

2021 SNAP PARTNER SUMMIT MARKETER HIGHLIGHTS

Our Biggest Updates Yet

A huge thank you to everyone who joined us virtually for our third annual Snap Partner Summit! The keynote — by Snap Inc. co-founders Evan Spiegel, Chief Executive Officer, and Bobby Murphy, Chief Technology Officer, and other leaders from across the company — featured product announcements, community highlights, and news about our latest collaborations.

We're excited to share an overview of what we've been working on and the event's biggest takeaways for our advertising partners.

1. We're Growing a Connected Community

With amazing new content, exciting AR experiences, and a highly integrated and personal Snap Map, our community of Snapchatters is more engaged and connected than ever — and it's growing every day.

Snapchat now reaches 280M daily active users and over 500M monthly active users around the world.¹ And more than 250M Snapchatters use their Maps each month to check on their friends, connect with familiar places, and discover new ones, too.²

2. Creator Ecosystem

We recently shared that Spotlight — our community-driven entertainment platform — rolled out globally, and it already reaches over 125M monthly active users!³

To help brands connect with the amazing creators on Snapchat, we announced Creator Marketplace — our new self-service portal that makes it easy for businesses to find and partner with verified Snap Creators.

3. Camera Marketing

Our Camera has evolved a lot over the years, but what's remained is its ability to connect Snapchatters to the people and the businesses they care about most.

Now, more than ever, they're eager to experience, engage with, and learn about brands and products in new ways.

1. Snap Inc. internal data Q1 2021. 2. Snap Inc. internal data January 1, 2021. 3. Snap Inc. internal data March 30, 2021.



We're Growing a Connected Community

The Snapchat community is bigger and more engaged than ever.

On average, Snapchat has

280M

Daily Active Users¹

200M+

Snapchatters engage with AR every day²

250M+

Snapchatters use the Map monthly³

1. Snap Inc. internal data Q1 2021.
2. Snap Inc. internal data Q4 2020.
3. Snap Inc. internal data Q1 2021.

Evolving Our Creator Ecosystem

Bridging the gap between brands and creators.

On Snapchat, Everyone Is a Creator

Whether it's a special Snap sent to a friend, a hilarious moment shared with the whole community, or a Snap Original, Snapchat is a place where anyone can bring their creative ideas to life.

On Spotlight — our community-driven entertainment platform — Snapchatters can share their creations in a way that's safe and fun, helping a new generation of creators make their way onto center stage.



125M
Monthly active
Spotlight users¹

1. Snap Inc. internal data January 2021.

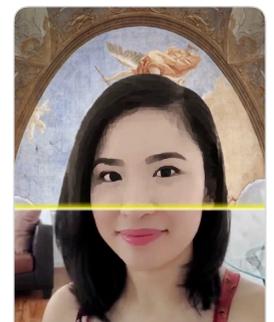
We're Connecting Brands and Creators

We're excited to share Creator Marketplace — a self-service portal that makes it easy for businesses to find and partner with verified Snap Creators in a scaled and seamless way. For brands, this means leveraging the creativity and audience of a creator to drive ROI.

Connect Businesses and Creators

Reach Brand Objectives

Increase Transparency



Building an Organic Brand Presence

Putting Your Business on the Map

When we launched Snap Map in 2017, we set out to make the world's most personal map. With just a quick swipe, Snapchatters can check on their closest friends and see what they're up to.

We started integrating businesses, stores, and universities into the Map, helping our community connect with familiar places and discover new ones, too.

Today, there are more than 30 million businesses on the Map, using it as a new way to build relationships with Snapchatters.²



250M+

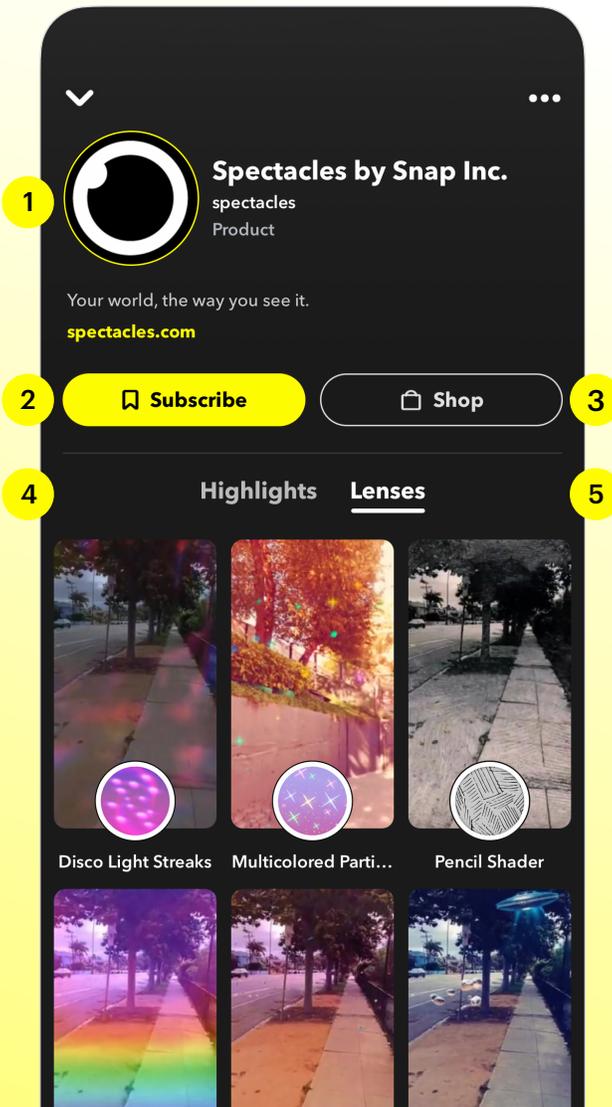
Snapchatters use our Map every month¹

30M+

Businesses on the Snap Map²

1. Snap Inc. internal data January 1, 2021.

2. Snap Inc. internal data February 2021.



Introducing Public Profiles for Businesses

- Public Story**
 Brands can use the incredible power of Stories to share what's happening in their world.
- Subscribe**
 Snapchatters can 'Subscribe' to a Public Profile directly from the Profile or within Search.
- Native Store**
 Profiles can include a Native Store experience, powered by Shopify.
- Highlights**
 A place to forever pin a brand's best Public Snaps, Stories, photos, and videos.
- Lenses AR Experiences**
 A permanent place to showcase Lenses.

And now all brands — even those without physical store fronts — have a permanent home on Snapchat with Public Profiles for Businesses.

Public Profiles are built to multiply the impact of a brand's unique content and experience. It's where they can showcase their Lenses, Highlights, and Stories permanently.

Snapchatters can even browse, try on, and buy through the 'Shop' feature on a Public Profile, turning Snapchat into a new point of sale for businesses around the world.

The Evolution of Camera Marketing

Bringing Snapchatters Together

We're excited about the power our Camera has to bring Snapchatters together with the businesses they care about in meaningful ways.

Now, more than ever, our community is eager to experience and try on, engage with, and learn about products in new ways — from home.

Snapchatters are

2.4x

more likely to purchase than average using AR Try-On¹

AR Is Driving Business Results

Gucci invited Snapchatters to try on some of their coolest kicks with AR, reaching nearly 19 million people with their Lens.³

Eyewear retailer Clearly offered a selection of frames using AR, driving a 46% increase in unique page viewers to their site.⁴

And American Eagle created a virtual pop-up store, generating \$2 million in incremental sales.⁵

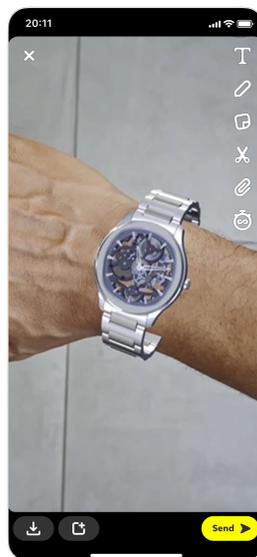
1. Snap Inc. internal data Q2-Q3, 2020.

2. Snap Inc. internal data as of February 2021.

3. Snap Inc. internal data June 28, 2020 - August 17, 2020.

4. Snap Inc. internal data June 19, 2020 - July 19, 2020

5. American Eagle internal data.



Our Camera Is Getting Smarter

Scan is now front and center on the main Camera screen of Snapchat, inviting Snapchatters to scan the world around them at the touch of a button.

API Enabled Lenses

For the first time, businesses can tap into dynamic and automatic ways to feature real-time inventory in AR Lenses without additional work, bringing the in-store experience even closer to home.

Introducing AR Shopping Analytics

Our new AR Shopping Analytics offers insights on Lens performance and user engagement with virtual products.

Brands can learn which items, colors, and styles their customers are showing interest in and gather fast signals that can help inform marketing decisions and new products.

170M+

Snapchatters Scan the world around them every month²