

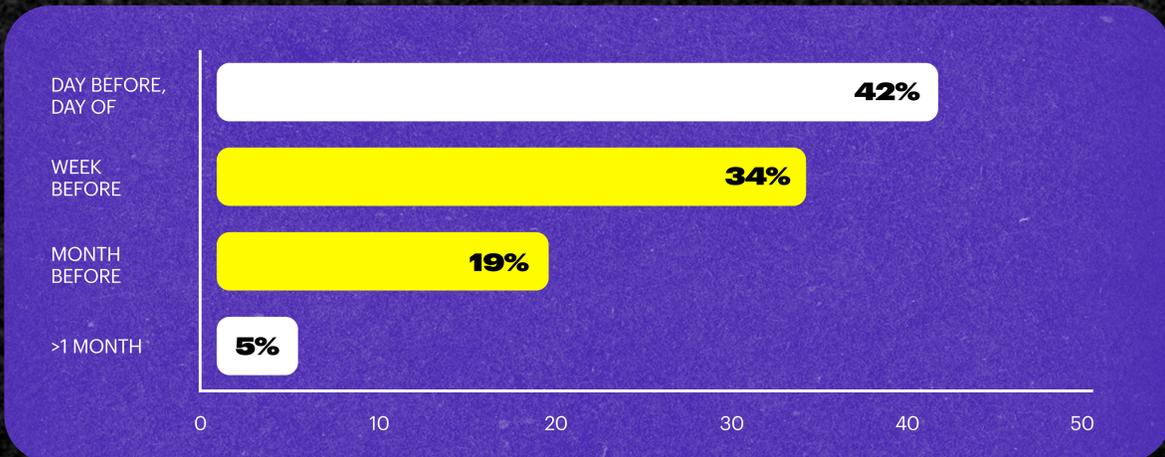


**HALLOWEEN IS A TIME FOR TRICKS, TREATS, AND EVERYTHING IN BETWEEN.**

**MOST SNAPCHATTERS IN GERMANY PLAN HALLOWEEN THE DAY BEFORE<sup>1</sup>**

**...BUT 53%**

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



**SNAPCHAT IS THE PERFECT PLACE TO CELEBRATE HALLOWEEN THERE ARE 15M. MAU ON SNAPCHAT IN GERMANY<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>**

**SNAPCHATTERS ENGAGED WITH LENSES 467M TIMES IN GERMANY DURING HALLOWEEN WEEKEND<sup>4</sup>**

## SPOOKY STATS ON SNAPCHAT

**84%**

**OF SNAPCHATTERS IN THE GERMANY SAY HALLOWEEN IS MEANINGFUL.<sup>5</sup>**

**76%**

**OF SNAPCHATTERS IN GERMANY SAY BRANDS THAT ACKNOWLEDGE AND SUPPORT CELEBRATIONS THEY CARE ABOUT FEEL MORE RELEVANT TO THEM.<sup>6</sup>**

**+25%**

**INCREASE IN THE NUMBERS OF SNAPCHATTERS IN GERMANY WHO ENGAGED WITH AR LENSES ON HALLOWEEN COMPARED TO THE PRIOR 14-DAY AVERAGE.<sup>7</sup>**

1. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Halloween (n=130) | Q: When do you first start to plan for Halloween?

2. Snap Inc. Internal data Q1 2023

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

4. Snap Inc. internal data October 29-31, 2021

5. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Halloween (n=130) | Q: How meaningful is this celebration or moment to you?

6. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=791) | Q: When it comes to celebrations, large and small, how much do each of the following describe you?

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