

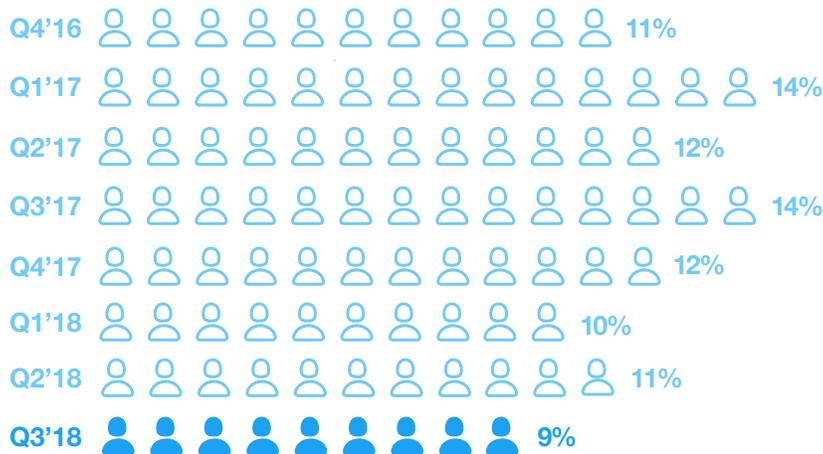
# Investor Fact Sheet

## About Twitter (NYSE:TWTR)

Twitter is what's happening in the world and what people are talking about right now. From breaking news and entertainment to sports, politics, and everyday interests. Available in more than 40 languages around the world, the service can be accessed via twitter.com, an array of mobile devices, and SMS.

## TWTR Q3'18 DAUs and MAUs

### DAU (Daily Active Users) Year-Over-Year Growth



### MAU (Monthly Active Users)

# 326M

Total average monthly active users

# 67M

Average **US** MAUs

# 259M

Average **international** MAUs

## TWTR Q3 2018 Highlights

Revenue growth was strong, up 29% year-over-year, reflecting better-than-expected growth across most products and geographies. Strong revenue performance also drove better-than-expected profitability. Excluding the release of deferred tax asset valuation allowances of \$683 million, we generated GAAP net income of \$106 million, net margin of 14%, adjusted EBITDA of \$295 million, and adjusted EBITDA margin of 39%.

We made meaningful progress improving the health of the public conversation on Twitter. Our most significant progress in Q3 can be seen in sign-up detection and identifying and challenging potentially automated, spammy, or malicious accounts. We've seen a 20% quarter-over-quarter decrease in successful sign-ups since the introduction of these new techniques and believe the majority of this improvement can be attributed to our recent health efforts.

DAU grew 9% year-over-year in Q3, despite ongoing health efforts, with double-digit growth in five of our top 10 global markets. We made a number of product improvements, including adding the ability to stream audio-only broadcasts and making it easier for people to find, follow, watch, and converse around TV programs and live broadcasts.

## Q3'18 New #Live + Amplify Agreements



# 11

New agreements



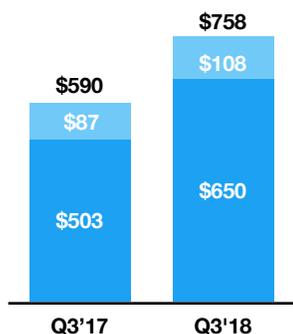
# 8

From international markets

# TWTR Financial Overview

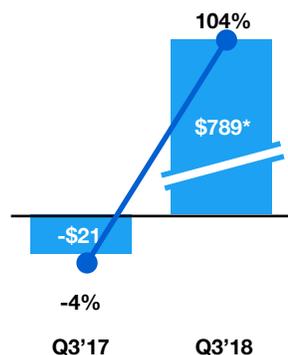
**Total Revenue**  
\$Millions

■ Data licensing and other revenue  
■ Advertising revenue



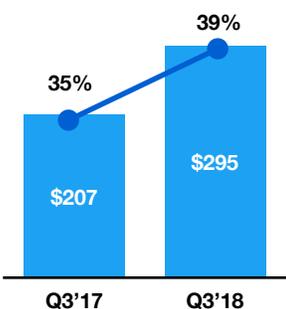
**GAAP Net Income (Loss)**  
\$Millions

■ GAAP net income (loss)  
■ GAAP net margin



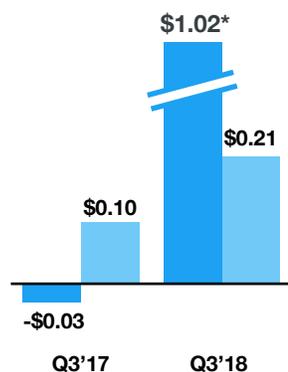
**Adjusted EBITDA**  
\$Millions

■ Adjusted EBITDA\*\*  
■ Adjusted EBITDA margin



**Earnings Per Share**

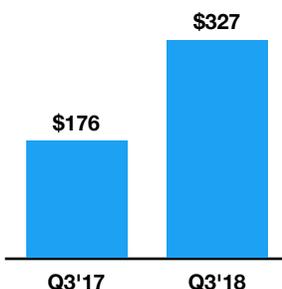
■ GAAP Diluted EPS  
■ Non-GAAP Diluted EPS\*\*



**Net Cash Provided by Operating Activities**  
\$Millions



**Adjusted Free Cash Flow\*\***  
\$Millions



\*Excluding the release of deferred tax asset valuation allowances of \$683 million, we generated Q3 net income of \$106 million and diluted EPS of \$0.14.

\*\*For the definition and a reconciliation of non-GAAP financial measures to their corresponding GAAP measures, please refer to the reconciliation table at the end of the [Q3'18 Letter to Shareholders](#).

## Founded

April 2006

## # of employees

3,800+

## Offices Worldwide

35+

## Leadership

**Jack Dorsey** @jack  
CEO

**Ned Segal** @nedsegal  
CFO

**Parag Agarwal** @paraga  
Technology Lead

**Leslie Berland** @leslieberland  
People & Marketing Lead

**Kayvon Beykpour** @kayvz  
Product Lead

**Matt Derella** @derella  
Customers Lead

**Bruce Falck** @brucefalck  
Revenue Product Lead

**Vijaya Gadde** @vijaya  
Counsel Lead

**Michael Montano** @michaelmontano  
Engineering Lead

## Contact information

### Corporate Headquarters

1355 Market Street, Suite 900  
San Francisco, CA 94103

### Investor Relations

Twitter / Periscope: @TwitterIR  
Website: investor.twitterinc.com  
Email: ir@twitter.com

