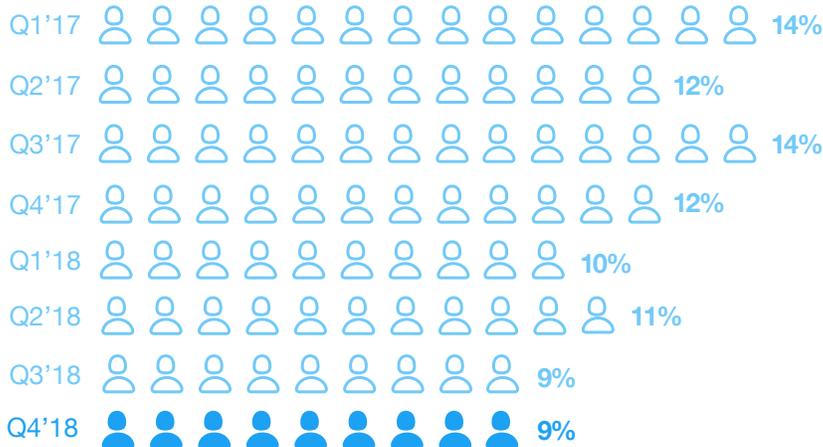


Investor Fact Sheet

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.

Monetizable Daily Active Usage (mDAU) Year-Over-Year Growth



FY'18 New #Live + In-Stream Video Agreements



100

New agreements



50+

From international markets

Q4 & FY'18 Highlights

Q4 was a strong finish to 2018 with revenue up 24% year-over-year, reflecting better-than-expected performance across most products and geographies. We delivered GAAP net income of \$255 million, net margin of 28%, adjusted EBITDA of \$397 million, and adjusted EBITDA margin of 44%.

Our focus on improving the health of the public conversation on Twitter delivered promising results in 2018, with a 16% year-over-year decrease in abuse reports from people who had an interaction with their alleged abuser on Twitter, and enforcement on reported content that was 3X more effective.

We made a number of product improvements in the fourth quarter, including making it easier to see the latest Tweets when people want to see what's happening in the moment. Average monetizable DAU* (mDAU) were 126 million in Q4, up 9% year-over-year, with double-digit growth in five out of our top 10 global markets.

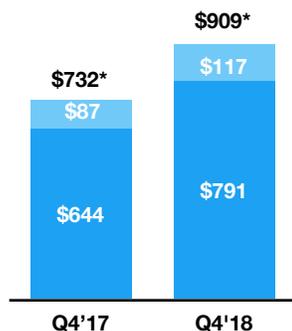
* The definition and calculation of monetizable DAU is the same as that of the DAU data provided back to Q1'16. We have applied the same definition and calculation for both DAU endpoints to calculate the year-over-year growth rates since that time. Please note, however, that earlier DAU/MAU ratios (prior to Q1'16) referred to DAU that accessed Twitter through desktop applications and other third-party properties not capable of displaying ads, and referred to a subset of DAU in certain select markets. As a result, earlier ratios are not like for like and should not be compared to our current ratio or to historical ratios that can be calculated using the new data disclosed today.



Financial Overview

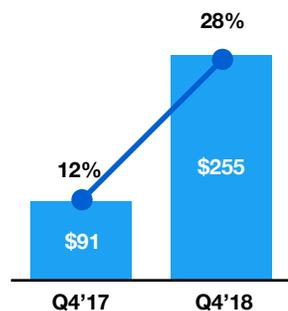
Total Revenue \$Millions

■ Data licensing and other revenue
■ Advertising revenue



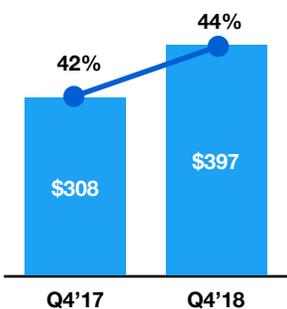
GAAP Net Income \$Millions

■ GAAP net income
■ GAAP net margin



Adjusted EBITDA \$Millions

■ Adjusted EBITDA**
■ Adjusted EBITDA margin



Earnings Per Share

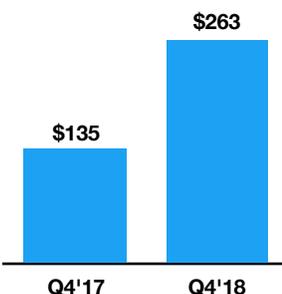
■ GAAP Diluted EPS
■ Non-GAAP Diluted EPS**



Net Cash Flow From Operations \$Millions



Adjusted Free Cash Flow** \$Millions



*Please note that the sum of data licensing and other revenue and advertising revenue does not add up to Total Revenue in Q4'17 and Q4'18 above due to rounding.

**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 [Q4'18 Letter to Shareholders](#).

Founded

April 2006

of employees

3,900+

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
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