



Selected Company Metrics and Financials

	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	Q2'19	2016	2017	2018
<b>Company Metrics (in Millions)</b>													
Monetizable Daily Active Usage (mDAU): Worldwide	109	110	114	115 <sup>(1)</sup>	120	122	124	126	134 <sup>(1)</sup>	139	103	115 <sup>(1)</sup>	126
QoQ%	6%	1%	3%	1%	4%	2%	2%	1%	6%	4%	n/a	n/a	n/a
YoY%	14%	12%	14%	12%	10%	11%	9%	9%	11%	14%	11%	12%	9%
mDAU: United States	26	25	26	25	26	26	26	27	28	29	24	25	27
QoQ%	7%	-3%	3%	-1%	4%	-1%	1%	1%	6%	1%	n/a	n/a	n/a
YoY%	14%	9%	10%	6%	3%	5%	3%	5%	8%	10%	9%	6%	5%
mDAU: International	83	85	88	89	94	96	98	99	105	110	79	89	99
QoQ%	6%	2%	3%	1%	5%	3%	2%	1%	6%	5%	n/a	n/a	n/a
YoY%	14%	13%	15%	13%	12%	12%	10%	11%	12%	15%	11%	13%	11%
<b>Revenue Mix (\$ in 000's)</b>													
GAAP Revenue (Worldwide)	548,251	573,855	589,633	731,560	664,871	710,541	758,111	908,836	786,890	841,381	2,529,619	2,443,299	3,042,359
QoQ%	-24%	5%	3%	24%	-9%	7%	7%	20%	-13%	7%	n/a	n/a	n/a
YoY%	-8%	-5%	-4%	2%	21%	24%	29%	24%	18%	18%	14%	-3%	25%
Advertising revenue	473,780	489,148	502,802	644,257	575,156	601,060	649,816	791,365	679,466	727,123	2,248,052	2,109,987	2,617,397
QoQ%	-26%	3%	3%	28%	-11%	5%	8%	22%	-14%	7%	n/a	n/a	n/a
YoY%	-11%	-8%	-8%	1%	21%	23%	29%	23%	18%	21%	13%	-6%	24%
Data licensing & other	74,471	84,707	86,831	87,303	89,715	109,481	108,295	117,471	107,424	114,258	281,567	333,312	424,962
QoQ%	-6%	14%	3%	1%	3%	22%	-1%	8%	-9%	6%	n/a	n/a	n/a
YoY%	17%	26%	22%	10%	20%	29%	25%	35%	20%	4%	26%	18%	27%
United States advertising revenue	284,261	269,108	264,023	342,453	287,717	292,575	347,780	425,481	362,800	378,545	1,361,003	1,159,845	1,353,553
QoQ%	-26%	-5%	-2%	30%	-16%	2%	19%	22%	-15%	4%	n/a	n/a	n/a
YoY%	-17%	-14%	-18%	-10%	1%	9%	32%	24%	26%	29%	7%	-15%	17%
International advertising revenue	189,519	220,040	238,779	301,804	287,439	308,485	302,036	365,884	316,666	348,578	887,049	950,142	1,263,844
QoQ%	-26%	16%	9%	26%	-5%	7%	-2%	21%	-13%	10%	n/a	n/a	n/a
YoY%	1%	-1%	7%	18%	52%	40%	26%	21%	10%	13%	24%	7%	33%
GAAP Revenue (United States)	340,584	334,675	332,092	406,263	346,570	366,657	423,443	505,589	432,356	455,201	1,564,776	1,413,614	1,642,259
QoQ%	-23%	-2%	-1%	22%	-15%	6%	15%	19%	-14%	5%	n/a	n/a	n/a
YoY%	-13%	-7%	-11%	-8%	2%	10%	28%	24%	25%	24%	8%	-10%	16%
% of total GAAP revenue	62%	58%	56%	56%	52%	52%	56%	56%	55%	54%	62%	58%	54%
GAAP Revenue (International)	207,667	239,180	257,541	325,297	318,301	343,884	334,668	403,247	354,534	386,180	964,843	1,029,685	1,400,100
QoQ%	-25%	15%	8%	26%	-2%	8%	-3%	20%	-12%	9%	n/a	n/a	n/a
YoY%	2%	-1%	6%	17%	53%	44%	30%	24%	11%	12%	25%	7%	36%
% of total GAAP revenue	38%	42%	44%	44%	48%	48%	44%	44%	45%	46%	38%	42%	46%

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



(\$ in 000's)

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	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	Q2'19	2016	2017	2018
<b>GAAP P&amp;L</b>													
<b>GAAP Revenue</b>	<b>548,251</b>	<b>573,855</b>	<b>589,633</b>	<b>731,560</b>	<b>664,871</b>	<b>710,541</b>	<b>758,111</b>	<b>908,836</b>	<b>786,890</b>	<b>841,381</b>	<b>2,529,619</b>	<b>2,443,299</b>	<b>3,042,359</b>
Cost of revenue	220,339	212,908	210,016	217,979	222,823	230,185	243,644	268,345	264,011	277,965	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	159,242	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	240,249	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	88,239	293,276	283,888	298,818
<b>Income (loss) from operations</b>	<b>(40,278)</b>	<b>(38,359)</b>	<b>7,279</b>	<b>110,098</b>	<b>74,925</b>	<b>79,624</b>	<b>91,868</b>	<b>206,908</b>	<b>93,658</b>	<b>75,686</b>	<b>(367,208)</b>	<b>38,740</b>	<b>453,325</b>
<i>Operating margin</i>	-7%	-7%	1%	15%	11%	11%	12%	23%	12%	9%	-15%	2%	15%
Interest expense	(25,409)	(26,396)	(26,732)	(26,700)	(27,015)	(29,982)	(38,336)	(37,273)	(37,260)	(38,317)	(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	42,887	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)	7,523	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)	(1,031,781)	16,039	12,645	(782,052)
<b>Net income (loss)</b>	<b>(61,559)</b>	<b>(116,488)</b>	<b>(21,095)</b>	<b>91,079</b>	<b>60,997</b>	<b>100,117</b>	<b>789,179</b>	<b>255,303</b>	<b>190,804</b>	<b>1,119,560</b>	<b>(456,873)</b>	<b>(108,063)</b>	<b>1,205,596</b>
<i>Net margin</i>	-11%	-20%	-4%	12%	9%	14%	104%	28%	24%	133%	-18%	-4%	40%
<b>Selected Balance Sheet Data</b>													
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	6,686,538	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	5,779,045	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	982,513	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	8,344,814	4,604,935	5,047,218	6,805,594
<b>Adjusted Free Cash Flow</b>													
Cash flows from operating activities	203,448	189,707	239,947	198,107	242,673	321,140	443,899	331,999	351,693	338,973	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)	(135,795)	(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	1,101	0	2,783	13,070
Equipment purchases under finance leases	(37,434)	(33,492)	(29,707)	(22,602)	(16,086)	0	0	0	0	0	(100,281)	(123,235)	(16,086)
<b>Adjusted free cash flow</b>	<b>126,133</b>	<b>112,879</b>	<b>175,657</b>	<b>135,346</b>	<b>135,259</b>	<b>127,383</b>	<b>327,198</b>	<b>262,921</b>	<b>270,623</b>	<b>204,279</b>	<b>444,117</b>	<b>550,015</b>	<b>852,761</b>
<b>Selected Cash Flow Supplemental Disclosures</b>													
Cash flows from investing activities <sup>(2)</sup>	17,397	(83,686)	85,043	(135,280)	(258,992)	(413,531)	(1,026,764)	(356,226)	29,446	(413,828)	(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)	3,948	(83,975)	(78,373)	978,116

(2) 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.



(\$ in 000's)

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	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	Q2'19	2016	2017	2018
<b>Net Income (Loss) to Adjusted EBITDA Reconciliation</b>													
<b>Net income (loss)</b>	<b>(61,559)</b>	<b>(116,488)</b>	<b>(21,095)</b>	<b>91,079</b>	<b>60,997</b>	<b>100,117</b>	<b>789,179</b>	<b>255,303</b>	<b>190,804</b>	<b>1,119,560</b>	<b>(456,873)</b>	<b>(108,063)</b>	<b>1,205,596</b>
Stock-based compensation expense	116,997	113,396	100,959	102,454	73,266	79,469	91,606	81,887	83,491	94,615	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	115,616	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)	(12,093)	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)	(1,031,781)	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	(217)	101,296	(5,427)	(4,255)
<b>Adjusted EBITDA</b>	<b>169,939</b>	<b>177,874</b>	<b>206,999</b>	<b>308,174</b>	<b>244,054</b>	<b>264,810</b>	<b>295,403</b>	<b>396,529</b>	<b>290,623</b>	<b>285,700</b>	<b>751,493</b>	<b>862,986</b>	<b>1,200,796</b>
<b>GAAP Costs and Expenses to Non-GAAP Costs and Expenses Reconciliation by Function</b>													
Total GAAP cost of revenue	220,339	212,908	210,016	217,979	222,823	230,185	243,644	268,345	264,011	277,965	932,240	861,242	964,997
Less: stock-based compensation expense	5,952	6,253	5,625	6,019	4,799	3,338	4,247	4,905	5,048	5,973	29,502	23,849	17,289
Less: amortization of acquired intangible assets	6,857	9,192	8,621	4,464	4,477	4,411	3,915	4,321	4,320	3,763	36,180	29,134	17,124
Less: restructuring charges and one-time nonrecurring gain	103	(3)	79	199	(60)	(17)	(1)	(179)	0	(13)	49,019	378	(257)
<b>Total non-GAAP cost of revenue</b>	<b>207,427</b>	<b>197,466</b>	<b>195,691</b>	<b>207,297</b>	<b>213,607</b>	<b>222,453</b>	<b>235,483</b>	<b>259,298</b>	<b>254,643</b>	<b>268,242</b>	<b>817,539</b>	<b>807,881</b>	<b>930,841</b>
Total GAAP research and development expense	128,728	143,171	136,115	133,996	123,346	138,574	150,764	141,174	146,246	159,242	713,482	542,010	553,858
Less: stock-based compensation expense	64,386	63,625	57,174	55,648	41,946	45,069	53,195	43,589	46,261	50,229	335,498	240,833	183,799
Less: amortization of acquired intangible assets	0	0	0	0	0	0	0	0	0	0	246	0	0
Less: restructuring charges and one-time nonrecurring gain	(11,512)	(16)	440	1,103	(330)	(89)	(6)	(1,011)	0	(73)	15,939	(9,985)	(1,436)
<b>Total non-GAAP research and development expense</b>	<b>75,854</b>	<b>79,562</b>	<b>78,501</b>	<b>77,245</b>	<b>81,730</b>	<b>93,594</b>	<b>97,575</b>	<b>98,596</b>	<b>99,985</b>	<b>109,086</b>	<b>361,799</b>	<b>311,162</b>	<b>371,495</b>
Total GAAP sales and marketing expense	169,594	185,296	172,957	189,572	178,059	188,032	193,496	211,774	205,799	240,249	957,829	717,419	771,361
Less: stock-based compensation expense	25,089	20,694	22,433	25,919	14,822	18,225	19,634	18,624	18,065	22,202	160,935	94,135	71,305
Less: amortization of acquired intangible assets	9,334	5,148	2,456	465	465	465	465	465	465	155	32,432	17,403	1,860
Less: restructuring charges and one-time nonrecurring gain	1,478	(197)	498	1,161	(400)	(107)	(7)	(1,208)	0	(87)	30,382	2,940	(1,722)
<b>Total non-GAAP sales and marketing expense</b>	<b>133,693</b>	<b>159,651</b>	<b>147,570</b>	<b>162,027</b>	<b>163,172</b>	<b>169,449</b>	<b>173,404</b>	<b>193,893</b>	<b>187,269</b>	<b>217,979</b>	<b>734,080</b>	<b>602,941</b>	<b>699,918</b>
Total GAAP general and administrative expense	69,868	70,839	63,266	79,915	65,718	74,126	78,339	80,635	77,176	88,239	293,276	283,888	298,818
Less: stock-based compensation expense	21,570	22,824	15,727	14,868	11,699	12,837	14,530	14,769	14,117	16,211	89,298	74,989	53,835
Less: amortization of acquired intangible assets	0	0	0	0	0	0	0	0	0	0	480	0	0
Less: restructuring charges and one-time nonrecurring gain	359	(10)	252	639	(193)	(52)	(4)	(591)	0	(44)	5,956	1,240	(840)
<b>Total non-GAAP general and administrative expense</b>	<b>47,939</b>	<b>48,025</b>	<b>47,287</b>	<b>64,408</b>	<b>54,212</b>	<b>61,341</b>	<b>63,813</b>	<b>66,457</b>	<b>63,059</b>	<b>72,072</b>	<b>197,542</b>	<b>207,659</b>	<b>245,823</b>
Total GAAP costs and expenses	588,529	612,214	582,354	621,462	589,946	630,917	666,243	701,928	693,232	765,695	2,896,827	2,404,559	2,589,034
Less: stock-based compensation expense	116,997	113,396	100,959	102,454	73,266	79,469	91,606	81,887	83,491	94,615	615,233	433,806	326,228
Less: amortization of acquired intangible assets	16,191	14,340	11,077	4,929	4,942	4,876	4,380	4,786	4,785	3,918	69,338	46,537	18,984
Less: restructuring charges and one-time nonrecurring gain	(9,572)	(226)	1,269	3,102	(983)	(265)	(18)	(2,989)	0	(217)	101,296	(5,427)	(4,255)
<b>Total non-GAAP costs and expenses</b>	<b>464,913</b>	<b>484,704</b>	<b>469,049</b>	<b>510,977</b>	<b>512,721</b>	<b>546,837</b>	<b>570,275</b>	<b>618,244</b>	<b>604,956</b>	<b>667,379</b>	<b>2,110,960</b>	<b>1,929,643</b>	<b>2,248,077</b>
<b>Net Income (Loss) to Non-GAAP Net Income Reconciliation</b>													
<b>Net income (loss)</b>	<b>(61,559)</b>	<b>(116,488)</b>	<b>(21,095)</b>	<b>91,079</b>	<b>60,997</b>	<b>100,117</b>	<b>789,179</b>	<b>255,303</b>	<b>190,804</b>	<b>1,119,560</b>	<b>(456,873)</b>	<b>(108,063)</b>	<b>1,205,596</b>
Exclude: provision (benefit) for income taxes	3,194	3,413	3,564	2,474	2,885	(34,250)	(701,921)	(48,766)	(94,301)	(1,031,781)	16,039	12,645	(782,052)
Income (loss) before income taxes	(58,365)	(113,075)	(17,531)	93,553	63,882	65,867	87,258	206,537	96,503	87,779	(440,834)	(95,418)	423,544
Stock-based compensation expense	116,997	113,396	100,959	102,454	73,266	79,469	91,606	81,887	83,491	94,615	615,233	433,806	326,228
Amortization of acquired intangible assets	16,191	14,340	11,077	4,929	4,942	4,876	4,380	4,786	4,785	3,918	69,338	46,537	18,984
Non-cash interest expense related to convertible notes	19,248	20,041	20,355	20,417	20,722	23,309	30,878	31,017	30,877	31,910	74,660	80,061	105,926
Impairment (gain) on investments in privately-held companies	0	55,000	7,439	0	0	3,000	0	0	0	(8,611)	0	62,439	3,000
Restructuring charges and one-time nonrecurring gain	(9,572)	(226)	1,269	3,102	(983)	(265)	(18)	(2,989)	0	(217)	101,296	(5,427)	(4,255)
Non-GAAP income before income taxes	84,499	89,476	123,568	224,455	161,829	176,256	214,104	321,238	215,656	209,394	419,693	521,998	873,427
Non-GAAP provision (benefit) for income taxes <sup>(3)</sup>	31,265	33,106	45,720	83,048	38,839	42,301	51,386	77,097	(72,829)	(1,029,343)	155,287	193,139	209,623
<b>Non-GAAP net income</b>	<b>53,234</b>	<b>56,370</b>	<b>77,848</b>	<b>141,407</b>	<b>122,990</b>	<b>133,955</b>	<b>162,718</b>	<b>244,141</b>	<b>288,485</b>	<b>1,238,737</b>	<b>264,406</b>	<b>328,859</b>	<b>663,804</b>

(3) The non-GAAP benefit from income taxes for the three months ended March 31, 2019 and June 30, 2019 includes benefits of \$124.4 million and \$1.08 billion, respectively, from the establishment of deferred tax assets from intra-entity transfers of intangible assets.