



Q2 2020 Letter to Shareholders

July 23, 2020
@TwitterIR



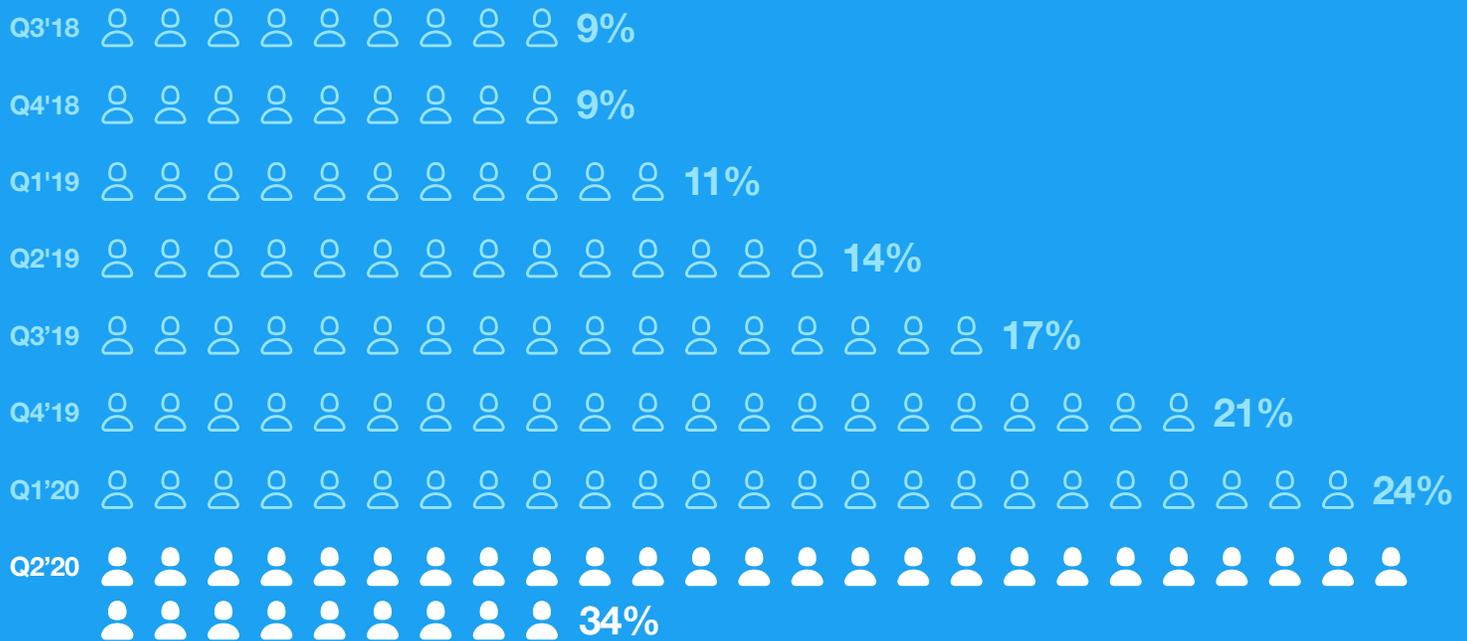
Q2 2020

Earnings Highlights

Monetizable Daily Active Usage (mDAU)

Average mDAU reached 186 million in Q2, up 34% year over year.

Y/Y Growth



Engagement

Average monetizable DAU (mDAU) grew 34% year over year to 186 million, driven by global conversation around current events and ongoing product improvements.

Revenue

Revenue was \$683 million in Q2, down 19% year over year, reflecting moderate recovery in advertising demand relative to the last three weeks of March.

Profitability

Total costs and expenses grew 5% year over year to \$807 million, as we continue to balance targeted headcount growth with further reducing lower priority investments, resulting in an operating loss of \$124 million.



Except as otherwise stated, all financial results discussed below are presented in accordance with generally accepted accounting principles in the United States of America, or GAAP. As supplemental information, we have provided certain non-GAAP financial measures in this letter's supplemental tables, and such supplemental tables include a reconciliation of these non-GAAP measures to our GAAP results. All growth rates referenced below are year over year unless otherwise indicated. The sum of individual metrics may not always equal total amounts indicated due to rounding.

Last week, Twitter suffered a very public and disappointing security issue. We moved quickly to address what happened, and have taken additional steps to improve resiliency against targeted social engineering attempts, implemented numerous safeguards to improve the security of our internal systems, and are working with law enforcement as they conduct their investigations.

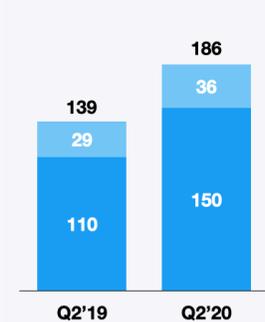
We understand our responsibilities and are committed to earning the trust of all of our stakeholders with our every action, including how we address this security issue. We will continue to be transparent in sharing our learnings and remediations.

Highlights

- **Average monetizable DAU (mDAU) grew 34% year over year to 186 million, driven by global conversation around current events and ongoing product improvements.**
- **We have completed our ad server rebuild and are making progress accelerating our performance ads roadmap beginning with Mobile Application Promotion (MAP), including closing the acquisition of CrossInstall.**
- **Revenue was \$683 million in Q2, down 19% year over year, reflecting moderate recovery in advertising demand relative to the last three weeks of March. Total costs and expenses grew 5% year over year to \$807 million, as we continue to balance targeted headcount growth with further reducing lower priority investments, resulting in an operating loss of \$124 million.**

Q2 2020 Key Results

Monetizable Daily Active Usage (mDAU)
In Millions



Total Revenue
\$Millions



GAAP Operating Income (Loss)
\$Millions



Average monetizable DAU (mDAU) grew 34% year over year to 186 million, driven by global conversation around current events and ongoing product improvements.

Growth in mDAU continued to accelerate in Q2, with average mDAU of 186 million, up 34%. This marks the highest quarterly year-over-year growth rate we've delivered since we began reporting mDAU growth. Growth continued to be broad-based, with double-digit growth rates in all top 10 markets. We grew US mDAU by 24% and international mDAU by 37%.

The year-over-year increase in mDAU was primarily driven by external factors, such as continued shelter-in-place requirements for many people, and increased global conversation around the COVID-19 pandemic and other current events. Our work to serve the conversation around COVID-19, to help people find trusted sources of information, to better organize and surface the many topics and interests that bring people to Twitter, and innovations such as virtual watch parties for movie launches and virtual concerts helped us serve our larger audience. We also continue to benefit from ongoing product improvements, including continued increases in relevance of notifications, Search, Explore, and the Home timeline. We believe that mDAU growth in Q2 would still have been strong in the absence of external factors due to the ongoing benefit of these product improvements.

On a sequential basis, average mDAU increased by 20 million. Audience and engagement surged in the last few weeks of Q1 as the COVID-19 pandemic became global and we maintained this larger audience in Q2. The elevated usage of our service presents a tremendous opportunity to serve the public conversation and to be where even more people go to see what's happening. The increases in new and reactivating accounts, as well as increased activity among our existing mDAU, give us confidence in our ability to deliver value to people at critical moments in society regardless of their prior engagement on Twitter, and we will continue to work hard to earn Twitter's role in their daily lives.

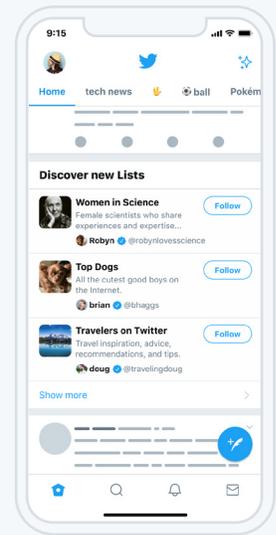


One of our main goals is to make it easier for people to find what they are looking for when they come to Twitter by better organizing content around topics and interests. We grew the number of Topics people can follow to more than 4,100, with more news and location-based topics and improved quality. The number of accounts following Topics reached 50 million by the end of the quarter. We also launched a set of features to help people discover Lists (a curated group of Twitter accounts) related to their interests.

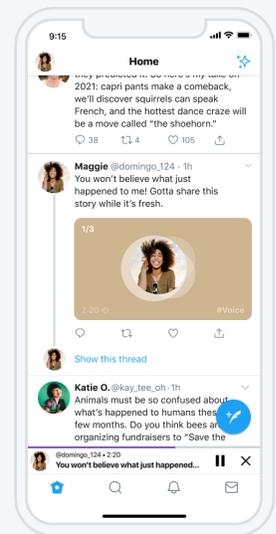
Another important goal is to make it easier to follow and participate in conversations. We're experimenting with giving people the ability to Tweet with their voice, and providing people controls that allow them to choose who can reply to their Tweets. We expanded our Fleets experiment to three more markets in Q2, providing people in Italy, India, and South Korea with a new way to share their fleeting thoughts through text, images, and videos. We also launched the ability to easily see all Retweets with comments for any Tweet.

While many sports and live entertainment events have been delayed or canceled, we're continuing to innovate to amplify conversations around digital movie and TV launches and virtual concerts. We held successful virtual watch parties for ESPN's #TheLastDance (a 10-part docuseries that profiled Michael Jordan and the Chicago Bulls' journey to their 1997-98 NBA Finals championship) with live post-episode shows on Twitter featuring "The Last Dance" director, Jason Hehir. The view parties sparked over 11 million Tweets and the live shows had over 8 million views.

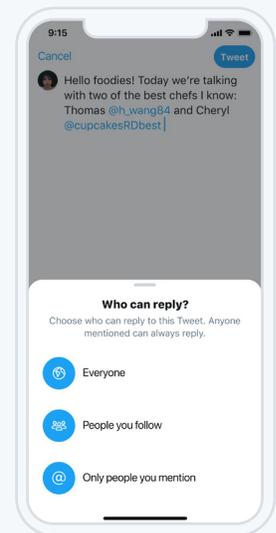
We collaborated with Global Citizen to live-stream the #TogetherAtHome concert that supported the World Health Organization, which featured performances from top musical artists, stories from frontline workers, and insights from health experts, and generated over 10 million views, over 2.2 million Tweets, and opportunities for brands to connect with what's happening. We also partnered with the PGA Tour on a "Twitter Multicast" during the first round of the Charles Schwab Challenge to showcase athletes, celebrities, and other personalities with their own Twitter live stream and commentary in conjunction with PGA TOUR LIVE Featured Groups coverage to celebrate the return of golf.



Discover Lists



Tweet your voice



Conversation controls



Health continues to be an important priority for the company, with our work centered on reducing abuse, combating misinformation, and protecting the integrity of civic-related conversations. We're refining our prediction models and launching additional proactive detection and remediation tools to reduce abuse and hate speech. We remain focused on detecting, verifying, and annotating misleading information, as well as measuring the impressions of misleading information on Twitter. We stepped up our annotation of Tweets that fell under our misleading information policies and our internal models estimate that these efforts prevented 68 million unannotated impressions that would have occurred had we not intervened.

As a part of our health work, we aggressively targeted misinformation and toxic or abusive content relating to COVID-19. During Q2, we shipped over 40 automations and tooling improvements to support COVID-19 content review. Since introducing our COVID-19 coverage, we have removed approximately 15,000 Tweets and challenged 4.5 million accounts. Over 160 million people have visited the COVID-19 curated page over 2 billion times in aggregate.

We have completed our ad server rebuild and are making progress accelerating our performance ads roadmap beginning with Mobile Application Promotion (MAP), including closing the acquisition of CrossInstall.

During Q2, we completed our ad server rebuild, which re-architects and modernizes our ad server to support faster product development, increase stability, and help us scale our advertising business. We are already seeing significant benefits, including an overall increase in development velocity and more predictable delivery of feature improvements. The ad server rebuild improves the state of our systems and reinforces the foundation of our ad business.

As we discussed last quarter, we see a path to driving more direct response advertising on Twitter in 2020 and beyond. An improved MAP and more direct response ad formats could increase our addressable market and diversify our customer base, with more access to advertising demand that may be more resilient through an economic downturn, while building on our strengths in helping brands launch something new and connect with what's happening.



We made progress on our direct response roadmap in Q2, including improving measurement, prediction, data tools, and updated formats for advertisers. We have completed our first MAP pilot and recently launched a second pilot to test portions of our improved offering with a few advertisers. In Q2 we began rolling out an advanced mobile measurement program which shares non-EU/UK device-level data with MAP advertisers to better measure their Twitter campaigns. We have improved our prediction and ad ranking models for MAP and are seeing early improvements in app installs. We ran a series of experiments to enhance the user experience of App Cards and increase ad engagement.

We also launched the beta of our Video Carousel Card, an ad format with 2-6 horizontally swipeable images or videos that drive people to an app or website. Carousels are a key component of the ad formats portfolio needed for us to drive better performance, and ultimately succeed at MAP and other direct response objectives. Early test results have been positive, with average clickthrough rates up more than 60% and installs per impressions up more than 30% relative to a single-image control.

Our acquisition of CrossInstall will accelerate key work streams in direct response. CrossInstall brings approximately 60 performance ads-focused people to Twitter to strengthen our team, adds a successful and performant demand-side platform (DSP) to Twitter, and should also help us with our strategy to build MAP/performance products. In addition, CrossInstall will help us increase the value MoPub offers to mobile app developers.

We are also in the early stages of exploring additional potential revenue product opportunities to complement our advertising business. These may include subscriptions and other approaches, and although our exploration is very early and we do not expect any revenue attributable to these opportunities in 2020, you may see tests or hear us talk more about them as our work progresses.



Revenue was \$683 million in Q2, down 19% year over year, reflecting moderate recovery in advertising demand relative to the last three weeks of March. Total costs and expenses grew 5% year over year to \$807 million, as we continue to balance targeted headcount growth with further reducing lower priority investments, resulting in an operating loss of \$124 million.

Please see below for a detailed discussion of our Q2 financial and operational results.

Q2 2020 Financial and Operational Detail

Revenue

Total revenue was \$683 million in Q2, down 19% or 18% on a constant currency basis, due to a decline in advertising revenue across most markets. US revenue was \$365 million, a decrease of 20%. Total international revenue was \$319 million, a decrease of 18% or 17% on a constant currency basis. Japan, our second largest market, had revenue of \$108 million, down 19%.

Total advertising revenue was \$562 million, a decrease of 23% or 22% on a constant currency basis. We previously noted that in Q1, widespread economic disruption and a significant decrease in global advertising spend as a result of the pandemic led to a 27% decline in advertising revenue in the last three weeks of March. We saw a gradual, moderate recovery relative to March levels throughout most of Q2, with the exception of late May to mid-June, when many brands slowed or paused spend in reaction to US civil unrest. During the last three weeks of June, advertising revenue declined 15% year over year. Demand gradually improved once brands returned after the protests subsided.

Key results to note:

- By region, US advertising revenue totaled \$283 million, a decrease of 25%, reflecting brand spending pauses related to the pandemic and US civil unrest. International ad revenue was \$279 million, down 20%. International markets typically have a higher mix of revenue from direct response products, which overall performed better in Q2. We did see strength in certain markets in Asia, some of which grew on a year-over-year basis, driven by MAP campaigns, product launches, and some return of economic activity contributing to revenue.

Total Revenue
\$Millions
■ US
■ International



- By product, video ad formats declined year over year but continued to be the majority of our ad revenue in Q2. We saw a mix shift from brand-oriented ad formats to direct response products such as website clicks and MAP. When Tencent in Japan launched its flagship mobile game Code: Dragon Blood in April, it turned to Twitter first. Tencent leveraged Twitter's full-funnel launch solutions, including First View and Promoted Trends, to drive conversations and downloads of Dragon Blood. At launch, Dragon Blood was the #1 trending topic on Twitter in Japan, and the massive conversation on Twitter propelled Dragon Blood to become the most downloaded new mobile game for April in Japan.
- By sales channel, large to mid-tier customers continue to represent a sizable majority of our advertising revenue. Brands have found innovative ways to join in on the conversation and connect with their customers despite the pandemic. For example, PlayStation leveraged an 89% global increase in video game conversation on Twitter in late Q1 to build interest and awareness for the PlayStation 5 console. Its successful takeover campaign, consisting of a Branded Emoji, a Promoted Trend Spotlight, and First View, resulted in PlayStation being the number one global trend with over 1 million mentions over two days in June and a 4X higher engagement rate than the industry benchmark.
- Our self-serve channel for small and mid-sized businesses (SMB) remains relatively small, but we've had success in identifying and growing advertising dollars with many SMB advertisers. This remains a significant opportunity for Twitter which requires product and engineering work that we can now better resource with our ad server rebuild complete and the reordering of our objectives.

Data licensing and other revenue totaled \$121 million, an increase of 6% after a strong first half of renewals from many of our largest Data and Enterprise Solutions (DES) customers. We continue to expect this growth to moderate over the course of 2020.

Advertising metrics

Total ad engagements increased 3%, resulting primarily from audience growth offset by a mix shift to ad formats with lower clickthrough rates.

Cost per engagement (CPE) decreased 25%, driven by like-for-like price decreases across most ad formats and lower demand. As a reminder, CPE is an output of our ads auction process, and will vary from one period to another based on geographic performance, auction dynamics, the strength of demand for various ad formats, and campaign objectives.



Expenses

Total costs and expenses (which include cost of revenue and all operating expenses) grew to \$807 million in Q2. Expense growth of 5% was lower than growth in the low teens we expected at the beginning of the quarter and reflects decisions we have made to reduce spending, continued cost savings from restricted business operations, and some of the challenges of growing headcount and investing in our objectives in the current environment. As we continue to adapt our operations and improve and increase hiring, we intend to continue investing in our most important work. We believe total costs and expenses will increase 10% or more year over year in Q3.

By function:

- Cost of revenue grew 4% to \$288 million, primarily driven by infrastructure-related expenses, higher personnel-related costs, and higher traffic acquisition costs, offset by a decrease in revenue share expenses.
- Research and development expenses grew 36% to \$216 million, primarily due to higher personnel-related costs as we continue to focus our investments on engineering, product, and design, and higher allocated facilities and supporting overhead expenses.
- Sales and marketing expenses decreased 14% to \$207 million, primarily due to reduced marketing campaigns, customer events, and travel.
- General and administrative expenses grew 9% to \$96 million, primarily due to higher personnel-related costs, offset by higher facilities and supporting overhead expenses allocated to other functions.

Stock-based compensation (SBC) expense grew 40% to \$133 million and was approximately 19% of total revenue compared to 12% in the prior quarter. As a reminder, stock-based compensation expense is closely tied to headcount, timing of grants, and vesting. Due to these factors, we expect to recognize more SBC expense in Q2 relative to other quarters in 2020. We ended Q2 with more than 5,200 employees worldwide, including approximately 60 from the CrossInstall acquisition.

GAAP Costs and Expenses
\$Millions

- General and administrative
- Research and development
- Sales and marketing
- Cost of revenue



We incurred an operating loss of \$124 million, or -18% of total revenue, compared to operating income of \$76 million or 9% for the same period in 2019. The decrease in year-over-year operating income is primarily due to lower revenue and higher personnel-related costs.

In Q2 2019, we established a \$1.1 billion deferred tax asset and recognized an income tax benefit. In Q2 2020, we recognized a deferred tax asset valuation allowance of \$1.1 billion and a non-cash income tax expense based primarily on cumulative taxable losses driven primarily by COVID-19. This valuation allowance would be reversed in the event, and to the extent, that it is more likely than not that there will be sufficient taxable income to realize the tax benefit. Depending on the extent and severity of COVID-19's impact, we could have an additional valuation allowance against deferred tax assets in a future period.

As a result of the valuation allowance, we incurred a net loss of \$1.2 billion in Q2, representing a net margin of -180% and diluted EPS of (\$1.56). Excluding the impact of the income tax expense due to the establishment of the valuation allowance, Q2 adjusted net loss was \$127 million, representing an adjusted net margin of -19% and adjusted diluted EPS of (\$0.16).

This compares to net income of \$1.1 billion, representing a net margin of 133% and diluted EPS of \$1.43 in the same period of the previous year. Excluding the income tax benefit related to the establishment of the deferred tax asset mentioned above, adjusted net income was \$37 million, adjusted net margin was 4%, and adjusted diluted EPS was \$0.05 in the same period of the previous year.

GAAP Operating Income (Loss)
\$Millions



GAAP Net Income (Loss)*
\$Millions



* In Q2'20 we incurred a net loss of \$1.2 billion, representing a net margin of -180% and diluted EPS of (\$1.56). Excluding the impact of the income tax expense due to the establishment of a deferred tax asset valuation allowance, Q2'20 adjusted net loss was \$127 million, representing an adjusted net margin of -19% and adjusted diluted EPS of (\$0.16). In Q2'19, we delivered net income of \$1.1 billion, net margin of 133% and diluted EPS of \$1.43. Excluding the income tax benefit related to the establishment of the deferred tax asset, Q2'19 adjusted net income was \$37 million, adjusted net margin was 4%, and adjusted diluted EPS was \$0.05.



Balance Sheet and Statement of Cash Flows

We ended the quarter with approximately \$7.8 billion in cash, cash equivalents, and marketable securities. Net cash provided by operating activities in the quarter was \$201 million, a decrease from \$339 million in the same period last year. Capital expenditures totaled \$162 million, compared to \$135 million in the same period last year, driven by investments we are making in our infrastructure to support audience growth and product innovation. We intend to increase capex in absolute dollars sequentially in Q3. The increase will allow us to address our near-term capacity needs and continue our buildout of a new data center, contingent on improvements in the IT supply chain. Adjusted free cash flow was \$39 million, compared to \$204 million in the same period last year. We did not repurchase any of our shares in Q2.

Monetizable daily active usage

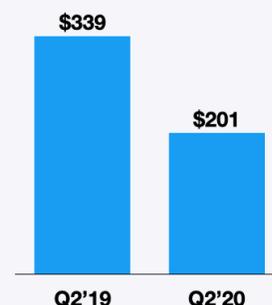
Growth in mDAU continued to accelerate in Q2, with average mDAU of 186 million, up 34%. This marks the highest quarterly year-over-year growth rate we've delivered since we began reporting mDAU growth, and follows a 24% year-over-year growth rate in Q1. Growth continues to be broad-based, with double-digit growth rates in all top 10 markets. We grew US mDAU by 24% and international mDAU by 37%.

By region:

- Average US mDAU was 36 million for Q2, compared to 29 million in the same period of the previous year and compared to 33 million in Q1.
- Average international mDAU was 150 million for Q2, compared to 110 million in the same period of the previous year and compared to 133 million in Q1.

For more information regarding the non-GAAP financial measures discussed in this letter, please see "Non-GAAP Financial Measures" and "Reconciliation of GAAP to Non-GAAP Financial Measures" below.

Net Cash Flow from Operations
\$Millions



Adjusted Free Cash Flow*
\$Millions



Appendix

Second Quarter 2020 Webcast and Conference Call Details

Twitter will host a conference call today, Thursday, July 23, 2020, at 5am Pacific Time (8am Eastern Time) to discuss financial results for the second quarter of 2020. The company will be following the conversation about the earnings announcement on Twitter. To have your questions considered during the Q&A, Tweet your question to @TwitterIR using \$TWTR. To listen to a live audio webcast, please visit the company's Investor Relations page at investor.twitterinc.com. Twitter has used, and intends to continue to use, its Investor Relations website and the Twitter accounts of @jack, @nedsegal, @Twitter, and @TwitterIR as means of disclosing material nonpublic information and for complying with its disclosure obligations under Regulation FD.

Third Quarter Earnings Release Details

Twitter expects to release financial results for the third quarter of 2020 on October 29, 2020, before the market opens at approximately 4am Pacific Time (7am Eastern Time). On the same day, Twitter will host a conference call to discuss those financial results at 5am Pacific Time (8am Eastern Time).

About Twitter, Inc. (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, see every side of the story. Join the open conversation. Watch live-streaming events. Available in more than 40 languages around the world, the service can be accessed via twitter.com, an array of mobile devices, and SMS. For more information, please visit about.twitter.com, follow @Twitter, and download both the Twitter and Periscope apps at twitter.com/download and periscope.tv.

A Note About Metrics

Twitter defines monetizable daily active usage or users (mDAU) as people, organizations, or other accounts who logged in or were otherwise authenticated and accessed Twitter on any given day through twitter.com or Twitter applications that are able to show ads. Average mDAU for a period represents the number of mDAU on each day of such period divided by the number of days for such period. Changes in mDAU are a measure of changes in the size of our daily logged in or otherwise authenticated active total accounts. To calculate the year-over-year change in mDAU, we subtract the average mDAU for the three months ended in the previous year from



the average mDAU for the same three months ended in the current year and divide the result by the average mDAU for the three months ended in the previous year. Additionally, our calculation of mDAU is not based on any standardized industry methodology and is not necessarily calculated in the same manner or comparable to similarly titled measures presented by other companies. Similarly, our measures of mDAU growth and engagement may differ from estimates published by third parties or from similarly titled metrics of our competitors due to differences in methodology.

The numbers of mDAU presented in our earnings materials are based on internal company data. While these numbers are based on what we believe to be reasonable estimates for the applicable period of measurement, there are inherent challenges in measuring usage and engagement across our large number of total accounts around the world. Furthermore, our metrics may be impacted by our information quality efforts, which are our overall efforts to reduce malicious activity on the service, inclusive of spam, malicious automation, and fake accounts. For example, there are a number of false or spam accounts in existence on our platform. We have performed an internal review of a sample of accounts and estimate that the average of false or spam accounts during the second quarter of 2020 represented fewer than 5% of our mDAU during the quarter. The false or spam accounts for a period represents the average of false or spam accounts in the samples during each monthly analysis period during the quarter. In making this determination, we applied significant judgment, so our estimation of false or spam accounts may not accurately represent the actual number of such accounts, and the actual number of false or spam accounts could be higher than we have estimated. We are continually seeking to improve our ability to estimate the total number of spam accounts and eliminate them from the calculation of our mDAU, and have made improvements in our spam detection capabilities that have resulted in the suspension of a large number of spam, malicious automation, and fake accounts. We intend to continue to make such improvements. After we determine an account is spam, malicious automation, or fake, we stop counting it in our mDAU, or other related metrics. We also treat multiple accounts held by a single person or organization as multiple mDAU because we permit people and organizations to have more than one account. Additionally, some accounts used by organizations are used by many people within the organization. As such, the calculations of our mDAU may not accurately reflect the actual number of people or organizations using our platform.



In addition, geographic location data collected for purposes of reporting the geographic location of our mDAU is based on the IP address or phone number associated with the account when an account is initially registered on Twitter. The IP address or phone number may not always accurately reflect a person's actual location at the time they engaged with our platform. For example, someone accessing Twitter from the location of the proxy server that the person connects to rather than from the person's actual location.

We regularly review and may adjust our processes for calculating our internal metrics to improve their accuracy.

Forward-Looking Statements

This letter to shareholders contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements generally relate to future events or Twitter's future financial or operating performance. In some cases, you can identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "going to," "could," "intends," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential," or "continue," or the negative of these words or other similar terms or expressions that concern Twitter's expectations, strategy, priorities, plans, or intentions. Forward-looking statements in this letter to shareholders include, but are not limited to, statements regarding Twitter's future financial and operating performance, including its outlook and guidance, and strategies to improve financial and operating performance; the impact of the COVID-19 pandemic and related responses of businesses and governments to the pandemic on Twitter's operations and personnel, on commercial activity and advertiser demand across Twitter's platform, and on Twitter's operating results, as well as on worldwide and regional economies; Twitter's anticipated strategies, and product and business plans, and its priorities, product initiatives, and product development plans, including actions and disclosures regarding security, the expected benefits of the full ad server rebuild, next-generation MAP and direct response ad format efforts, and the acquisition of CrossInstall; Twitter's expectations and strategies regarding the growth of its revenue, including the drivers of such growth, audience, and engagement (including, in each case, any potential impact of COVID-19), advertiser base and spending, headcount growth targets, and allocation of resources; Twitter's expectations regarding future capital expenditures and other expenses, including its SBC expense and the timing of such expense; and Twitter's expectations regarding future tax matters. Twitter's expectations



and beliefs regarding these matters may not materialize, and actual results in future periods are subject to risks and uncertainties that could cause actual results to differ materially from those projected. These risks include the possibility that: the COVID-19 pandemic and related impacts will continue to adversely impact our business, financial condition, and operating results and the achievement of our strategic objectives, as well as the markets in which we operate and worldwide and regional economies; Twitter's total accounts and engagement do not grow or decline; Twitter's strategies, priorities, or plans take longer to execute than anticipated; Twitter's new products and product features do not meet expectations and fail to drive mDAU growth; advertisers continue to reduce or discontinue their spending on Twitter; data partners reduce or discontinue their purchases of data licenses from Twitter; and Twitter experiences expenses that exceed its expectations. The forward-looking statements contained in this letter to shareholders are also subject to other risks and uncertainties, including those more fully described in Twitter's Annual Report on Form 10-K for the fiscal year ended December 31, 2019, and Quarterly Report on Form 10-Q for the fiscal quarter ended March 31, 2020, each filed with the Securities and Exchange Commission. Additional information will also be set forth in Twitter's Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2020. The forward-looking statements in this letter to shareholders are based on information available to Twitter as of the date hereof, and Twitter disclaims any obligation to update any forward-looking statements, except as required by law.

Non-GAAP Financial Measures

To supplement Twitter's financial information presented in accordance with generally accepted accounting principles in the United States of America, or GAAP, Twitter considers certain financial measures that are not prepared in accordance with GAAP, including revenues excluding foreign exchange effect, which we refer to as on a constant currency basis, non-GAAP income before income taxes, non-GAAP provision (benefit) for income taxes, non-GAAP net income (loss), non-GAAP diluted net income (loss) per share, adjusted EBITDA, non-GAAP costs and expenses, adjusted net income (loss), adjusted net margin, adjusted diluted net income (loss) per share, and adjusted free cash flow. In order to present revenues on a constant currency basis for the fiscal quarter ended June 30, 2020, Twitter translated the applicable measure using the prior year's monthly exchange rates for its settlement currencies other than the US dollar. Twitter defines non-GAAP income before income taxes as income (loss) before income taxes adjusted to exclude stock-based compensation expense, amortization of acquired intangible assets, non-cash interest expense related to convertible notes, non-cash expense related to acquisitions, impairment (gain) on



investments in privately held companies, restructuring charges, and one-time nonrecurring gain, if any; Twitter defines non-GAAP provision (benefit) for income taxes as the current and deferred income tax expense commensurate with the non-GAAP measure of profitability using the estimated annual effective tax rate, which is dependent on the jurisdictional mix of earnings; and Twitter defines non-GAAP net income (loss) as net income (loss) adjusted to exclude stock-based compensation expense, amortization of acquired intangible assets, non-cash interest expense related to convertible notes, non-cash expense related to acquisitions, impairment (gain) on investments in privately held companies, restructuring charges, and one-time nonrecurring gain, if any, and adjustment to income tax expense based on the non-GAAP measure of profitability using the estimated annual effective tax rate, which is dependent on the jurisdictional mix of earnings. Non-GAAP diluted net income (loss) per share is calculated by dividing non-GAAP net income (loss) by non-GAAP diluted share count. Non-GAAP diluted share count is GAAP basic share count plus potential common stock instruments such as stock options, RSUs, shares to be purchased under employee stock purchase plan, unvested restricted stock, the conversion feature of convertible senior notes, and warrants. Twitter defines adjusted EBITDA as net income (loss) adjusted to exclude stock-based compensation expense, depreciation and amortization expense, interest and other expense, net, provision (benefit) for income taxes, restructuring charges, and one-time nonrecurring gain, if any. Twitter defines non-GAAP costs and expenses as total costs and expenses adjusted to exclude stock-based compensation expense, amortization of acquired intangible assets, non-cash expense related to acquisitions, restructuring charges, and one-time nonrecurring gain, if any. We have presented adjusted net income (loss) solely to exclude the income tax benefit from the establishment of deferred tax assets related to intra-entity transfers of intangible assets in the three and six months ended June 30, 2019, and the income tax provision from the establishment of a valuation allowance against the deferred tax assets in the three and six months ended June 30, 2020, and no other adjustments were made in the calculation of this measure. Adjusted net margin is calculated by dividing adjusted net income (loss) by GAAP revenue. Adjusted diluted net income (loss) per share is calculated by dividing adjusted net income (loss) by GAAP diluted share count. Adjusted free cash flow is GAAP net cash provided by operating activities less capital expenditures (i.e., purchases of property and equipment including equipment purchases that were financed through finance leases, less proceeds received from the disposition of property and equipment).



Twitter is presenting these non-GAAP financial measures to assist investors in seeing Twitter's operating results through the eyes of management, and because it believes that these measures provide an additional tool for investors to use in comparing Twitter's core business operating results over multiple periods with other companies in its industry.

Twitter believes that revenues on a constant currency basis, non-GAAP income before income taxes, non-GAAP provision (benefit) for income taxes, non-GAAP net income (loss), non-GAAP diluted net income (loss) per share, adjusted EBITDA, non-GAAP costs and expenses, adjusted net income (loss), adjusted net margin, and adjusted diluted net income (loss) per share provide useful information about its operating results, enhance the overall understanding of Twitter's past performance and future prospects, and allow for greater transparency with respect to key metrics used by Twitter's management in its financial and operational decision-making. Twitter uses these measures to establish budgets and operational goals for managing its business and evaluating its performance. Twitter believes that revenues on a constant currency basis is a useful metric that facilitates comparison to its historical performance. Twitter believes that non-GAAP net income (loss), non-GAAP diluted net income (loss) per share, adjusted EBITDA, non-GAAP costs and expenses, adjusted net income (loss), adjusted net margin, and adjusted diluted net income (loss) per share help identify underlying trends in its business that could otherwise be masked by expenses and one-time gains or charges that it excludes in non-GAAP net income (loss), non-GAAP diluted net income (loss) per share, adjusted EBITDA, non-GAAP costs and expenses, adjusted net income (loss), adjusted net margin, and adjusted diluted net income (loss) per share, or the effects of the income tax benefits related to the establishment of deferred tax assets and the tax provisions from the establishment of a valuation allowance against deferred tax assets described above, which are non-operating benefits and expenses. In addition, Twitter believes that adjusted free cash flow provides useful information to management and investors about the amount of cash from operations and that it is typically a more conservative measure of cash flows. However, adjusted free cash flow does not necessarily represent funds available for discretionary use and is not necessarily a measure of its ability to fund its cash needs.



These non-GAAP financial measures should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with GAAP. These non-GAAP financial measures are not based on any standardized methodology prescribed by GAAP and are not necessarily comparable to similarly titled measures presented by other companies.

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TWITTER, INC.
CONDENSED CONSOLIDATED BALANCE SHEETS
(In thousands)
(Unaudited)

	<u>June 30, 2020</u>	<u>December 31, 2019</u>
Assets		
Current assets:		
Cash and cash equivalents	\$ 3,112,454	\$ 1,799,082
Short-term investments	4,653,560	4,839,970
Accounts receivable, net	600,777	850,184
Prepaid expenses and other current assets	128,496	130,839
Total current assets	<u>8,495,287</u>	<u>7,620,075</u>
Property and equipment, net	1,142,601	1,031,781
Operating lease right-of-use assets	640,202	697,095
Intangible assets, net	64,347	55,106
Goodwill	1,284,325	1,256,699
Deferred tax assets, net	786,290	1,908,086
Other assets	134,535	134,547
Total assets	<u>\$ 12,547,587</u>	<u>\$ 12,703,389</u>
Liabilities and stockholders' equity		
Current liabilities:		
Accounts payable	\$ 162,160	\$ 161,148
Accrued and other current liabilities	383,981	500,893
Operating lease liabilities, short-term	137,718	146,959
Finance lease liabilities, short-term	7,248	23,476
Total current liabilities	<u>691,107</u>	<u>832,476</u>
Convertible notes, long-term	2,734,867	1,816,833
Senior notes, long-term	692,489	691,967
Operating lease liabilities, long-term	560,461	609,245
Deferred and other long-term tax liabilities, net	26,579	24,170
Other long-term liabilities	34,029	24,312
Total liabilities	<u>4,739,532</u>	<u>3,999,003</u>
Stockholders' equity:		
Common stock	4	4
Additional paid-in capital	9,127,495	8,763,330
Accumulated other comprehensive loss	(93,000)	(70,534)
Retained earnings (accumulated deficit)	(1,226,444)	11,586
Total stockholders' equity	<u>7,808,055</u>	<u>8,704,386</u>
Total liabilities and stockholders' equity	<u>\$ 12,547,587</u>	<u>\$ 12,703,389</u>



TWITTER, INC.
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS
(In thousands, except per share data)
(Unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2020	2019	2020	2019
Revenue	\$ 683,438	\$ 841,381	\$ 1,491,075	\$ 1,628,271
Costs and expenses				
Cost of revenue	288,039	277,965	572,076	541,976
Research and development	215,806	159,242	416,194	305,488
Sales and marketing	207,286	240,249	428,573	446,048
General and administrative	96,237	88,239	205,605	165,415
Total costs and expenses	807,368	765,695	1,622,448	1,458,927
Income (loss) from operations	(123,930)	75,686	(131,373)	169,344
Interest expense	(39,828)	(38,317)	(73,098)	(75,577)
Interest income	25,013	42,887	57,910	83,428
Other income (expense), net	(361)	7,523	(8,080)	7,087
Income (loss) before income taxes	(139,106)	87,779	(154,641)	184,282
Provision (benefit) for income taxes	1,088,899	(1,031,781)	1,081,760	(1,126,082)
Net income (loss)	\$ (1,228,005)	\$ 1,119,560	\$ (1,236,401)	\$ 1,310,364
Net income (loss) per share:				
Basic	\$ (1.56)	\$ 1.46	\$ (1.58)	\$ 1.71
Diluted	\$ (1.56)	\$ 1.43	\$ (1.58)	\$ 1.68
Weighted-average shares used to compute net income (loss) per share:				
Basic	785,909	768,755	783,303	766,658
Diluted	785,909	785,056	783,303	781,378



TWITTER, INC.
CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS
(In thousands)
(Unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2020	2019	2020	2019
Cash flows from operating activities				
Net income (loss)	\$ (1,228,005)	\$ 1,119,560	\$ (1,236,401)	\$ 1,310,364
Adjustments to reconcile net income (loss) to net cash provided by operating activities:				
Depreciation and amortization expense	123,837	115,616	244,486	229,090
Stock-based compensation expense	132,876	94,615	230,779	178,106
Amortization of discount on convertible notes	26,556	31,910	48,060	62,787
Bad debt expense	3,428	736	17,495	1,363
Deferred income taxes	(19,013)	48,325	(26,037)	62,689
Deferred tax assets establishment related to intra-entity transfers of intangible assets	—	(1,082,460)	—	(1,206,880)
Deferred tax assets valuation allowance establishment	1,101,374	—	1,101,374	—
Impairment of investments in privately-held companies	500	1,550	8,503	1,550
Other adjustments	3,240	(22,912)	(5,185)	(19,466)
Changes in assets and liabilities, net of assets acquired and liabilities assumed from acquisitions:				
Accounts receivable	65,349	(36,396)	234,281	67,237
Prepaid expenses and other assets	9,209	6,737	2,957	(2,547)
Operating lease right-of-use assets	39,368	33,741	78,117	69,174
Accounts payable	(11,754)	8,139	(26,234)	(4,740)
Accrued and other liabilities	(6,257)	49,278	(145,425)	1,281
Operating lease liabilities	(39,692)	(29,466)	(78,987)	(59,342)
Net cash provided by operating activities	<u>201,016</u>	<u>338,973</u>	<u>447,783</u>	<u>690,666</u>
Cash flows from investing activities				
Purchases of property and equipment	(164,416)	(135,795)	(287,083)	(218,821)
Proceeds from sales of property and equipment	2,282	1,101	3,905	3,057
Purchases of marketable securities	(1,889,234)	(1,356,779)	(3,122,764)	(2,991,921)
Proceeds from maturities of marketable securities	1,355,500	1,057,638	2,481,134	2,768,938
Proceeds from sales of marketable securities	136,416	28,941	858,669	63,299
Business combinations, net of cash acquired	(19,505)	(20,302)	(34,285)	(20,302)
Other investing activities	—	11,368	(12,389)	11,368
Net cash used in investing activities	<u>(578,957)</u>	<u>(413,828)</u>	<u>(112,813)</u>	<u>(384,382)</u>
Cash flows from financing activities				
Proceeds from issuance of convertible notes	—	—	1,000,000	—
Debt issuance costs	—	—	(14,662)	—
Taxes paid related to net share settlement of equity awards	(2,925)	(3,461)	(14,618)	(12,938)
Payments of finance lease obligations	(6,490)	(18,214)	(16,456)	(37,933)
Proceeds from exercise of stock options	118	414	423	509
Proceeds from issuances of common stock under employee stock purchase plan	34,395	25,209	34,395	25,209
Net cash provided by (used in) financing activities	<u>25,098</u>	<u>3,948</u>	<u>989,082</u>	<u>(25,153)</u>
Net increase (decrease) in cash, cash equivalents and restricted cash	(352,843)	(70,907)	1,324,052	281,131
Foreign exchange effect on cash, cash equivalents and restricted cash	(3,830)	7,148	(15,778)	7,002
Cash, cash equivalents and restricted cash at beginning of period	3,492,613	2,273,767	1,827,666	1,921,875
Cash, cash equivalents and restricted cash at end of period	<u>\$ 3,135,940</u>	<u>\$ 2,210,008</u>	<u>\$ 3,135,940</u>	<u>\$ 2,210,008</u>
Supplemental disclosures of non-cash investing and financing activities				
Common stock issued in connection with acquisitions	\$ —	\$ —	\$ 1,312	\$ —
Changes in accrued property and equipment purchases	\$ 1,737	\$ 33,891	\$ 40,249	\$ 77,611
Reconciliation of cash, cash equivalents and restricted cash as shown in the consolidated statements of cash flows				
Cash and cash equivalents	\$ 3,112,454	\$ 2,183,111	\$ 3,112,454	\$ 2,183,111
Restricted cash included in prepaid expenses and other current assets	2,900	1,379	2,900	1,379
Restricted cash included in other assets	20,586	25,518	20,586	25,518
Total cash, cash equivalents and restricted cash	<u>\$ 3,135,940</u>	<u>\$ 2,210,008</u>	<u>\$ 3,135,940</u>	<u>\$ 2,210,008</u>



TWITTER, INC.
RECONCILIATION OF GAAP TO NON-GAAP FINANCIAL MEASURES
(In thousands, except per share data)
(Unaudited)

	Three Months Ended		Six Months Ended	
	June 30,		June 30,	
	2020	2019	2020	2019
Non-GAAP net income (loss) and net income (loss) per share:				
Net income (loss)	\$ (1,228,005)	\$ 1,119,560	\$ (1,236,401)	\$ 1,310,364
Exclude: Provision (benefit) for income taxes	1,088,899	(1,031,781)	1,081,760	(1,126,082)
Income (loss) before income taxes	(139,106)	87,779	(154,641)	184,282
Stock-based compensation expense	132,876	94,615	230,779	178,106
Amortization of acquired intangible assets	7,519	3,918	12,560	8,703
Non-cash interest expense related to convertible notes	26,556	31,910	48,060	62,787
Impairment on investments in privately-held companies	500	(8,611)	8,503	(8,611)
Restructuring charges	—	(217)	—	(217)
Non-GAAP income before income taxes	28,345	209,394	145,261	425,050
Non-GAAP provision (benefit) for income taxes ⁽¹⁾	1,118,723	(1,029,343)	1,148,231	(1,102,172)
Non-GAAP net income (loss)	\$ (1,090,378)	\$ 1,238,737	\$ (1,002,970)	\$ 1,527,222
GAAP basic shares	785,909	768,755	783,303	766,658
Dilutive equity awards ⁽²⁾	—	16,301	—	14,720
Non-GAAP diluted shares ⁽³⁾	785,909	785,056	783,303	781,378
Non-GAAP diluted net income (loss) per share	\$ (1.39)	\$ 1.58	\$ (1.28)	\$ 1.95
Adjusted EBITDA:				
Net income (loss)	\$ (1,228,005)	\$ 1,119,560	\$ (1,236,401)	\$ 1,310,364
Stock-based compensation expense	132,876	94,615	230,779	178,106
Depreciation and amortization expense	123,837	115,616	244,486	229,090
Interest and other expense (income), net	15,176	(12,093)	23,268	(14,938)
Provision (benefit) for income taxes	1,088,899	(1,031,781)	1,081,760	(1,126,082)
Restructuring charges	—	(217)	—	(217)
Adjusted EBITDA	\$ 132,783	\$ 285,700	\$ 343,892	\$ 576,323
Stock-based compensation expense by function:				
Cost of revenue	\$ 8,996	\$ 5,973	\$ 14,752	\$ 11,021
Research and development	77,988	50,229	138,575	96,490
Sales and marketing	29,183	22,202	48,022	40,267
General and administrative	16,709	16,211	29,430	30,328
Total stock-based compensation expense	\$ 132,876	\$ 94,615	\$ 230,779	\$ 178,106
Amortization of acquired intangible assets by function:				
Cost of revenue	\$ 7,519	\$ 3,763	\$ 12,560	\$ 8,083
Sales and marketing	—	155	—	620
Total amortization of acquired intangible assets	\$ 7,519	\$ 3,918	\$ 12,560	\$ 8,703
Restructuring charges by function:				
Cost of revenue	\$ —	\$ (13)	\$ —	\$ (13)
Research and development	—	(73)	—	(73)
Sales and marketing	—	(87)	—	(87)
General and administrative	—	(44)	—	(44)
Total restructuring charges	\$ —	\$ (217)	\$ —	\$ (217)
Non-GAAP costs and expenses:				
Total costs and expenses	\$ 807,368	\$ 765,695	\$ 1,622,448	\$ 1,458,927
Less: stock-based compensation expense	(132,876)	(94,615)	(230,779)	(178,106)
Less: amortization of acquired intangible assets	(7,519)	(3,918)	(12,560)	(8,703)
Less: restructuring charges	—	217	—	217
Total non-GAAP costs and expenses	\$ 666,973	\$ 667,379	\$ 1,379,109	\$ 1,272,335



TWITTER, INC.
RECONCILIATION OF GAAP TO NON-GAAP FINANCIAL MEASURES
(In thousands, except per share data)
(Unaudited)
(Continued)

	Three Months Ended		Six Months Ended	
	June 30,		June 30,	
	2020	2019	2020	2019
Adjusted free cash flow:				
Net cash provided by operating activities	\$ 201,016	\$ 338,973	\$ 447,783	\$ 690,666
Less: purchases of property and equipment	(164,416)	(135,795)	(287,083)	(218,821)
Plus: proceeds from sales of property and equipment	2,282	1,101	3,905	3,057
Adjusted free cash flow	<u>\$ 38,882</u>	<u>\$ 204,279</u>	<u>\$ 164,605</u>	<u>\$ 474,902</u>
Adjusted net income (loss) and adjusted diluted net income (loss) per share:				
Net income (loss)	\$ (1,228,005)	\$ 1,119,560	\$ (1,236,401)	\$ 1,310,364
Exclude: benefit from deferred tax asset ⁽⁴⁾	—	(1,082,460)	—	(1,206,880)
Exclude: provision for deferred tax assets valuation allowance ⁽⁵⁾	1,101,374	—	1,101,374	—
Adjusted net income (loss)	<u>\$ (126,631)</u>	<u>\$ 37,100</u>	<u>\$ (135,027)</u>	<u>\$ 103,484</u>
GAAP diluted shares	<u>785,909</u>	<u>785,056</u>	<u>783,303</u>	<u>781,378</u>
Adjusted diluted net income (loss) per share	<u>\$ (0.16)</u>	<u>\$ 0.05</u>	<u>\$ (0.17)</u>	<u>\$ 0.13</u>

⁽¹⁾ The non-GAAP benefit from income taxes for the three and six months ended June 30, 2019 includes benefits of \$1.08 billion and \$1.21 billion, respectively, from the establishment of deferred tax assets from intra-entity transfers of intangible assets. The non-GAAP provision for income taxes for the three and six months ended June 30, 2020 includes a provision of \$1.11 billion related to the establishment of a valuation allowance against deferred tax assets.

⁽²⁾ Gives effect to potential common stock instruments such as stock options, RSUs, shares to be issued under ESPP, unvested restricted stocks and warrants. There is no dilutive effect of the notes or the related hedge and warrant transactions.

⁽³⁾ GAAP diluted shares are the same as non-GAAP diluted shares for all periods presented.

⁽⁴⁾ The benefit from deferred tax asset in the three and six months ended June 30, 2019 is primarily related to the establishment of deferred tax assets from intra-entity transfers of intangible assets.

⁽⁵⁾ The provision for deferred tax assets valuation allowance in the three and six months ended June 30, 2020 is related to the establishment of a valuation allowance against deferred tax assets.



TWITTER, INC.
RECONCILIATION OF GAAP REVENUE TO NON-GAAP CONSTANT CURRENCY REVENUE
(In millions)
(Unaudited)

	Three Months Ended		Six Months Ended	
	June 30,		June 30,	
	2020	2019	2020	2019
Revenue, advertising revenue, data licensing and other revenue, international revenue and international advertising revenue excluding foreign exchange effect ⁽¹⁾:				
Revenue	\$ 683	\$ 841	\$ 1,491	\$ 1,628
Foreign exchange effect on 2020 revenue using 2019 rates	4		5	
Revenue excluding foreign exchange effect	\$ 687		\$ 1,496	
Revenue year-over-year change percent	(19)%		(8)%	
Revenue excluding foreign exchange effect year-over-year change percent	(18)%		(8)%	
Advertising revenue	\$ 562	\$ 727	\$ 1,244	\$ 1,407
Foreign exchange effect on 2020 advertising revenue using 2019 rates	4		5	
Advertising revenue excluding foreign exchange effect	\$ 566		\$ 1,249	
Advertising revenue year-over-year change percent	(23)%		(12)%	
Advertising revenue excluding foreign exchange effect year-over-year change percent	(22)%		(11)%	
Data licensing and other revenue	\$ 121	\$ 114	\$ 247	\$ 222
Foreign exchange effect on 2020 data licensing and other revenue using 2019 rates	—		—	
Data licensing and other revenue excluding foreign exchange effect	\$ 121		\$ 247	
Data licensing and other revenue year-over-year change percent	6 %		11 %	
Data licensing and other revenue excluding foreign exchange effect year-over-year change percent	6 %		11 %	
International revenue	\$ 319	\$ 386	\$ 658	\$ 741
Foreign exchange effect on 2020 international revenue using 2019 rates	4		5	
International revenue excluding foreign exchange effect	\$ 323		\$ 663	
International revenue year-over-year change percent	(18)%		(11)%	
International revenue excluding foreign exchange effect year-over-year change percent	(17)%		(11)%	
International advertising revenue	\$ 279	\$ 349	\$ 579	\$ 665
Foreign exchange effect on 2020 international advertising revenue using 2019 rates	4		5	
International advertising revenue excluding foreign exchange effect	\$ 283		\$ 584	
International advertising revenue year-over-year change percent	(20)%		(13)%	
International advertising revenue excluding foreign exchange effect year-over-year change percent	(19)%		(12)%	

⁽¹⁾ The sum of individual metrics may not always equal total amounts indicated due to rounding.





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