

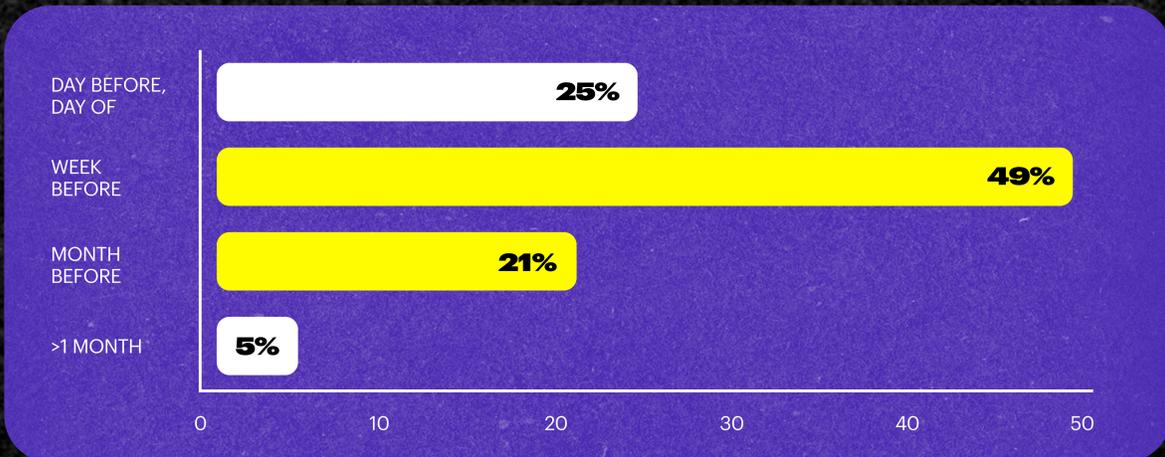


**HALLOWEEN IS A TIME FOR TRICKS, TREATS, AND EVERYTHING IN BETWEEN.**

**25% OF SNAPCHATTERS IN SWEDEN PLAN HALLOWEEN ONE WEEK OR ONE DAY BEFORE...**

**...BUT 70%**

**START THEIR HALLOWEEN PLANNING ONE WEEK OR ONE MONTH BEFORE<sup>1</sup>**



**SNAPCHAT IS THE PERFECT PLACE TO CELEBRATE HALLOWEEN THERE ARE 3M. MAU ON SNAPCHAT IN SWEDEN<sup>2</sup>**



**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.<sup>3</sup>**

**54s**

**AVERAGE CAMERA PLAYTIME VIA THE HALLOWEEN SNAPCODE UNLOCKED LENSES**

## SPOOKY STATS ON SNAPCHAT IN SWEDEN

**76%**

**USE SNAPCHAT TO PLAN FOR HALLOWEEN.<sup>4</sup>**

**72%**

**MAKE PURCHASES FOR HALLOWEEN.<sup>5</sup>**

**+40%**

**INCREASE IN THE NUMBER WHO ENGAGED WITH AR LENSES ON HALLOWEEN, COMPARED TO THE PRIOR 14 DAY AVERAGE.<sup>6</sup>**

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. Snap Inc. US internal data Oct. 1-31, 2022 vs. Oct. 1-31, 2021.

4. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Halloween (n=116) | Q: How did you use the following online platforms while you are planning for Halloween?

5. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Halloween (n=116) | Q: How do you celebrate Halloween?

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