



(in Millions)

Selected Company Metrics and Financials

Company Metrics	FY 2017				FY 2018				FY 2019	Year End		
	Q1'17	Q2'17	Q3'17	Q4'17	Q1'18	Q2'18	Q3'18	Q4'18	Q1'19	2016	2017	2018
Monetizable Daily Active Usage (mDAU): Worldwide	109	110	114	115⁽³⁾	120	122	124	126	134⁽³⁾	103	115⁽³⁾	126
QoQ%	6%	1%	3%	1%	4%	2%	2%	1%	6%	n/a	n/a	n/a
YoY%	14%	12%	14%	12%	10%	11%	9%	9%	11%	11%	12%	9%
mDAU: United States	26	25	26	25	26	26	26	27	28	24	25	27
QoQ%	7%	-3%	3%	-1%	4%	-1%	1%	1%	6%	n/a	n/a	n/a
YoY%	14%	9%	10%	6%	3%	5%	3%	5%	8%	9%	6%	5%
mDAU: International	83	85	88	89	94	96	98	99	105	79	89	99
QoQ%	6%	2%	3%	1%	5%	3%	2%	1%	6%	n/a	n/a	n/a
YoY%	14%	13%	15%	13%	12%	12%	10%	11%	12%	11%	13%	11%
Monthly Active Usage (MAU): Worldwide	327⁽¹⁾	326	330⁽¹⁾⁽²⁾	330	336	335	326	321	330	318	330	321
QoQ%	3%	0%	1%	0%	2%	0%	-2%	-2%	3%	n/a	n/a	n/a
YoY%	5%	4%	4%	4%	3%	3%	-1%	-3%	-2%	4%	4%	-3%
MAU: United States	69	68	69	68	69	68	67	66	68	67	68	66
QoQ%	4%	-2%	2%	-2%	2%	-1%	-2%	-2%	3%	n/a	n/a	n/a
YoY%	6%	3%	4%	2%	-1%	1%	-3%	-3%	-2%	2%	2%	-3%
MAU: International	257	258	260	262	267	267	259	255	262	251	262	255
QoQ%	2%	0%	1%	1%	2%	0%	-3%	-2%	3%	n/a	n/a	n/a
YoY%	5%	4%	4%	4%	4%	3%	0%	-3%	-2%	4%	4%	-3%

(1) Please note that the sum of US MAU and International MAU does not add up to Total MAU in the above due to rounding.

(2) In Q1 2018, we discovered that a software change made in Q2 2017 resulted in a non-material overstatement of our historical MAU in 2017. The differences were between 30,000 - 400,000 in each period presented for total MAU. After rounding, the only impact to our prior disclosures was to reduce Q3 2017 international MAU from 261M to 260M due to a change of approximately 175,000 international MAUs in that period.

(3) Please note that the sum of US mDAU and International mDAU does not add up to Total mDAU in the above due to rounding.



Selected Company Metrics and Financials

(\$ in 000's)

	FY 2017				FY 2018				FY 2019	Fiscal Year		
	Q1'17	Q2'17	Q3'17	Q4'17	Q1'18	Q2'18	Q3'18	Q4'18	Q1'19	FY2016	FY2017	FY2018
Revenue Mix												
GAAP Revenue (Worldwide)	548,251	573,855	589,633	731,560	664,871	710,541	758,111	908,836	786,890	2,529,619	2,443,299	3,042,359
QoQ%	-24%	5%	3%	24%	-9%	7%	7%	20%	-13%			
YoY%	-8%	-5%	-4%	2%	21%	24%	29%	24%	18%	14%	-3%	25%
Advertising Revenue	473,780	489,148	502,802	644,257	575,156	601,060	649,816	791,365	679,466	2,248,052	2,109,987	2,617,397
QoQ%	-26%	3%	3%	28%	-11%	5%	8%	22%	-14%			
YoY%	-11%	-8%	-8%	1%	21%	23%	29%	23%	18%	13%	-6%	24%
Data Licensing & Other	74,471	84,707	86,831	87,303	89,715	109,481	108,295	117,471	107,424	281,567	333,312	424,962
QoQ%	-6%	14%	3%	1%	3%	22%	-1%	8%	-9%			
YoY%	17%	26%	22%	10%	20%	29%	25%	35%	20%	26%	18%	27%
GAAP Revenue (United States)	340,584	334,675	332,092	406,263	346,570	366,657	423,443	505,589	432,356	1,564,776	1,413,614	1,642,259
QoQ%	-23%	-2%	-1%	22%	-15%	6%	15%	19%	-14%			
YoY%	-13%	-7%	-11%	-8%	2%	10%	28%	24%	25%	8%	-10%	16%
% of Total GAAP Revenue	62%	58%	56%	56%	52%	52%	56%	56%	55%	62%	58%	54%
GAAP Revenue (International)	207,667	239,180	257,541	325,297	318,301	343,884	334,668	403,247	354,534	964,843	1,029,685	1,400,100
QoQ%	-25%	15%	8%	26%	-2%	8%	-3%	20%	-12%			
YoY%	2%	-1%	6%	17%	53%	44%	30%	24%	11%	25%	7%	36%
% of Total GAAP Revenue	38%	42%	44%	44%	48%	48%	44%	44%	45%	38%	42%	46%
GAAP P&L												
GAAP Revenue	548,251	573,855	589,633	731,560	664,871	710,541	758,111	908,836	786,890	2,529,619	2,443,299	3,042,359
Cost of Revenue	220,339	212,908	210,016	217,979	222,823	230,185	243,644	268,345	264,011	932,240	861,242	964,997
Research and Development	128,728	143,171	136,115	133,996	123,346	138,574	150,764	141,174	146,246	713,482	542,010	553,858
Sales and Marketing	169,594	185,296	172,957	189,572	178,059	188,032	193,496	211,774	205,799	957,829	717,419	771,361
General and Administrative	69,868	70,839	63,266	79,915	65,718	74,126	78,339	80,635	77,176	293,276	283,888	298,818
Income (Loss) from Operations	(40,278)	(38,359)	7,279	110,098	74,925	79,624	91,868	206,908	93,658	(367,208)	38,740	453,325
Interest Expense	(25,409)	(26,396)	(26,732)	(26,700)	(27,015)	(29,982)	(38,336)	(37,273)	(37,260)	(99,968)	(105,237)	(132,606)
Interest Income	8,520	10,486	12,028	13,349	16,181	21,960	36,067	37,013	40,541	24,276	44,383	111,221
Other Income (Expense), net	(1,198)	(58,806)	(10,106)	(3,194)	(209)	(5,735)	(2,341)	(111)	(436)	2,066	(73,304)	(8,396)
Provision (Benefit) for Income Taxes	3,194	3,413	3,564	2,474	2,885	(34,250)	(701,921)	(48,766)	(94,301)	16,039	12,645	(782,052)
Net Income (Loss)	(61,559)	(116,488)	(21,095)	91,079	60,997	100,117	789,179	255,303	190,804	(456,873)	(108,063)	1,205,596
Selected Balance Sheet Data												
Cash, Cash Equivalents, and Short-Term Investments	3,943,677	4,079,912	4,258,096	4,403,102	4,528,831	5,661,115	5,956,543	6,209,401	6,459,892	3,774,579	4,403,102	6,209,401
Working Capital	4,206,340	4,345,524	4,521,220	4,738,606	4,880,581	5,946,085	5,262,114	5,594,725	5,634,106	4,068,175	4,738,606	5,594,725
Property and Equipment, net	782,421	781,272	753,317	773,715	801,912	914,795	904,027	885,078	913,096	783,901	773,715	885,078
Total Stockholders' Equity	4,690,376	4,728,896	4,829,406	5,047,218	5,210,436	5,570,904	6,452,572	6,805,594	7,088,819	4,604,935	5,047,218	6,805,594
Adjusted Free Cash Flow												
Cash Flows from Operating Activities	203,448	189,707	239,947	198,107	242,673	321,140	443,899	331,999	351,693	763,055	831,209	1,339,711
Purchases of Property and Equipment	(39,881)	(44,626)	(36,076)	(40,159)	(93,091)	(196,450)	(120,372)	(74,021)	(83,026)	(218,657)	(160,742)	(483,934)
Proceeds from Sales of Property and Equipment	0	1,290	1,493	0	1,763	2,693	3,671	4,943	1,956	0	2,783	13,070
Equipment Purchases Under Capital Leases	37,434	33,492	29,707	22,602	16,086	0	0	0	0	100,281	123,235	16,086
Adjusted Free Cash Flow	126,133	112,879	175,657	135,346	135,259	127,383	327,198	262,921	270,623	444,117	550,015	852,761
Selected Cash Flow Supplemental Disclosures												
Cash Flows from Investing Activities ⁽⁴⁾	17,397	(83,686)	85,043	(135,280)	(258,992)	(413,531)	(1,026,764)	(356,226)	29,446	(593,248)	(116,526)	(2,055,513)
Cash Flows from Financing Activities	(23,652)	(15,171)	(27,020)	(12,530)	(29,036)	1,048,908	(30,641)	(11,115)	(29,101)	(83,975)	(78,373)	978,116

(4) The Company adopted the new accounting standard on the presentation of restricted cash in the statement of cash flows retrospectively during the three months ended March 31, 2018. As a result of the adoption, cash flows from investing activities were adjusted to exclude the changes in restricted cash for all historical periods presented prior to Q1'18.



Selected Company Metrics and Financials

(\$ in 000's)

	FY 2017				FY 2018				FY 2019	Fiscal Year		
	Q1'17	Q2'17	Q3'17	Q4'17	Q1'18	Q2'18	Q3'18	Q4'18	Q1'19	FY2016	FY2017	FY2018
Reconciliation of Net Income (Loss) to Adjusted EBITDA												
Net Income (Loss)	(61,559)	(116,488)	(21,095)	91,079	60,997	100,117	789,179	255,303	190,804	(456,873)	(108,063)	1,205,596
Stock-Based Compensation Expense	116,997	113,396	100,959	102,454	73,266	79,469	91,606	81,887	83,491	615,233	433,806	326,228
Depreciation and Amortization Expense	102,792	103,063	97,492	92,520	96,846	105,982	111,947	110,723	113,474	402,172	395,867	425,498
Interest and Other Expense (Income), Net	18,087	74,716	24,810	16,545	11,043	13,757	4,610	371	(2,845)	73,626	134,158	29,781
Provision (Benefit) for Income Taxes	3,194	3,413	3,564	2,474	2,885	(34,250)	(701,921)	(48,766)	(94,301)	16,039	12,645	(782,052)
Restructuring Charges and One-Time Nonrecurring Gain	(9,572)	(226)	1,269	3,102	(983)	(265)	(18)	(2,989)	0	101,296	(5,427)	(4,255)
Adjusted EBITDA	169,939	177,874	206,999	308,174	244,054	264,810	295,403	396,529	290,623	751,493	862,986	1,200,796
Stock-Based Compensation Expense by Function												
Total Stock-Based Compensation Expense	116,997	113,396	100,959	102,454	73,266	79,469	91,606	81,887	83,491	615,233	433,806	326,228
Cost of Revenue	5,952	6,253	5,625	6,019	4,799	3,338	4,247	4,905	5,048	29,502	23,849	17,289
Research and Development	64,386	63,625	57,174	55,648	41,946	45,069	53,195	43,589	46,261	335,498	240,833	183,799
Sales and Marketing	25,089	20,694	22,433	25,919	14,822	18,225	19,634	18,624	18,065	160,935	94,135	71,305
General and Administrative	21,570	22,824	15,727	14,868	11,699	12,837	14,530	14,769	14,117	89,298	74,989	53,835