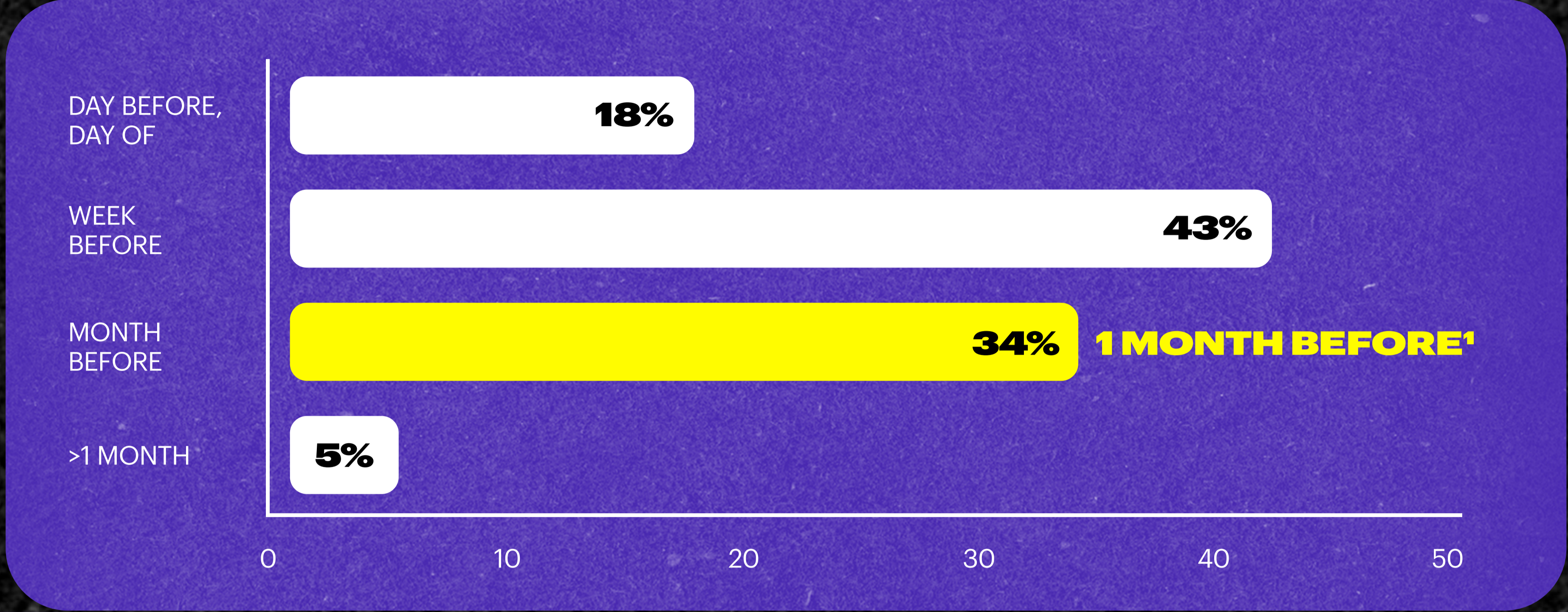


HALLOWEEN IS A TIME FOR TRICKS, TREATS, AND EVERYTHING IN BETWEEN.

MOST SNAPCHATTERS IN THE UK PLAN HALLOWEEN ONE WEEK OR ONE DAY BEFORE...

...BUT 34%

START THEIR HALLOWEEN PLANNING



SNAPCHAT IS THE PERFECT PLACE TO CELEBRATE HALLOWEEN THERE ARE 21M. MAU ON SNAPCHAT IN THE UK



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.

54s

AVERAGE CAMERA PLAYTIME VIA THE HALLOWEEN SNAPCODE UNLOCKED LENSES

SPOOKY STATS ON SNAPCHAT

74%

OF SNAPCHATTERS IN THE UK MAKE PURCHASES FOR HALLOWEEN.²

68%

OF SNAPCHATTERS IN THE UK SAY BRANDS THAT ACKNOWLEDGE AND SUPPORT CELEBRATIONS THEY CARE ABOUT FEEL MORE RELEVANT TO THEM.³

+20%

INCREASE IN THE NUMBERS OF SNAPCHATTERS IN THE UK WHO ENGAGED WITH AR LENSES ON HALLOWEEN COMPARED TO THE PRIOR 14-DAY AVERAGE.⁴

1. Snap Inc. Internal data Q1 2023

2. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters celebrating Halloween (n=117) | Q: How do you celebrate Halloween?

3. 2022 NRG study commissioned by Snap Inc. | Base: Snapchatters (n=772) | Q: When it comes to celebrations, large and small, how much do each of the following describe you?

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