



Snapchat reach to Users x Countries

# Monthly Addressable Reach across Countries

Country	Addressable Reach of Users <sup>1</sup>
Australia	7,000,000
Belgium	2,500,000
Canada	9,000,000
Denmark	2,000,000
Finland	1,000,000
France	22,000,000
Germany	13,000,000
Hungary	900,000
Ireland	1,500,000
Italy	2,500,000
Kuwait	1,500,000
Netherlands	4,500,000
New Zealand	1,100,000
Norway	2,800,000
Poland	4,000,000
Saudi Arabia	19,000,000
Spain	3,000,000
Sweden	3,000,000
Switzerland	1,500,000
Turkey	12,000,000
United Arab Emirates	2,500,000
United Kingdom	18,000,000

<sup>1</sup>Snap Inc. internal data Q1 2022