

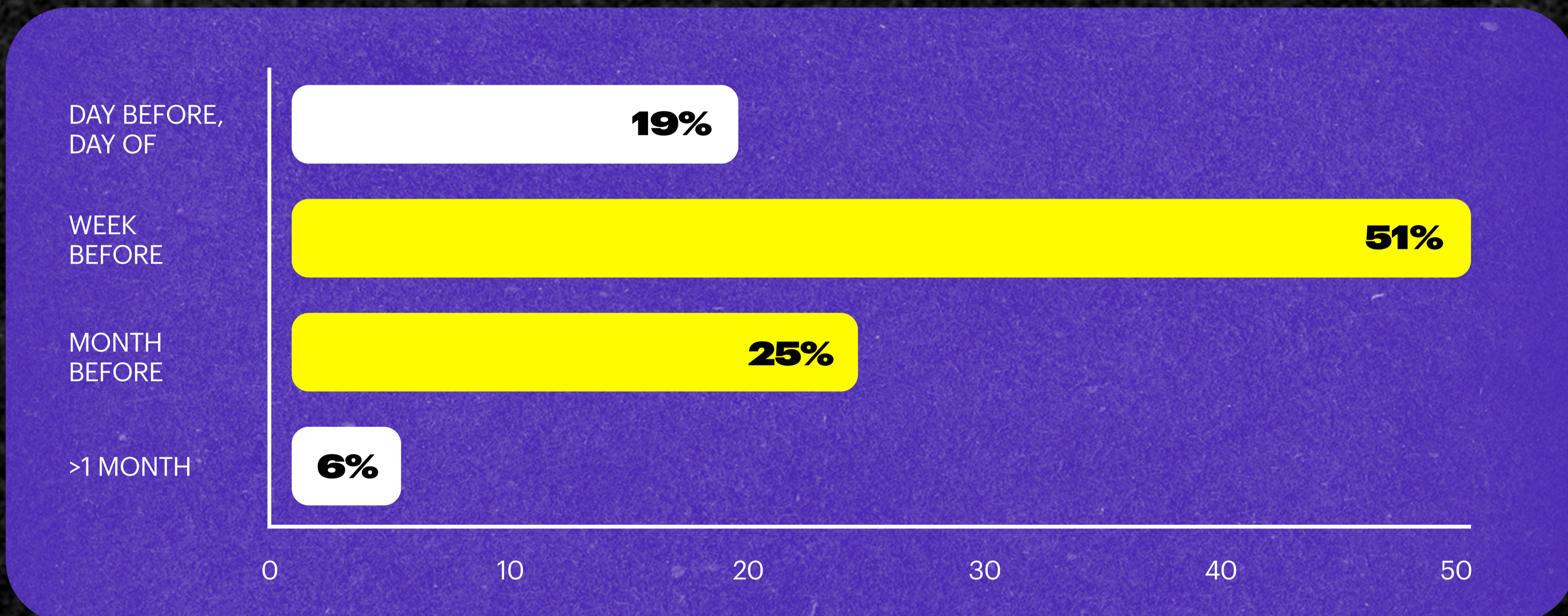


HALLOWEEN IS A TIME FOR TRICKS, TREATS, AND EVERYTHING IN BETWEEN.

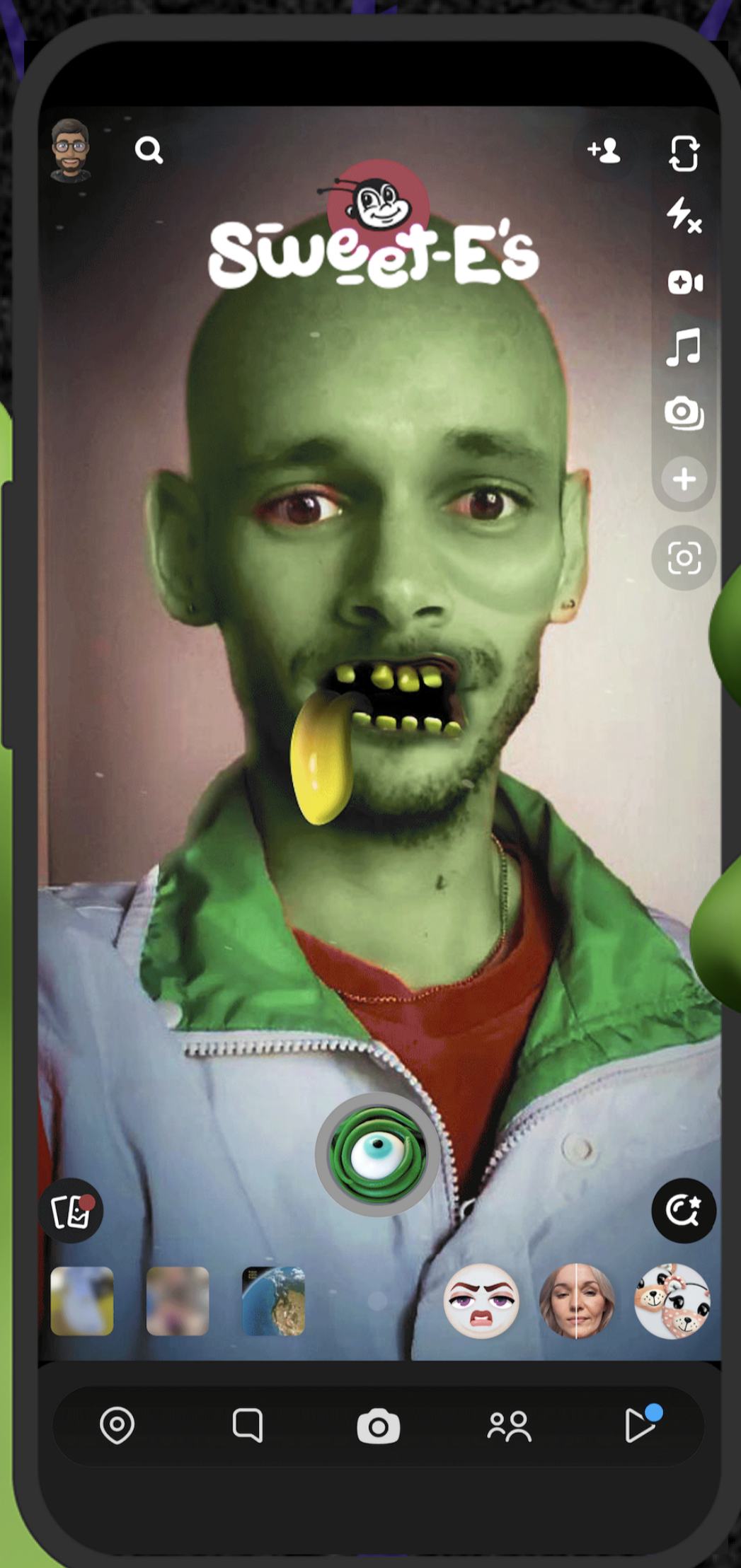
19% OF SNAPCHATTERS IN THE NETHERLANDS PLAN HALLOWEEN ONE WEEK OR ONE DAY BEFORE...

...BUT 76%

START THEIR HALLOWEEN PLANNING ONE WEEK OR ONE MONTH BEFORE¹



SNAPCHAT IS THE PERFECT PLACE TO CELEBRATE HALLOWEEN THERE ARE 4,5M. MAU ON SNAPCHAT IN THE NETHERLANDS²



CREATE BRANDED MOMENTS BY LEVERAGING SNAPCHAT'S EXTENSIVE CATALOGUE OF PRE-BUILT, HIGHLY ENGAGING HALLOWEEN LENSES.

PLAYTIME WITH SPONSORED HALLOWEEN LENSES INCREASED 95% YOY IN 2022.

54s

AVERAGE CAMERA PLAYTIME VIA THE HALLOWEEN SNAPCODE UNLOCKED LENSES

SPOOKY STATS ON SNAPCHAT

84%

OF SNAPCHATTERS IN THE NETHERLANDS SAY HALLOWEEN IS MEANINGFUL.³

71%

MAKE PURCHASES FOR HALLOWEEN.⁴

+20%

INCREASE IN STORY POSTS BY SNAPCHATTERS IN THE NETHERLANDS ON HALLOWEEN COMPARED TO THE PRIOR 14 DAY AVERAGE.⁵

1. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Halloween (n=139) | Q: When do you first start to plan for Halloween?

2. Snap Inc. Internal data Q4 2022

3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Halloween (n=127) | Q: How meaningful is this celebration or moment to you?

4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Halloween (n=127) | Q: How do you celebrate Halloween?

5. Snap Inc. internal data October 31, 2022 vs. October 17-30, 2022