



Snapchatters Are Staying Connected More Than Ever While Apart

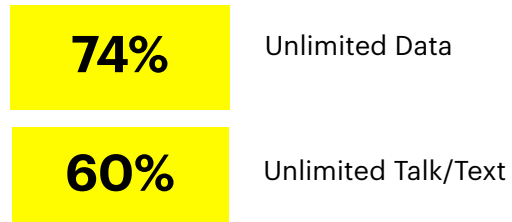
Social Media*

#1

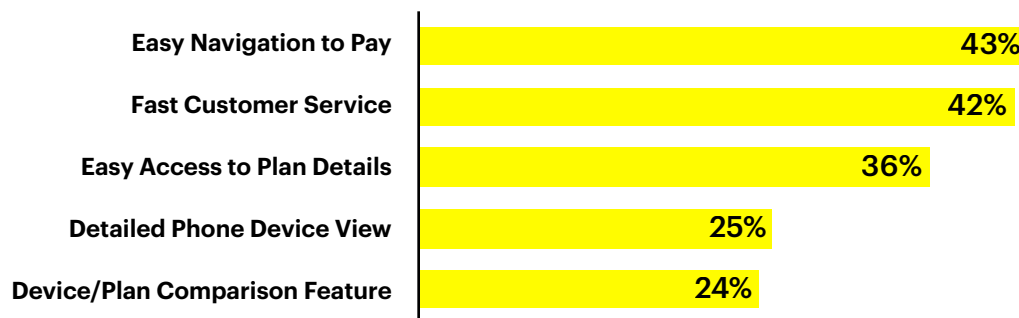
activity Snapchatters expect to use their mobile phone and home internet for in the next month.^{1,2}

*Out of the options provided.

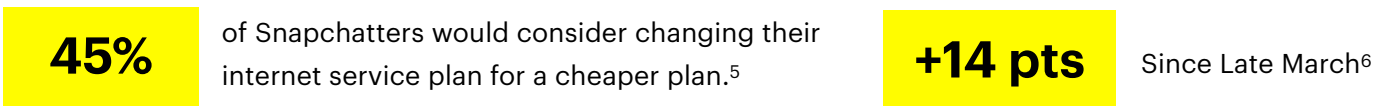
Snapchatters value unlimited plans as their need for social connection is increasing.³



Snapchatters are seeking greater online experiences now more than ever before.⁴



Snapchatters are becoming more price-sensitive as COVID-19 uncertainty continues.



Source: Snap Inc. survey of US Snapchat users 18+, April 13 – April 16, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. ¹ Question: "Which of the following, if any, do you expect to use your mobile phone for the most in the next month?"; 943 respondents. ² Question: "Which of the following, if any do you expect to use your internet at home for the most in the next month?"; 875 respondents. ³ Question: "Which of the following, if any, do you value the most in your mobile service provider plan during social distancing?"; 822 respondents. ⁴ Question: "Which of the following features do you value the most on your mobile provider's website experience?"; 753 respondents. ⁵ Question: "Which of the following reasons, if any, would you consider switching your internet service plan for?"; 745 respondents. ⁶ Snap Inc. survey of US Snapchat users 18+, April 13 – April 16, 2020, vs. March 24 – March 28, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "What are the main reasons you'd consider switching your internet service plan?"; 745 respondents vs. 1269 respondents.