

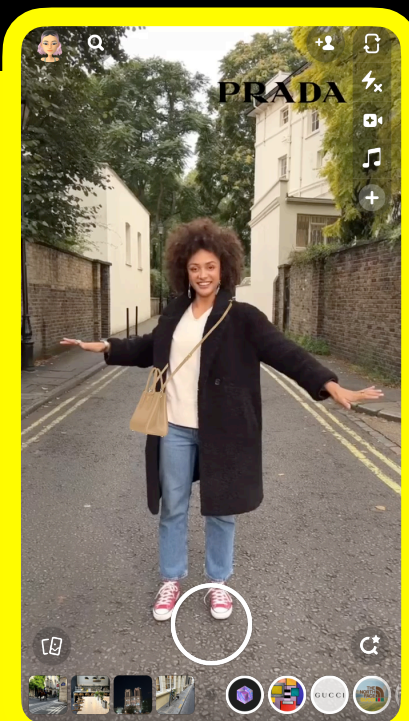
STAND OUT DURING THIS SHOPPING SEASON



Cut through the clutter to be remembered

Focus on building real relationships with consumers

Drive performance across the funnel



THE HAPPY, REAL RELATIONSHIPS

ON SNAPCHAT FOSTER MORE

TRUST AND MORE SHARING

80%

Snapchatters say "Snapchat is the best way for me to shop with my friends, even when they aren't with me." - 8% higher than competitive apps¹

87%

Snapchatters say "Snapchat is the best way for me to shop with my friends, even when they aren't with me."²

91%

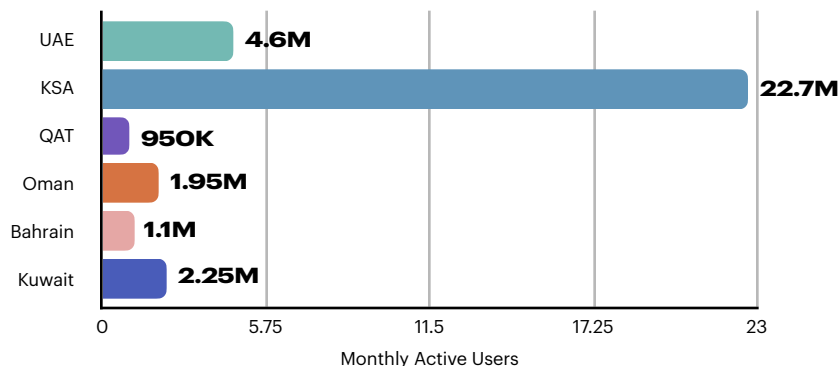
Trust friends and family making them the most trustworthy source of information about brands and services.³

FRIENDS & FAMILY ARE

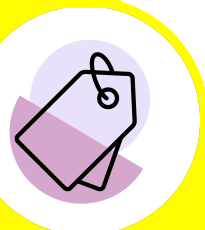
OUR BIGGEST INFLUENCERS

Monthly Active Users of Snapchat in the MENA region*

(*As of 2023)



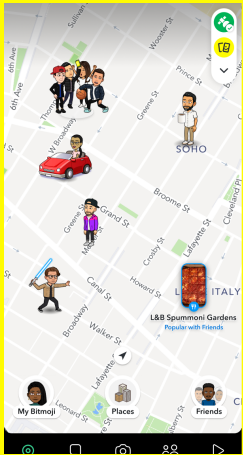
¹Internal Snapchat Celebration - UAE Report ²Internal Snapchat Celebration - KSA Report ³Media & Me, Kantar, 2020



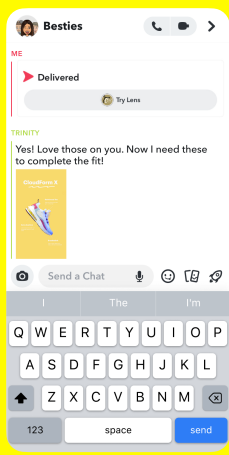


**On Snapchat, brands
can connect with
consumers throughout
moments that matter**

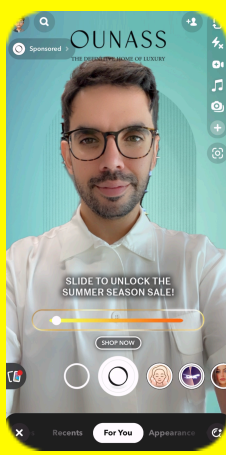
**SNAPCHATTERS ARE SHARING
ON EVERY TAB**



MAP



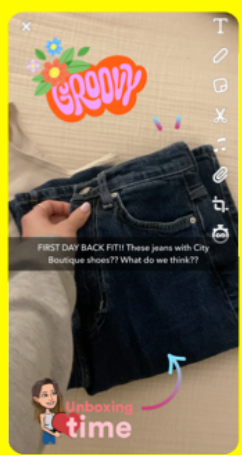
CHAT



CAMERA



DISCOVER



SPOTLIGHT



AND IN THESE REAL MOMENTS

BRANDS HAVE REAL INFLUENCE

SNAPCHATTERS ARE

17%

**MORE LIKELY TO
REMEMBER
BRANDS
ADVERTISING¹**

34%

**MORE LIKELY TO
PURCHASE¹**

45%

**MORE LIKELY TO
RECOMMEND
BRANDS¹**

¹2022 Neuro-Insights study commissioned by Snap Inc.



Snapchat
Vertical videos
earn

2x

more attention
vs. The social
media norm.¹

Full-format video

not only gets consumers'

attention, but keeps it

HOW TO MAXIMIZE REACH

& INFLUENCE DURING THIS SEASON



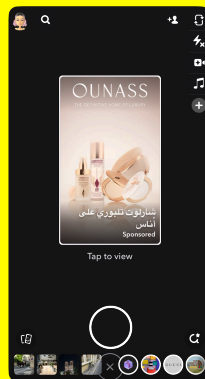
87%



78%

agree that Try-on/
Try-out lenses have
made them more
likely to buy items²

**Grab Their
Attention with
Video Ads**



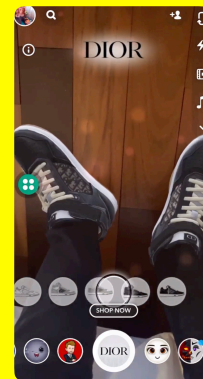
Full-format video
not only gets
consumers'
attention, but
keeps it.

**Encourage
Shopping with
AR Try-On**



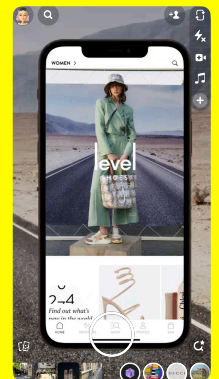
AR allows you to try
a product on your
body or in your space
without going to
a store.

**Combine Ad
Formats for
the Best Results**



Snap Ads &
Sponsored AR Lenses
combined deliver
increased lower-
funnel metrics.³

**Capture
Maximum
Attention at the
First Moment**



First Story, First Lens,
and First Commercial
maximize influence
when Snapchatters are
paying attention.

#1

Reason people
use AR is not fun,
but for shopping⁴



ADS ON SNAPCHAT ARE

1.5x

More engaging
than on other platforms³

¹2021 dentsu attention

²Snap Augmentality Shift UAE Report

³When compared to Snap Ads alone. 2022 Kantar Country-Level and
Tentpole Moments Meta-Analysis commissioned by Snap Inc.

⁴Alter Agents research commissioned by Snap, Inc. 2021

⁵Snap Augmentality Shift KSA Report