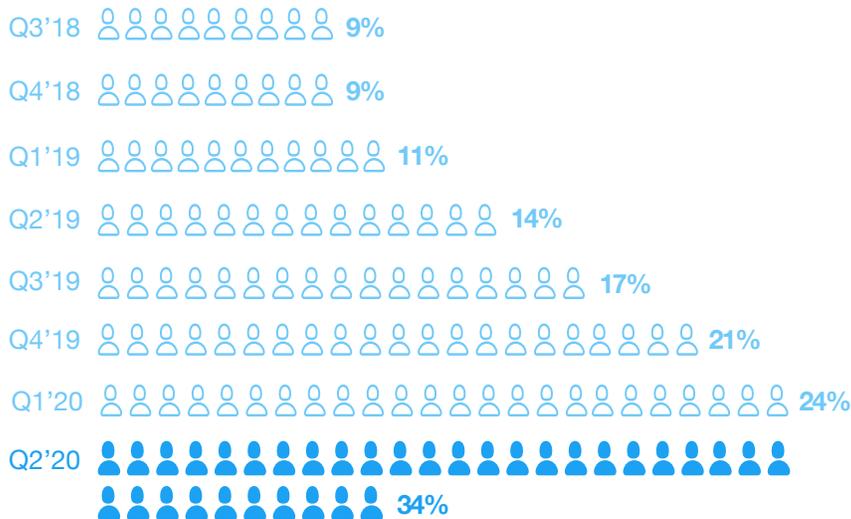


Investor Fact Sheet

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



Q2'20 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.

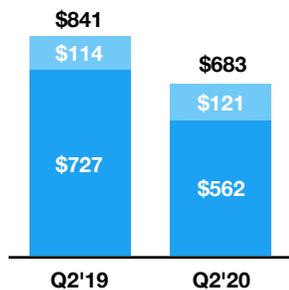
Revenue was \$683 million in Q2, down 19% year over year, reflecting moderate recovery in advertising demand relative to the last three weeks of March. Total costs and expenses grew 5% year over year to \$807 million, as we continue to balance targeted headcount growth with further reducing lower priority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

Q2'20 Financial Overview

Total Revenue

\$Millions

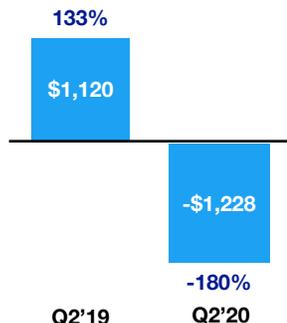
■ Data licensing and other revenue
■ Advertising revenue



GAAP Net Income (Loss)*

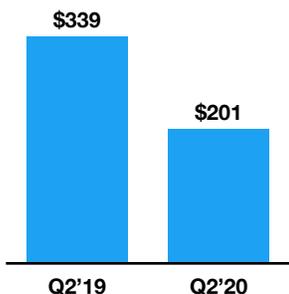
\$Millions

■ GAAP net income (loss)
■ GAAP net margin



Net Cash Flow From Operations

\$Millions

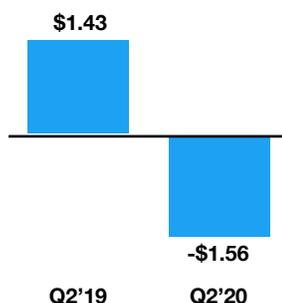


Adjusted Free Cash Flow**

\$Millions



Diluted Earnings Per Share*



*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.

**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 [Q2'20 Letter to Shareholders](#).



Founded

April 2006

of employees

5,200+

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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