

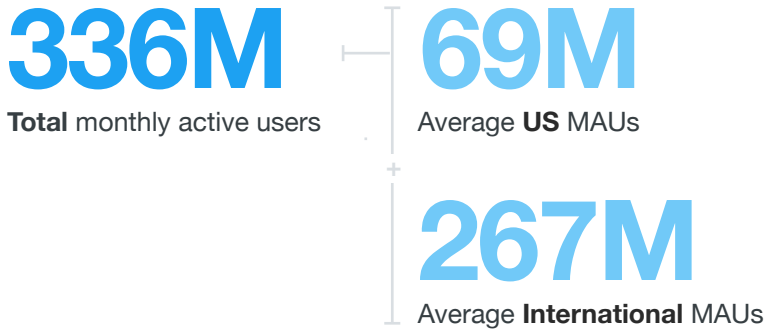
# Investor Fact Sheet

## About Twitter (NYSE:TWTR)

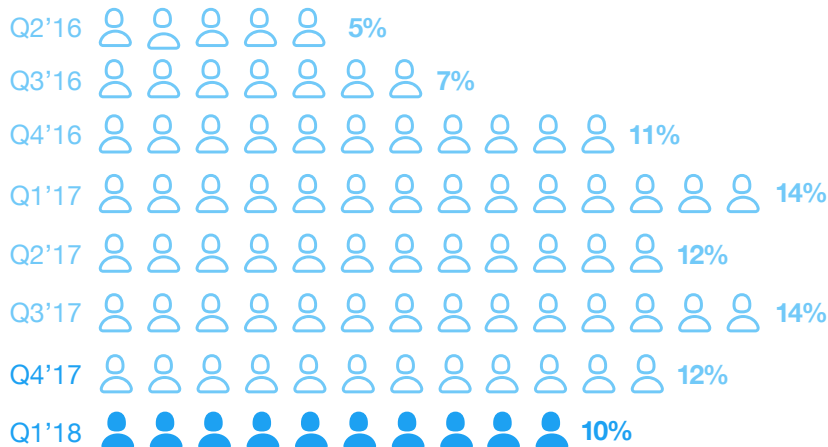
Twitter is what's happening in the world and what people are talking about right now. From breaking news and entertainment to sports, politics, and everyday interests. Available in more than 40 languages around the world, the service can be accessed via twitter.com, an array of mobile devices, and SMS.

## Q1'18 Audience & Engagement Growth

### MAU (Monthly Active Users)



### DAU (Daily Active Users) Year-Over-Year Growth



## Q1 2018 Highlights

Revenue growth accelerated in Q1, up 21% year-over-year, reflecting better-than-expected growth across all major products and geographies. Strong revenue performance also drove better-than-expected profitability, with GAAP net income of \$61 million and GAAP net margin of 9%.

DAU grew 10% year-over-year, marking another quarter of double-digit year-over-year growth. We continue to make Twitter easier to use with the launch of Bookmarks and video timestamps, and we're making it easier to follow topics, interests, and events with new, curated timelines of Tweets around breaking news events across different parts of Twitter.

## Q1'18 #Live Broadcasts



**1,300+**  
Live broadcasts from content partnerships



**~80%**  
Reaching a global audience

## Q1'18 #Live Content Partnerships Announced



**30+**  
New partnerships



**15+**  
From international markets

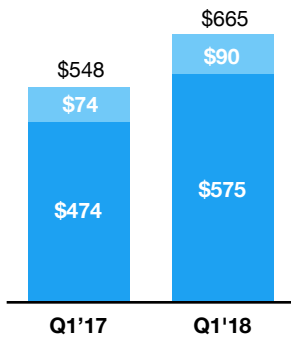


# Financial Overview

## Total Revenue

\$Millions

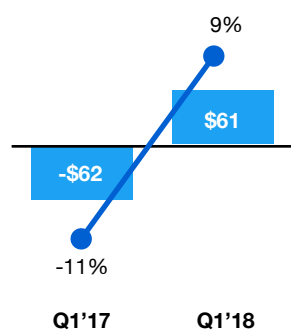
■ Data licensing and other revenue  
■ Advertising revenue



## GAAP Net Income (Loss)

\$Millions

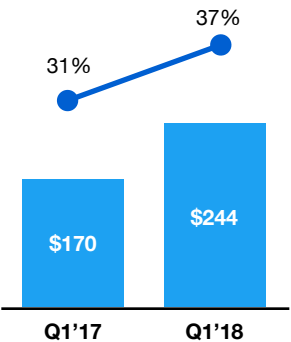
■ GAAP net income (loss)  
■ GAAP net margin



## Adjusted EBITDA

\$Millions

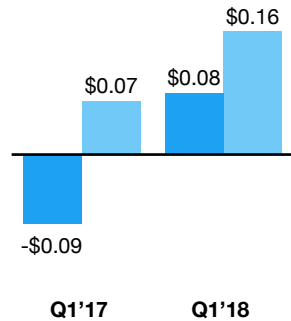
■ Adjusted EBITDA\*  
■ Adjusted EBITDA margin



## Earnings Per Share

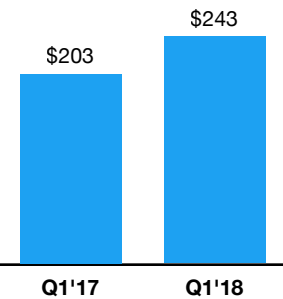
\$Millions

■ GAAP Diluted EPS  
■ Non-GAAP Diluted EPS\*



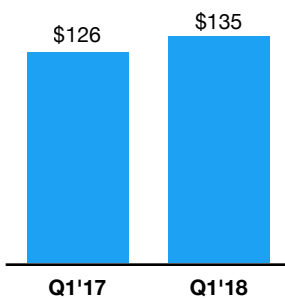
## Net Cash Provided by Operating Activities

\$Millions



## Adjusted Free Cash Flow\*

\$Millions



\*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 [Q1'18 Letter to Shareholders](#).



# Founded April 2006

# # of employees 3,400+

# Offices Worldwide 35+

## Leadership

**Jack Dorsey** @jack  
CEO

**Ned Segal** @nedsegal  
CFO

**Parag Agarwal** @paraga  
CTO

**Leslie Berland** @leslieberland  
CMO & Head of People

**Kayvon Beykpour** @kayvz  
GM, Video

**Matt Derella** @derella  
VP, Revenue & Partnerships

**Bruce Falck** @brucefalck  
GM, Revenue Product & Engineering

**Vijaya Gadde** @vijaya  
Chief Legal Officer & Secretary

**Ed Ho** @mrdonut  
GM, Consumer Product & Engineering

**Grace Kim** @gracie  
VP, Design & User Research

## Contact information

**Corporate Headquarters**  
1355 Market Street, Suite 900  
San Francisco, CA 94103

**Investor Relations**  
Twitter / Periscope: @TwitterIR  
Website: [investor.twitterinc.com](http://investor.twitterinc.com)  
Email: [ir@twitter.com](mailto:ir@twitter.com)