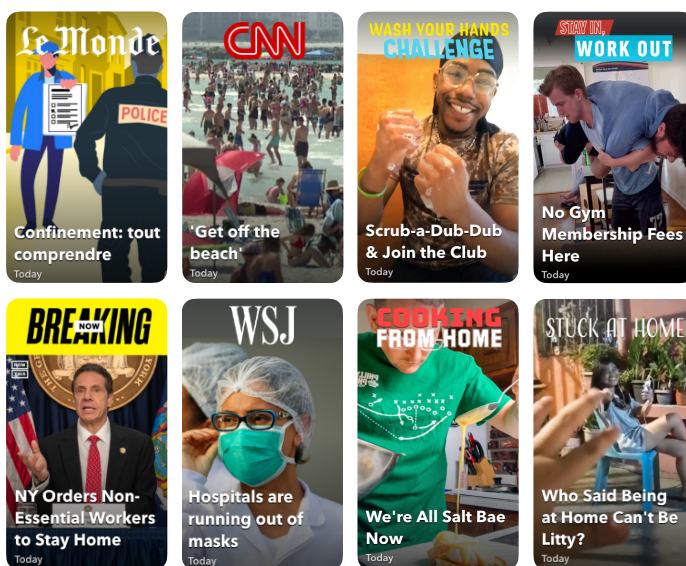
Keeping our community safe and well-informed.

We're making it our priority to remind our community about the importance of safety precautions as we roll out new AR Lenses, Filters, Bitmojis, and other health-conscious initiatives. While the WHO is partnering with us to publish regular updates and develop custom content that answers questions from Snapchatters, our own news team is regularly producing coverage and updating our community with tips, expert POVs, and other information. Additionally our *Here For You* feature is providing content from the WHO, NHS, and CDC that addresses anxiety issues related to COVID-19.



Fact-based, credible content.

We have a proactive approach to ensuring Snapchatters have access to credible, fact-based information. Our Discover platform is carefully curated with content from select partners, including some of the most trusted news organizations from around the world. By strictly prohibiting Snapchatters and our partners from sharing content that deceives or deliberately spreads false information that causes harm, our guidelines and curated feed prevent unvetted publishers and individuals from broadcasting misinformation.



¹ Source: Snap Inc. internal data Q4 2019. See Snap Inc. public filings with the SEC.

The Impact of COVID-19 on the Snapchat Generation

Snapchatters are staying inside.

73%

Lower University and School Attendance

29%

Fewer Bar Visits

22%

Fewer Air Travelers

59%

Fewer Music Venue Visitors

41%

Fewer Gym Trips

Source: Snap Inc. Internal Location Data: Snapchatters 13+; March 6 - March 12, 2020 vs. March 13 - March 19, 2020.

Snapchatters are changing their habits.

62%

Streaming more

21%

Shopping more

38%

Gaming more

23%

Ordering more Food Delivery

Source: Snap Inc. survey of US Snapchat users March 20 - March 23, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: Which of the following, if any, are you doing more since the outbreak of the COVID-19? n=1983.

Snapchatters are consuming more content.

39%

More Online News Consumption

39%

More TV Watching

29%

More Social Media Activity

Source: Global Web Index March 13-16 2020. Base: 1,628 internet users aged 16-64 in the US. Question: Which of the following have you been doing at home, because of the COVID-19 outbreak?

Just as Snapchat brings people together, we are here to help our partners and our entire community move forward together.