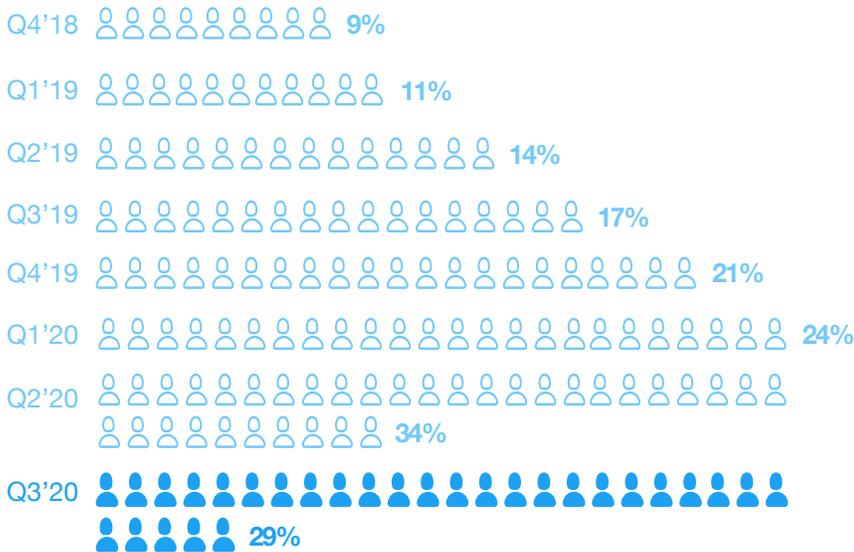


Investor Fact Sheet

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



Q3'20 Highlights

Advertisers significantly increased their investment on Twitter in Q3, engaging our larger audience around the return of events and increased product launches, driving revenue to \$936 million, up 14% year over year.

Average monetizable DAU (mDAU) grew 29% year over year to 187 million, driven by global conversation around current events and product improvements. Average mDAU grew 1 million sequentially, reflecting increased retention across new and recently reactivated accounts due to the ongoing impact of product improvements.

We made progress on our brand and direct response products, with updated ad formats, improved measurement, and better prediction. We continue to iterate on our revamped Mobile Application Promotion (MAP) offering and have decided to delay general availability until 2021, when we can integrate expected new industry-standard mobile privacy requirements.

Q3'20 Financial Overview

Total Revenue

\$Millions

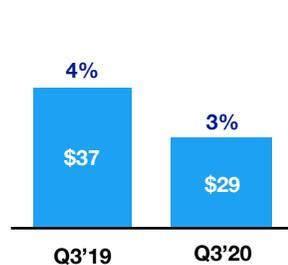
■ Data licensing and other revenue
■ Advertising revenue



GAAP Net Income

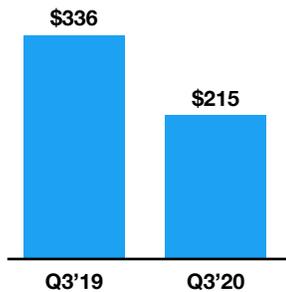
\$Millions

■ GAAP net income
■ GAAP net margin



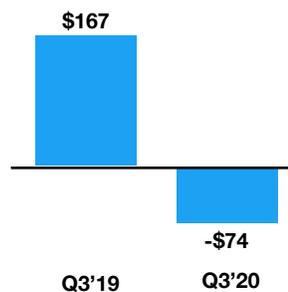
Net Cash Flow From Operations

\$Millions



Adjusted Free Cash Flow**

\$Millions



Diluted Earnings Per Share



*Please note that the sum of data licensing and other revenue and advertising revenue does not add up to total revenue in Q3'19 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 [Q3'20 Letter to Shareholders](#).



Founded

April 2006

of employees

5,400+

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
Engineering Lead

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