



Selected Company Metrics and Financials

	FY 2015				FY 2016				FY 2017				FY2015	FY2016	FY2017
	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17	Q4'17			
Company Metrics															
Monthly Active Users (MAUs): Worldwide	302	304	307	305	310	313	317	318	327	326	330	330	305	318	330
QoQ%	5%	1%	1%	0%	2%	1%	1%	0%	3%	0%	1%	0%	n/a	n/a	n/a
YoY%	18%	12%	8%	6%	3%	3%	3%	4%	5%	4%	4%	4%	6%	4%	4%
MAUs: United States	65	65	66	65	65	66	67	67	69	68	69	68	65	67	68
QoQ%	3%	0%	1%	-2%	0%	1%	1%	0%	4%	-2%	2%	-2%	n/a	n/a	n/a
YoY%	15%	9%	4%	3%	0%	1%	1%	2%	6%	3%	4%	2%	3%	2%	2%
MAUs: International	236	239	241	241	245	247	250	251	257	258	261	262	241	251	262
QoQ%	5%	1%	1%	0%	2%	1%	1%	0%	2%	0%	1%	1%	n/a	n/a	n/a
YoY%	19%	13%	9%	7%	4%	4%	4%	4%	5%	4%	4%	4%	7%	4%	4%
Daily Active Users (DAUs): Worldwide Growth															
YoY%	n/a	n/a	n/a	n/a	3%	5%	7%	11%	14%	12%	14%	12%	n/a	n/a	n/a
Ad Engagements (Growth)															
QoQ%	-5%	21%	94%	13%	17%	28%	14%	48%	11%	4%	17%	30%	n/a	n/a	n/a
YoY%	32%	53%	165%	153%	208%	226%	91%	151%	139%	95%	99%	75%	107%	152%	96%
CPE (Growth)															
QoQ%	-6%	-3%	-42%	11%	-29%	-21%	-10%	-21%	-33%	-1%	-12%	-1%	n/a	n/a	n/a
YoY%	30%	6%	-39%	-41%	-56%	-64%	-44%	-60%	-63%	-53%	-54%	-42%	-23%	-55%	-52%



(\$ in 000's)

Selected Company Metrics and Financials

	FY 2015				FY 2016				FY 2017				Fiscal Year		
	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17	Q4'17	FY2015	FY2016	FY2017
Reconciliation of Net Income (Loss) to Adjusted EBITDA															
Net Income (Loss)	(162,442)	(136,663)	(131,690)	(90,236)	(79,731)	(107,217)	(102,871)	(167,054)	(61,559)	(116,488)	(21,095)	91,079	(521,031)	(456,873)	(108,063)
Stock-Based Compensation Expense	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	116,997	113,396	100,959	102,454	682,118	615,233	433,806
Depreciation and Amortization Expense	67,864	76,049	81,464	87,446	88,621	93,283	100,878	119,390	102,792	103,063	97,492	92,520	312,823	402,172	395,867
Interest and Other Expense (Income), Net	15,194	25,132	23,291	19,652	18,587	18,200	18,220	18,619	18,087	74,716	24,810	16,545	83,269	73,626	134,158
Provision (Benefit) for Income Taxes	632	(19,473)	3,162	3,405	2,028	2,641	6,562	4,808	3,194	3,413	3,564	2,474	(12,274)	16,039	12,645
Restructuring Charges and One-Time Nonrecurring Gain	0	0	0	12,902	47	0	0	101,249	(9,572)	(226)	1,269	3,102	12,902	101,296	(5,427)
Adjusted EBITDA	104,053	120,188	142,148	191,418	180,468	174,602	181,316	215,107	169,939	177,874	206,999	308,174	557,807	751,493	862,986
Reconciliation of Net Income (Loss) to Non-GAAP Net Income															
Net Income (Loss)	(162,442)	(136,663)	(131,690)	(90,236)	(79,731)	(107,217)	(102,871)	(167,054)	(61,559)	(116,488)	(21,095)	91,079	(521,031)	(456,873)	(108,063)
Exclude: Provision (Benefit) for Income Taxes	632	(19,473)	3,162	3,405	2,028	2,641	6,562	4,808	3,194	3,413	3,564	2,474	(12,274)	16,039	12,645
Net Income (Loss) Before Income Taxes	(161,810)	(156,136)	(128,528)	(86,831)	(77,703)	(104,576)	(96,309)	(162,246)	(58,365)	(113,075)	(17,531)	93,553	(533,305)	(440,834)	(95,418)
Stock-Based Compensation Expense	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	116,997	113,396	100,959	102,454	682,118	615,233	433,806
Amortization of Acquired Intangible Assets	10,795	13,965	14,481	15,418	12,730	12,816	16,572	27,220	16,191	14,340	11,077	4,929	54,659	69,338	46,537
Non-Cash Interest Expense Related to Convertible Notes	16,638	17,006	17,495	18,046	18,370	18,570	18,650	19,070	19,248	20,041	20,355	20,417	69,185	74,660	80,061
Non-Cash Expense Related to Acquisition	0	926	0	0	0	0	0	0	0	0	0	0	926	0	0
Impairment of Investments in Privately-Held Companies	0	0	0	0	0	0	0	0	0	55,000	7,439	0	0	0	62,439
Restructuring Charges and One-Time Nonrecurring Gain	0	0	0	12,902	47	0	0	101,249	(9,572)	(226)	1,269	3,102	12,902	101,296	(5,427)
Non-GAAP Income Before Income Taxes	48,428	50,904	69,369	117,784	104,360	94,505	97,440	123,388	84,499	89,476	123,568	224,455	286,485	419,693	521,998
Non-GAAP Provision for Income Taxes	17,918	18,834	25,667	43,580	38,613	34,967	36,053	45,654	31,265	33,106	45,720	83,048	105,999	155,287	193,139
Non-GAAP Net Income	30,510	32,070	43,702	74,204	65,747	59,538	61,387	77,734	53,234	56,370	77,848	141,407	180,486	264,406	328,859
Stock-Based Compensation Expense by Function															
Total Stock-Based Compensation Expense	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	116,997	113,396	100,959	102,454	682,118	615,233	433,806
Cost of Revenue	12,886	10,486	8,973	8,360	7,968	7,858	7,165	6,511	5,952	6,253	5,625	6,019	40,705	29,502	23,849
Research and Development	103,036	103,121	100,673	94,707	75,579	90,916	87,163	81,840	64,386	63,625	57,174	55,648	401,537	335,498	240,833
Sales and Marketing	42,658	39,607	37,889	36,750	46,101	45,856	41,227	27,751	25,089	20,694	22,433	25,919	156,904	160,935	94,135
General and Administrative	24,225	21,929	18,386	18,432	21,268	23,065	22,972	21,993	21,570	22,824	15,727	14,868	82,972	89,298	74,989