The following report is a deep dive into how Snapchatters are using AR in Canada based on the Snap Consumer AR Global Report. For a more comprehensive market view, please read the Snap Consumer AR Global Report.
AR is a critical tool for brands to stand out and deliver customer value and confidence.

Introduction

AR is the next form of mobile engagement, elevating the consumer experience and setting new expectations for digital engagement.

AR’s Impact on Brands

AR is a critical tool for brands to stand out and deliver customer value and confidence.

AR is Evolving Fast

AR cannot be ignored as the new, rapidly-growing consumer experience that will soon be everywhere, all the time.

AR is Here Today and Here to Stay

AR is already here, widely recognized as both fun and useful and driving fast adoption and growth.

Conclusion

There is an imperative to meet consumer’s AR demand, and now is the time to act for brands, platforms, and developers.
Introduction
Key Takeaways

AR adoption is tracking with the mobile usage boom - by 2025, ~75% of Canada’s population and almost all people who use social / communication apps will be frequent AR users.¹

72% of people successfully identify AR when they see it², but when talking about it, they have a hard time defining or describing what it is.

69% of Snapchatters in Canada and across generations use AR to have fun; the majority are discovering AR through social / communications apps.³

AR is generally seen as a “toy”, but 75% of people expect and desire to use it as a practical “tool” in their everyday lives.⁴

Interacting with products that have AR experiences leads to a 94% higher conversion rate.⁵

---

¹ See additional methodology details in appendix
² 2021 Global Deloitte Digital Study commissioned by Snap Inc.
³ Base = Aggregate average (n=764)
⁴ Base = Aggregate (n=793)
⁵ See additional methodology details in appendix
There is something really unique happening right now – an incredible number of hobbyists and professionals are using AR. Downloading tools across the Snap AR platform. They’re taking time to learn, they’re curious.”

AR is growing

By 2025, ~75% of Canada’s population* and almost all people who use social / communication apps will be frequent AR users.¹

Frequent AR Consumers

Based on people ages 13-69 who use social / communication apps

---

¹ Frequent AR Consumers based on people who use AR weekly or daily from 2021 Global Deloitte Digital Study commissioned by Snap Inc.

² Note: 2021 AR Consumers based on people ages 13-69 (based on UN World Population Prospects 2019) 2022 to 2025 forecasted in line with 2000-2003 growth rate of smartphone users since AR is at the Toy phase of adoption. This transition took place with mobile phones, one use argument for AR was when games like ‘snake’ started being available (e.g., 1997: Nokia 6110 device released, 1999: emojis were invented, 2000: Nokia 3310 launched, and the first commercially available camera phone released in Japan).
Age Differences

Younger people are ~70% more likely to use AR,¹ and they are 24% more likely to believe AR is important in their lives.²

But, AR is not just for Gen Z; Millennials and Gen X show the highest affinity for AR.³

Snapchatters are 1.4x as likely to use AR frequently compared to Non-Snapchatters.⁴

56% of Snapchatters believe AR is important to their lives.⁵
“As AR evolves, it will revolutionize our lives and will become as significant of a technology shift as the web or mobile was to society, changing how we view and interact with the world around us.”

Allan Cook
Digital Reality Business Leader
Deloitte Digital
AR’s Impact on Brands
A lot of people are using AR to make purchase decisions... and plan to keep doing so

There are 100 million consumers shopping with AR online and in-stores.¹

94% of Snapchatters agree they'll use AR the same or more when shopping next year.²

¹ Gartner Press Release
² 2021 Global Deloitte Digital Study commissioned by Snap Inc.
Base = Snapchatters (n=222)
Q: Will you use AR while browsing and/or shopping more or less than last year?
AR captures consumer attention

AR delivers almost $2x$ the levels of visual attention compared to their non-AR equivalent, leading to improved memories and more powerful responses from consumers.$^1$

Snapchatters who have interacted with a brand’s AR experience are $39\%$ more likely to pay attention to the brand.$^2$

---

1. Zappar Article, “How augmented reality affects the brain.”
2. 2021 Global Deloitte Digital Study commissioned by Snap Inc.

Base = Snapchatters (n=198)

Q: Sometimes brands will create AR experiences through an app camera (e.g., a big movie company makes an AR experience where the heroes of a movie are fighting next to you, or a restaurant provides you a lens/filter/effect that turns you into a hamburger). What impact, if any, does interacting with that AR experience have on your perception of that brand?
Brands and people connect better with AR experiences

Brands are 44% more likely to be considered if they have a branded AR experience.¹

Snapchatters are 38% more likely than Non-Snapchatters to share a brand’s AR experience with friends and family.²

¹ 2021 Global Deloitte Digital Study commissioned by Snap Inc.
² Base = Snapchatters (n=159), Non-Snapchatters (n=126)

Q: Sometimes brands will create AR experiences through an app camera (e.g., a big movie company creates an AR experience where the heroes of a movie are fighting next to you, or a restaurant provides you a special effect that turns you into a hamburger). What impact, if any, does interacting with that AR experience have on your perception of that brand?

| A: I am more likely to pay more attention to the brand, I am more likely to share a brand’s AR experience with friends and family, I am more likely to consider their products |
AR builds consumer confidence

56% of Snapchatter shoppers agree that AR gives them more confidence about product quality.¹

+ Over half of people want to use AR technology to assess products, allowing for a risk free, “try-before you buy”, experience.²

Nearly 3 in 4 consumers say they're willing to pay more for a product that promises the total transparency that AR can provide.³

Returns are a $550 billion problem, which AR can help fix. AR-guided purchases led to a 25% decrease in returns.⁴

1. 2021 Global Deloitte Digital Study commissioned by Snap Inc. Base = Snapchatters (n=283)
2. NielsenIQ Analysis
3. 2016 Label Insight Transparency ROI Study via Inc.
4. ARInsider Article, “Does AR Really Reduce eCommerce Returns?”
The results are in 🥼
AR interactions drive conversion

The conversion rates that we’ve seen have surprised us, as a result we’re doubling-down on AR experiences to drive eCommerce.”

Robert Triefus
EVP of Brand & Customer Engagement
Gucci

Interacting with products that have AR experiences leads to a
94%
higher conversion rate, as individuals can better assess them and feel connected with brands.¹

Snapchatters are 35% more likely to purchase products through the app where they saw the brand’s AR experience than Non-Snapchatters.²

¹ Harvard Business Review Article, “How AR is Redefining Retail in the Pandemic”
² 2021 Global Deloitte Digital Study commissioned by Snap Inc.
AR connections drive revenue

Consumers who view AR as a social activity are ~20% more likely to purchase products from the brand.¹

• Snapchatters are 80% more likely than Non-Snapchatters to use AR to connect with others.²

• Snapchatters share AR photos and videos with friends and/or family 185% more than Non-Snapchatters.³

¹: 2021 Global Deloitte Digital Study commissioned by Snap Inc.
Base = AR is a group activity – Agree much more / somewhat more with (n=432), Aggregate
Q: AR is a group activity / AR is a solo activity | A: Agree much more / somewhat more with | Q:
Sometimes brands will create AR experiences through an app camera (e.g., a shopping company makes an AR experience where the items in a movie are floating next to you, or a restaurant provides you a lens/filter that turns you into a hamburger). What impact, if any, does interacting with that AR experience have on your perception of that brand? | A: I am more likely to purchase their products through the brand’s app where I saw the brand’s AR experience
²: Base = Snapchatters (n=188), Non-Snapchatters (n=114)
Q: Why do you use AR?
³: Base = Snapchatters (n=175), Non-Snapchatters (n=67)
Q: How often do you capture or share photos and videos with your friends and/or family? | A: Several times each day.
AR is Evolving Fast
On Snapchat, there are $500$ million minutes of AR playtime per day on average.\(^2\)

Over 20 Million AR photos and/or videos are taken daily by consumers. AR use will grow with an increase in awareness and access to AR experiences and content.

2021-2025 CAGR of AR Photos / Videos per Day.\(^1\)

+40% \(2021-2025\) CAGR of AR Photos / Videos per Day.\(^1\)

---

1. See additional methodology details in appendix; CAGR: 4-year compounded annual growth rate that measures the annual increase in AR Photos / Videos per day from 2021 to 2025.
2. Snap Inc. internal data Q1 2020.
AR is Here Today and Here to Stay
Where do Snapchatters use AR most today?

71% of Snapchatters use AR primarily in their homes.¹

Snapchatters predominantly use AR at home and do so for a wide range of uses.

What are Snapchatters using AR for at home?²

- **Communication**: 90%
- **Media & Entertainment**: 57%
- **Gaming**: 60%
- **Shopping**: 41%

Today’s use cases most align with activities you would do at home, and 50% of Snapchatters say they will use AR at home more than last year.³

¹: Base = Snapchatters (n=345)
²: Q: Where do you typically use AR? Please rank the locations from where you use AR the most to the least. | A: At Home Rank 1st
³: Base = Snapchatters at home – Communication (n=310), M&E (n= 195), Gaming (n=208), Shopping (n=141)

Note: Across all 15 markets, the 2021 Global Deloitte Digital Study commissioned by Snap Inc in 15 markets from February 23, 2021 to April 5, 2021.
Since the survey was conducted during the COVID-19 pandemic, primary usage of AR in consumers’ homes may be higher than normal.
How are Snapchatters learning about AR?

85% learn about AR from social / communication channels and networking.¹

Snapchatters who use AR frequently are more likely to have over 50% of their friends and family using AR.²

Snapchatters are 34% more likely to discover AR through an advertisement than Non-Snapchatters.³
Why do they use AR?

TECH: **OSMOSIS**
“I didn’t even realize I was using it”

TOY: **JOY**
“I want to have fun and connect with friends”

TOOL: **UTILITY**
“I need to and it’s useful”

TOTALITY: **UBIQUITY**
“It’s everywhere and commonplace”
What are Snapchatters using AR for, today?

Communication
79% frequently use¹

57% to be more creative⁵

-50% to make what they are watching more enjoyable⁶

Media
50% frequently use²

Gaming
50% frequently use³

50% to make gameplay more interactive⁷

Shopping
36% frequently use⁴

38% to try products out⁸

Snapchatters frequently use AR for communication (+92%) and gaming (+60%) more than Non-Snapchatters.⁹

¹ Base = Snapchatters (n=400)
² Base = Snapchatters (n=253)
³ Base = Snapchatters (n=254)
⁴ Base = 2021 Global Deloitte Digital Study commissioned by Snap Inc.
⁵ Base = Snapchatters (n=148)
⁶ Base = Snapchatters (n=126)
⁷ Base = Snapchatters (n=115)
⁸ Base = Snapchatters (n=148)
⁹ Base = Snapchatters – Communication (n=142), Non-Snapchatters – Communication (n=88), Snapchatters – Gaming (n=149), Non-Snapchatters – Gaming (n=89)
## What are Snapchatter shoppers using AR for, today?¹

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>77%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>72%</td>
</tr>
<tr>
<td>Beauty and Wellness</td>
<td>71%</td>
</tr>
<tr>
<td>Home Décor</td>
<td>69%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>68%</td>
</tr>
<tr>
<td>Automotive</td>
<td>64%</td>
</tr>
<tr>
<td>Restaurant &amp; Food Delivery</td>
<td>63%</td>
</tr>
<tr>
<td>Travel</td>
<td>63%</td>
</tr>
<tr>
<td>Household goods</td>
<td>60%</td>
</tr>
</tbody>
</table>

¹ 2021 Global Deloitte Digital Study commissioned by Snap Inc. Base: 5,440 Snapchatters in Retail (n=135), Beauty and wellness (n=124), Household goods (n=106), Telecommunications (n=140), Restaurants / food delivery (n=103), Entertainment (n=129), Home décor (n=130), Automotive (n=121), Travel (n=103).

Q: AR Shopping Categories | A: Total Used AR
What are Snapchatter shoppers using AR for, today?¹

AR is a natural extension of the shopping experience, aiding in decision making

- 41% discovered it as part of browsing or shopping¹
- 76% of shoppers are likely to use AR when they come across it²
- 38% help shoppers decide what to buy³

¹: 2021 Global Deloitte Digital Study commissioned by Snap Inc.
Base = Snapchatters (n=67)
Q: How have you found AR while browsing and/or shopping?

²: Base = Snapchatters (n=148)
Q: If you come across AR while browsing and/or shopping, how likely are you to try it? A: Somewhat/Very likely

³: Base = Snapchatters (n=93)
Q: How does AR impact your browsing and/or shopping experience?
3 in 4 Snapchatters believe that AR will be even more important in their lives in the next 5 years.¹

Next year, Snapchatters plan on using AR more in 4 key growth areas.

34% want to create their own interactive media plots by guiding characters through a script.⁶

51% want to readily view information about an item or product as soon as it’s scanned with the phone camera.⁶

51% want to create their own interactive media plots by guiding characters through a script.⁶

42% want to project their AR avatar into their favorite games, media & entertainment.⁶

42% want to customize environments to their own imagination and share with others.⁶

1: 2021 Global Deloitte Digital Study commissioned by Snap Inc. Base = Snapchatters (n=397)

Q: How useful and/or important do you think AR will be in 5 years? A: Very useful / important, Somewhat useful / important

2: Base = Snapchatters (n=120)

Q: How would you like to use AR in the next year to enhance the way you view sports, concerts, movies, and TV?

3: Base = Snapchatters (n=112)

Q: Will you use AR while browsing and/or shopping more or less than last year?

4: Base = Snapchatters (n=106)

Q: Will you use AR in gaming more or less than last year?

5: Base = Snapchatters (n=74)

Q: How do you feel about AR on social media, communication, and camera apps? A: I want more ways to interact with friends and family using AR

6: Base = Readily view information about item or product (n=201), Project through AR avatar (n=166), Customize environments (n=167), Create TV/Movie/Video plot narratives (n=136)
Utility is a primary driver for Snapchatters’ future AR usage

1: 2021 Global Deloitte Digital Study commissioned by Snap Inc. Base = Snapchatters. Base Use: Wellness (n=56), Improve Productivity (n=81), Instructions (n=106), Learn something new (n=131), TV & Sports (n=128), Navigation (n=137), Communicate (n=168), Improve Shopping (n=187)

136% Wellness
82% TV & Sports
77% Improve Productivity
52% Instructions
47% Learn Something New
36% Improve Shopping
27% Navigation
3% Communicate
Consumers are becoming creators

Everyday consumers have more access to technology tools that enable them to be creators of digital content.

AR is a creative vehicle

68% believe AR allows them to be more creative.¹

54% believe they are AR creators in their everyday lives.²

Snapchatters are 1.4x as likely to be AR creators.³

63% Snapchatters

45% Non-Snapchatters

have used tools to create AR.

1: 2021 Global Deloitte Digital Study commissioned by Snap Inc. (Base = Aggregate (n=715))
2: Q: How much do you agree or disagree with each of the statements below? AR allows me to be more creative | A: Agree/strongly agree
3: 2021 Global Deloitte Digital Study commissioned by Snap Inc. (Base = Aggregate (n=567), Snapchatters (n=320), Non-Snapchatters (n=247))
4: Q: Have you ever used tools (e.g. Snapchat Lens Studio, Facebook for Developers/Spark AR, Instagram for Developers, TikTok for Developers) to create your own AR filters/lenses/effects? | A: Yes
Conclusion

Consumers continuously expect more personalized and engaging experiences that enable them to interact with the world. **AR is delivering that to consumers, today, but there remains untapped potential for so much more.**

Brands know the consumer appetite for AR is already here – consumers are far more likely to pay attention to brands using AR. There is a content imperative for brands to meet consumers AR demand, and now is the time to meet this demand. Brands that meet the demand for AR experiences may be more likely to gain market share in the future.

The convergence of use cases and the networking effects is expediting AR adoption. But to unlock AR’s potential, **brands, developers, and platforms need to work together to accelerate content development and grow the AR ecosystem.**
Thank you
Appendix
Consumers are redefining the digital experience by using AR.

Augmented Reality (AR) is the next form of mobile engagement that is exciting consumers, driving an enhanced engagement with brands, elevating consumer experiences and increasing brand revenues.

Augmented Reality refers to experiences in which the real-world environment seen through your phone, computer, app camera, or an AR headset is altered or enhanced with the addition of images, objects, text, or other digitally-added information. Augmented Reality could be applied to both visuals of the front facing (selfie) and outward facing (world) cameras.1

1. 2021 Global Deloitte Digital Study commissioned by Snap Inc.
Research Overview
Canada Report, Quantitative Online Survey

- 20-minute online survey among 15,000 international respondents
- Survey in field from February 23, 2021 – April 5, 2021

Alignment with Interdisciplinary Experts

- Experts within the AR industry participated in in-depth interviews to provide context for survey findings and contribute guidance on the future of AR in society.

Respondent Qualification

- n=1000 per market
  - Ages 13-50
  - 500 Snapchatters who use Snapchat at least once daily, split evenly amongst age groups 13-17, 18-24, and 25-50
  - To ensure a representative read on Snapchatters, cell weighting based on nested gender and age were applied to each country to correct for demographic imbalances due to set sampling size.
  - 500 Non-Snapchatters, who do not have Snapchat downloaded/have never heard of Snapchat, minimum of N=100 in all three age groups
- Markets: Australia, Canada, France, Germany, India, Japan, Malaysia, Mexico, The Netherlands, Norway, Saudi Arabia, Sweden, United Arab Emirates, United States, United Kingdom

Local Market Additions and Exceptions

- US: Ethnicity quota (maximum 65% white respondents, maintained only for Snapchatters; Non-Snapchatters sample should be roughly nationally representative)
- KSA and UAE: Representative expat / citizen quotas (88% expat in UAE; 30% expat in KSA for both Snapchatters and Non-Snapchatters).
- Norway: Sample recruited for n=1000 to be representative of social media and communication app users in that market, with a skew on ages reflective of other markets (evenly distributed across 13-17, 18-24, and 25-50)
- Japan: Sample recruited for n=1000 to be representative of smartphone users in that market, with a skew on ages reflective of other markets (evenly distributed across 13-17, 18-24, and 25-50)
Frequent AR Users Methodology

2021 Baseline

Frequent AR Users

People who use AR weekly or daily based on responses to 2021 Global Deloitte Digital Study commissioned by Snap Inc.¹ and extrapolated to population

Population Base

2021 Global Population Base: People ages 13-69 = 5.61B worldwide in 2020²
2021 Social and Communications App Population Base: Global Population x Social Media Penetration Rate (48% in 2021)³ = 2.71B

Note: Assumes no increase or decrease in population. Base from 2021 stays same across five years

AR Adoption Rate

AR Adoption Rate of Total Population
AR Adoption Rate of Social and Comms App Population

Note: Adoption Rate capped at 100% in out years

2022-2025 Forecast

2000 Growth Rate of Smartphone Users

Note: 2021 AR Users is at 1999 smartphone user’s adoption level since AR is in the Toy-phase of adoption; if we look at where this transition took place with mobile phones, one can argue that this was when games like ‘snake’ started being available (e.g., 1997: Nokia 6110 device released, 1999: emojis were invented, 2000: Nokia 3310 launched, and the first commercially available camera phone launched in Japan)

¹ 2021 Global Deloitte Digital Study commissioned by Snap Inc.
² Base = Aggregate (n=1,055)
³ Q: How often do you use AR for any of the following reasons? Communication

Note: Boomers assumed similar behavior to Gen X since Boomers were not part of survey group


3: Statista Global Social Network Penetration 2017-2025
### AR Photos / Videos per Day Methodology

Overall: Calculations were done by age groups in the 2021 Global Deloitte Digital Study commissioned by Snap Inc. and netted up into a generational view. The following methodology was used for each age group (Ages: 13-17, Ages 18-24, Ages: 25-34, Ages: 35-44, Ages: 45-50)

#### 2021 and 2022 Baselines

<table>
<thead>
<tr>
<th>Step 1: Determine Global Population for ages 10-69 (5.99B)</th>
<th>Step 1: Identify scenarios for number of photos and or videos taken daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note: Survey only included Ages 13-50. Ages 10-12 were assumed to have similar behavior to Ages 13-17. Ages 51-69 were assumed to have similar behavior to Ages 45-50.</td>
<td>Note: Since the survey had ranges (few than 5, 5-10, 10 or more), to determine the number of photos, we developed a low, mid, high case.</td>
</tr>
<tr>
<td>Step 2: Determine percent of people within crosstab of survey questions for Frequency of photos/and or videos taken daily AND % of photos/and or videos that are AR.</td>
<td>Low: assumes lowest quantity in each range (1.5,10)</td>
</tr>
<tr>
<td>Step 3: Apply percent of population from Step 2 to population to get number of people within each crosstab.</td>
<td>Mid: assumes average of low and high case (2.5, 7.12)</td>
</tr>
<tr>
<td></td>
<td>High: assumes highest quantity in each range (5,10, 14)</td>
</tr>
</tbody>
</table>

#### 2023-2025 Forecast

<table>
<thead>
<tr>
<th>Year</th>
<th>Scenario</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023-2025</td>
<td>Low: assumes lowest quantity in each range (1,5,10)</td>
<td>Note: Since the survey had ranges (less than 20%, 20-40%, 40-60%, 60-80%, Over 80%), to determine number of photos taken daily that were AR, we developed a low, mid, high case.</td>
</tr>
<tr>
<td></td>
<td>Mid: assumes average of low and high case (2.5, 7.12)</td>
<td>Low: assumes lowest quantity in each range (0%, 20%, 20%, 60%, 80%)</td>
</tr>
<tr>
<td></td>
<td>High: assumes highest quantity in each range (5,10, 14)</td>
<td>High: assumes highest quantity in each range (20%, 40%, 60%, 80%, 100%)</td>
</tr>
</tbody>
</table>

#### Daily AR Photos and/or Videos

<table>
<thead>
<tr>
<th>Step 1: Take annual AR photos and or videos and divide by 365 to get daily AR photos and or videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 2: Add all age groups to get total daily AR photos and or videos</td>
</tr>
</tbody>
</table>

---

2. 2021 Global Deloitte Digital Study commissioned by Snap Inc.
3. AR Insider Article, “ARCore Reaches 400 Million Devices”
4. Statista Research, “Augmented reality (AR) and virtual reality (VR) headset shipments worldwide 2020-2025”

---

Note: Device growth is used as a proxy for photos/videos growth. Growth rate assumes 2007 smartphone device growth. As of 2021, there are ~1.05B AR Compatible Devices: ARCore (Android) + ARKit (iOS). If this grows at global smartphone growth equivalent, there could be ~4.1B by 2025.
<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Country</th>
<th>Company</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glen</td>
<td>Gainor</td>
<td>United States</td>
<td>Amazon Studios</td>
<td>2/13/2021</td>
</tr>
<tr>
<td>Raimon</td>
<td>Homs</td>
<td>Spain</td>
<td>Deloitte</td>
<td>2/16/2021</td>
</tr>
<tr>
<td>Bryan</td>
<td>Rokoszak</td>
<td>United States</td>
<td>Deloitte Digital</td>
<td>2/16/2021</td>
</tr>
<tr>
<td>Alan</td>
<td>Smithson</td>
<td>Canada</td>
<td>MetaVRse</td>
<td>2/16/2021</td>
</tr>
<tr>
<td>Ed</td>
<td>Grieg</td>
<td>United Kingdom</td>
<td>Deloitte</td>
<td>2/17/2021</td>
</tr>
<tr>
<td>Adrian</td>
<td>Mills</td>
<td>Australia</td>
<td>Deloitte Digital</td>
<td>2/17/2021</td>
</tr>
<tr>
<td>Bill</td>
<td>Briggs</td>
<td>United States</td>
<td>Deloitte</td>
<td>2/18/2021</td>
</tr>
<tr>
<td>Yagna</td>
<td>Akuluri</td>
<td>India</td>
<td>Deloitte</td>
<td>2/22/2021</td>
</tr>
<tr>
<td>Joanna</td>
<td>Popper</td>
<td>United States</td>
<td>HP</td>
<td>2/22/2021</td>
</tr>
<tr>
<td>Jason</td>
<td>Williamson</td>
<td>United States</td>
<td>Deloitte</td>
<td>2/22/2021</td>
</tr>
<tr>
<td>Donald</td>
<td>Brady</td>
<td>United States</td>
<td>Deloitte Digital</td>
<td>2/23/2021</td>
</tr>
<tr>
<td>Shashi</td>
<td>Deethi</td>
<td>India</td>
<td>Deloitte</td>
<td>2/23/2021</td>
</tr>
<tr>
<td>Ram</td>
<td>Chandel</td>
<td>United States</td>
<td>Deloitte</td>
<td>2/23/2021</td>
</tr>
<tr>
<td>Lokesh</td>
<td>Ohri</td>
<td>United States</td>
<td>Deloitte</td>
<td>2/23/2021</td>
</tr>
<tr>
<td>Steven</td>
<td>Bailey</td>
<td>United States</td>
<td>Deloitte</td>
<td>2/23/2021</td>
</tr>
<tr>
<td>Jean-Emmanuel</td>
<td>Biondi</td>
<td>United States</td>
<td>Deloitte</td>
<td>2/23/2021</td>
</tr>
<tr>
<td>Dea</td>
<td>Lawrence</td>
<td>United States</td>
<td>Variety</td>
<td>2/23/2021</td>
</tr>
<tr>
<td>Shrenik</td>
<td>Sadalgi</td>
<td>United States</td>
<td>Wayfair</td>
<td>2/24/2021</td>
</tr>
<tr>
<td>Mike</td>
<td>Boland</td>
<td>United States</td>
<td>ARtillery</td>
<td>2/24/2021</td>
</tr>
<tr>
<td>Jason</td>
<td>Yim</td>
<td>United States</td>
<td>Trigger Global</td>
<td>2/25/2021</td>
</tr>
<tr>
<td>Paul</td>
<td>McDonagh-Smith</td>
<td>United Kingdom</td>
<td>MIT</td>
<td>2/26/2021</td>
</tr>
<tr>
<td>Kaitlyn</td>
<td>Kuczer</td>
<td>United States</td>
<td>Deloitte Digital</td>
<td>2/26/2021</td>
</tr>
<tr>
<td>Max</td>
<td>Dawes</td>
<td>United Kingdom</td>
<td>Zappar</td>
<td>2/26/2021</td>
</tr>
<tr>
<td>Alex</td>
<td>Sanger</td>
<td>United States</td>
<td>Universal Pictures</td>
<td>2/26/2021</td>
</tr>
<tr>
<td>Walter</td>
<td>Delph</td>
<td>United States</td>
<td>Magic Leap</td>
<td>3/1/2021</td>
</tr>
<tr>
<td>Snehaal</td>
<td>Dhruv</td>
<td>India</td>
<td>SuperFan</td>
<td>3/1/2021</td>
</tr>
<tr>
<td>First Name</td>
<td>Last Name</td>
<td>Country</td>
<td>Company</td>
<td>Date</td>
</tr>
<tr>
<td>------------</td>
<td>----------------------------</td>
<td>------------------</td>
<td>---------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Tony</td>
<td>Parisi</td>
<td>United States</td>
<td>Unity</td>
<td>3/3/2021</td>
</tr>
<tr>
<td>Anwar</td>
<td>Noriega</td>
<td>Mexico</td>
<td>3D Makeup Artist at Wabisabi Design</td>
<td>3/4/2021</td>
</tr>
<tr>
<td>Ines</td>
<td>Alpha</td>
<td>France</td>
<td>CEO / Cofounder of Wabisabi Design</td>
<td>3/5/2021</td>
</tr>
<tr>
<td>Alice</td>
<td>Bezirard-Fischer</td>
<td>United Arab Emirates</td>
<td>Wella Company</td>
<td>Write-in</td>
</tr>
<tr>
<td>Kirsten</td>
<td>Soumas</td>
<td>United States</td>
<td>Verizon</td>
<td>3/8/2021</td>
</tr>
<tr>
<td>Shane</td>
<td>Horneij</td>
<td>United Kingdom</td>
<td>Performance Marketing King</td>
<td>3/9/2021</td>
</tr>
<tr>
<td>Qi</td>
<td>Pan</td>
<td>United Kingdom</td>
<td>Snap</td>
<td>3/9/2021</td>
</tr>
<tr>
<td>Kimberlee</td>
<td>Archer</td>
<td>United States</td>
<td>Snap</td>
<td>3/9/2021</td>
</tr>
<tr>
<td>Carolina</td>
<td>Arguelles</td>
<td>United States</td>
<td>Snap</td>
<td>3/9/2021</td>
</tr>
<tr>
<td>Robert</td>
<td>Triefus</td>
<td>Switzerland</td>
<td>Gucci</td>
<td>3/12/2021</td>
</tr>
<tr>
<td>Clara</td>
<td>Bacou</td>
<td>United States</td>
<td>fader Lens Creator</td>
<td>3/11/2021</td>
</tr>
<tr>
<td>Timoni</td>
<td>West</td>
<td>United States</td>
<td>Unity</td>
<td>3/16/2021</td>
</tr>
<tr>
<td>Lara</td>
<td>Bean</td>
<td>United Kingdom</td>
<td>adidas</td>
<td>3/16/2021</td>
</tr>
<tr>
<td>Peggy</td>
<td>Johnson</td>
<td>United States</td>
<td>Magic Leap</td>
<td>3/19/2021</td>
</tr>
<tr>
<td>Jon</td>
<td>Cheney</td>
<td>United States</td>
<td>Seek XR</td>
<td>3/17/2021</td>
</tr>
<tr>
<td>James</td>
<td>Clarke</td>
<td>United States</td>
<td>Frito-Lay North America</td>
<td>Write-in</td>
</tr>
<tr>
<td>Andrew</td>
<td>McPhee</td>
<td>United States</td>
<td>Snap</td>
<td>3/17/2021</td>
</tr>
<tr>
<td>Eitan</td>
<td>Pilipski</td>
<td>United States</td>
<td>Snap</td>
<td>3/17/2021</td>
</tr>
<tr>
<td>Allan</td>
<td>Cook</td>
<td>United States</td>
<td>Deloitte Digital</td>
<td>3/18/2021</td>
</tr>
</tbody>
</table>
About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the "Deloitte" name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.