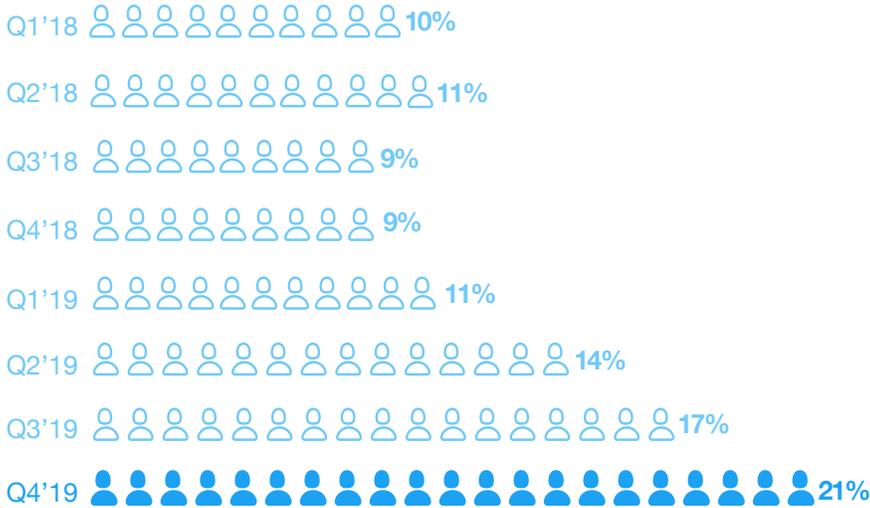


Investor Fact Sheet

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



Q4 & FY'19 Highlights

Q4 was a strong finish to 2019. We grew average monetizable DAU (mDAU) 21% year-over-year, primarily driven by product improvements, including continued increases in relevance in the Home timeline and notifications.

Revenue reached \$1.01 billion, up 11% year-over-year, reflecting steady progress on revenue product and solid performance across most major geographies, with particular strength in US advertising. Operating income of \$153 million reflects ongoing investments across our top initiatives to drive growth and better serve the public conversation.

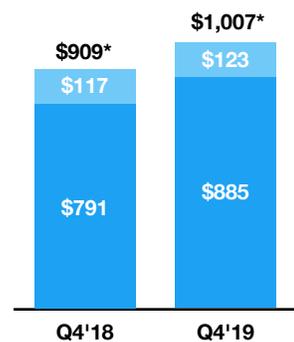
We continued to make progress on health. In Q4, we increased our efforts to protect the integrity of election-related conversations and proactively limit the visibility of unhealthy content on Twitter, resulting in a 27% year-over-year decline in bystander reports on Tweets that violate our terms of service.

Q4'19 Financial Overview

Total Revenue

\$Millions

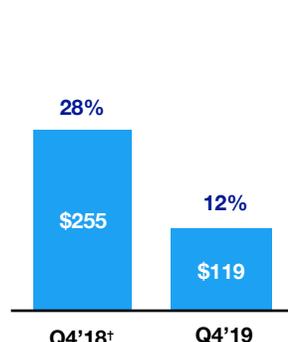
■ Data licensing and other revenue
■ Advertising revenue



GAAP Net Income

\$Millions

■ GAAP net income
■ GAAP net margin



Net Cash Flow From Operations

\$Millions



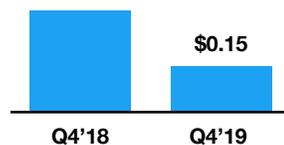
Adjusted Free Cash Flow‡

\$Millions



Diluted Earnings Per Share

\$0.33†



*Please note that the sum of data licensing and other revenue and advertising revenue does not add up to total revenue due to rounding.

†Excluding the income tax benefit from the release of deferred tax assets valuation allowance in Q4'18, adjusted net income was \$135 million, with adjusted net margin of 15% and adjusted diluted EPS of \$0.17.

‡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 [Q4'19 Letter to Shareholders](#).



Founded

April 2006

of employees

4,800+

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

Dantley Davis @dantley
Design and Research Lead

Matt Derella @derella
Customers Lead

Bruce Falck @brucefalck
Revenue Product Lead

Vijaya Gadde @vijaya
Counsel Lead

Michael Montano @michaelmontano
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