



Selected Company Metrics and Financials

(in millions)

	FY 2012				FY 2013				FY 2014	FY2012	FY2013
	Q1'12	Q2'12	Q3'12	Q4'12	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14		
<b>Company Metrics</b>											
<b>Monthly Active Users: Worldwide</b>	<b>138</b>	<b>151</b>	<b>167</b>	<b>185</b>	<b>204</b>	<b>218</b>	<b>232</b>	<b>241</b>	<b>255</b>	<b>185</b>	<b>241</b>
QoQ%	18%	10%	10%	11%	10%	7%	6%	4%	6%		
YoY%	102%	79%	65%	59%	48%	44%	39%	30%	25%	59%	30%
Monthly Active Users: United States	34	37	40	45	48	49	53	54	57	45	54
QoQ%	14%	7%	11%	10%	7%	3%	7%	3%	5%		
YoY%	81%	63%	50%	50%	40%	35%	30%	21%	19%	50%	21%
Monthly Active Users: International	104	114	127	140	156	169	179	187	198	140	187
QoQ%	20%	11%	10%	11%	12%	8%	6%	4%	6%		
YoY%	110%	84%	71%	62%	51%	47%	41%	33%	27%	62%	33%
<b>Timeline Views: Worldwide</b>	<b>71,019</b>	<b>89,451</b>	<b>106,067</b>	<b>117,485</b>	<b>136,329</b>	<b>150,899</b>	<b>158,758</b>	<b>147,783</b>	<b>156,713</b>	<b>384,022</b>	<b>593,769</b>
QoQ%	N/A	26%	19%	11%	16%	11%	5%	-7%	6%		
	N/A	N/A	N/A	N/A	92%	69%	50%	26%	15%	N/A	55%
Timeline Views: United States	23,070	27,925	32,554	35,914	39,541	40,614	43,169	40,924	45,805	119,462	164,247
QoQ%	N/A	21%	17%	10%	10%	3%	6%	-5%	12%		
YoY%	N/A	N/A	N/A	N/A	71%	45%	33%	14%	16%	N/A	37%
Timeline Views: International	47,949	61,526	73,513	81,571	96,788	110,285	115,589	106,859	110,908	264,560	429,522
QoQ%	N/A	28%	19%	11%	19%	14%	5%	-8%	4%		
YoY%	N/A	N/A	N/A	N/A	102%	79%	57%	31%	15%	N/A	62%
<b>Timeline Views per MAU: Worldwide</b>	<b>516</b>	<b>591</b>	<b>635</b>	<b>635</b>	<b>668</b>	<b>691</b>	<b>685</b>	<b>613</b>	<b>614</b>	<b>2,077</b>	<b>2,465</b>
QoQ%	N/A	15%	7%	0%	5%	4%	-1%	-10%	0%		
YoY%	N/A	N/A	N/A	N/A	29%	17%	8%	-3%	-8%	N/A	19%
Timeline Views per MAU: United States	677	763	804	803	828	825	819	756	804	2,673	3,033
QoQ%	N/A	13%	5%	0%	3%	0%	-1%	-8%	6%		
YoY%	N/A	N/A	N/A	N/A	22%	8%	2%	-6%	-3%	N/A	13%
Timeline Views per MAU: International	463	536	580	582	619	652	646	572	560	1,887	2,300
QoQ%	N/A	16%	8%	0%	6%	5%	-1%	-11%	-2%		
YoY%	N/A	N/A	N/A	N/A	34%	22%	11%	-2%	-10%	N/A	22%
<b>Ad Rev per 1000 Timeline Views: Worldwide</b>	<b>\$0.63</b>	<b>\$0.64</b>	<b>\$0.65</b>	<b>\$0.85</b>	<b>\$0.74</b>	<b>\$0.80</b>	<b>\$0.97</b>	<b>\$1.49</b>	<b>\$1.44</b>	<b>\$0.70</b>	<b>\$1.00</b>
QoQ%	N/A	1%	2%	31%	-13%	9%	21%	54%	-3%		
YoY%	N/A	N/A	N/A	N/A	18%	26%	49%	76%	96%	N/A	43%
Ad Rev per 1000 Timeline Views: United States	\$1.70	\$1.72	\$1.72	\$2.20	\$1.95	\$2.17	\$2.58	\$3.80	\$3.47	\$1.86	\$2.63
QoQ%	N/A	1%	0%	28%	-11%	11%	19%	47%	-9%		
YoY%	N/A	N/A	N/A	N/A	15%	26%	50%	73%	78%	N/A	41%
Ad Rev per 1000 Timeline Views: International	\$0.11	\$0.14	\$0.17	\$0.25	\$0.24	\$0.30	\$0.36	\$0.60	\$0.61	\$0.18	\$0.38
QoQ%	N/A	29%	20%	47%	-4%	25%	21%	65%	1%		
YoY%	N/A	N/A	N/A	N/A	118%	111%	112%	139%	152%	N/A	112%



(\$ in 000's)

	FY 2012				FY 2013				FY2014	FY2012	FY2013
	Q1'12	Q2'12	Q3'12	Q4'12	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14		
<b>Revenue Mix</b>											
<b>GAAP Revenue (Worldwide)</b>	<b>54,313</b>	<b>68,046</b>	<b>82,327</b>	<b>112,247</b>	<b>114,343</b>	<b>139,292</b>	<b>168,580</b>	<b>242,675</b>	<b>250,492</b>	<b>316,933</b>	<b>664,890</b>
QoQ%	32%	25%	21%	36%	2%	22%	21%	44%	3%		
YoY%	203%	228%	212%	172%	111%	105%	105%	116%	119%	198%	110%
Advertising Revenue	44,500	56,802	68,665	99,454	100,460	120,972	153,437	219,677	226,051	269,421	594,546
QoQ%	37%	28%	21%	45%	1%	20%	27%	43%	3%		
YoY%	285%	317%	244%	205%	126%	113%	123%	121%	125%	247%	121%
Data Licensing & Other	9,813	11,244	13,662	12,793	13,883	18,320	15,143	22,998	24,441	47,512	70,344
QoQ%	14%	15%	22%	-6%	9%	32%	-17%	52%	6%		
YoY%	55%	57%	111%	48%	41%	63%	11%	80%	76%	66%	48%
<b>GAAP Revenue (United States)</b>	<b>48,324</b>	<b>58,363</b>	<b>66,940</b>	<b>90,290</b>	<b>89,416</b>	<b>101,383</b>	<b>124,687</b>	<b>176,834</b>	<b>180,039</b>	<b>263,917</b>	<b>492,320</b>
QoQ%	30%	21%	15%	35%	-1%	13%	23%	42%	2%		
YoY%	170%	181%	153%	143%	85%	74%	86%	96%	101%	158%	87%
% of Total GAAP Revenue	89%	86%	81%	80%	78%	73%	74%	73%	72%	83%	74%
<b>GAAP Revenue (International)</b>	<b>5,989</b>	<b>9,683</b>	<b>15,387</b>	<b>21,957</b>	<b>24,927</b>	<b>37,909</b>	<b>43,893</b>	<b>65,841</b>	<b>70,453</b>	<b>53,016</b>	<b>172,570</b>
QoQ%	47%	62%	59%	43%	14%	52%	16%	50%	7%		
YoY%	N/A	N/A	N/A	437%	316%	292%	185%	200%	183%	1197%	226%
% of Total GAAP Revenue	11%	14%	19%	20%	22%	27%	26%	27%	28%	17%	26%
<b>GAAP P&amp;L</b>											
<b>GAAP Revenue</b>	<b>54,313</b>	<b>68,046</b>	<b>82,327</b>	<b>112,247</b>	<b>114,343</b>	<b>139,292</b>	<b>168,580</b>	<b>242,675</b>	<b>250,492</b>	<b>316,933</b>	<b>664,890</b>
Cost of revenue	27,629	30,528	33,693	36,918	41,255	50,573	62,239	112,651	85,503	128,768	266,718
Research and development	18,976	27,369	32,319	40,340	47,574	64,263	87,307	394,848	149,391	119,004	593,992
Sales and marketing	14,450	19,655	23,662	28,784	32,439	45,258	61,214	177,305	106,235	86,551	316,216
General and administrative	13,389	17,369	13,954	14,981	16,982	18,114	21,152	67,547	38,734	59,693	123,795
<b>Loss from Operations</b>	<b>(20,131)</b>	<b>(26,875)</b>	<b>(21,301)</b>	<b>(8,776)</b>	<b>(23,907)</b>	<b>(38,916)</b>	<b>(63,332)</b>	<b>(509,676)</b>	<b>(129,371)</b>	<b>(77,083)</b>	<b>(635,831)</b>
Interest Income (expense), net	(377)	(513)	(766)	(830)	(1,233)	(1,513)	(1,727)	(2,387)	(2,567)	(2,486)	(6,860)
Other Income (expense), net	(259)	247	938	(527)	(1,529)	(1,019)	818	(2,725)	798	399	(4,455)
Provision (benefit) for Income Taxes	754	442	461	(1,428)	357	777	360	(3,317)	1,222	229	(1,823)
<b>Net Loss</b>	<b>(21,521)</b>	<b>(27,583)</b>	<b>(21,590)</b>	<b>(8,705)</b>	<b>(27,026)</b>	<b>(42,225)</b>	<b>(64,601)</b>	<b>(511,471)</b>	<b>(132,362)</b>	<b>(79,399)</b>	<b>(645,323)</b>
<b>Non-GAAP Financial Data</b>											
<b>Adjusted EBITDA</b>	<b>(875)</b>	<b>1,545</b>	<b>2,923</b>	<b>17,571</b>	<b>11,745</b>	<b>9,647</b>	<b>9,293</b>	<b>44,745</b>	<b>36,949</b>	<b>21,164</b>	<b>75,430</b>
Adjusted EBITDA margin	-2%	2%	4%	16%	10%	7%	6%	18%	15%	7%	11%
<b>Non-GAAP Net Income (loss)</b>	<b>(11,369)</b>	<b>(10,863)</b>	<b>(12,688)</b>	<b>(271)</b>	<b>(10,524)</b>	<b>(16,364)</b>	<b>(17,216)</b>	<b>9,774</b>	<b>183</b>	<b>(35,191)</b>	<b>(34,330)</b>
<b>Selected Balance Sheet Data</b>											
Cash, Cash Equivalents and Short-term Investments	527,973	481,981	446,592	424,856	403,467	375,058	321,075	2,234,054	2,176,595	424,856	2,234,054
Working Capital	513,974	479,719	446,529	444,587	422,137	382,820	331,997	2,349,249	2,244,129	444,587	2,349,249
Property and Equipment, net	91,210	132,383	173,944	185,574	213,821	242,553	284,024	332,662	383,272	185,574	332,662
Total Stockholders' Equity (deficit)	(219,193)	(238,923)	(256,638)	(248,172)	(151,509)	(164,375)	(178,661)	2,950,006	2,936,846	(248,172)	2,950,006
<b>Selected Cash Flow and Supplemental Disclosures</b>											
Cash Flows from operating activities	(9,961)	(13,033)	(10,303)	5,362	2,615	7,044	(5,393)	(2,868)	42,683	(27,935)	1,398
Cash Flows from investing activities	(29,467)	(9,178)	73,042	15,046	(77,146)	54,672	13,591	(1,297,183)	112,963	49,443	(1,306,066)
Cash Flows from financing activities	(6,146)	(8,005)	(10,897)	(12,076)	(9,919)	(15,451)	(18,060)	1,985,606	(36,473)	(37,124)	1,942,176
Purchases of property and equipment	(7,608)	(18,925)	(13,555)	(10,511)	(11,622)	(15,139)	(19,867)	(29,116)	(49,620)	(50,599)	(75,744)
Equipment purchases under capital leases	13,707	27,724	38,029	30,746	29,986	28,771	36,743	60,222	16,957	110,206	155,722



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(\$ in 000's)

	FY 2012				FY 2013				FY2014	FY2012	FY2013
	Q1'12	Q2'12	Q3'12	Q4'12	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14		
<b>Reconciliation of Net Loss to Adjusted EBITDA</b>											
<b>Net Loss</b>	<b>(21,521)</b>	<b>(27,583)</b>	<b>(21,590)</b>	<b>(8,705)</b>	<b>(27,026)</b>	<b>(42,225)</b>	<b>(64,601)</b>	<b>(511,471)</b>	<b>(132,362)</b>	<b>(79,399)</b>	<b>(645,323)</b>
Stock-based Compensation Expense	5,227	10,900	4,268	5,346	12,922	22,646	43,602	521,197	126,369	25,741	600,367
Depreciation and amortization expense	14,029	17,520	19,956	21,001	22,730	25,917	29,023	33,224	39,951	72,506	110,894
Interest and other expense (income)	636	266	(172)	1,357	2,762	2,532	909	5,112	1,769	2,087	11,315
Provision (benefit) for income taxes	754	442	461	(1,428)	357	777	360	(3,317)	1,222	229	(1,823)
<b>Adjusted EBITDA</b>	<b>(875)</b>	<b>1,545</b>	<b>2,923</b>	<b>17,571</b>	<b>11,745</b>	<b>9,647</b>	<b>9,293</b>	<b>44,745</b>	<b>36,949</b>	<b>21,164</b>	<b>75,430</b>
<b>Reconciliation of Net Loss to Non-GAAP Net Income (Loss)</b>											
<b>Net Loss</b>	<b>(21,521)</b>	<b>(27,583)</b>	<b>(21,590)</b>	<b>(8,705)</b>	<b>(27,026)</b>	<b>(42,225)</b>	<b>(64,601)</b>	<b>(511,471)</b>	<b>(132,362)</b>	<b>(79,399)</b>	<b>(645,323)</b>
Stock-based Compensation Expense	5,227	10,900	4,268	5,346	12,922	22,646	43,602	521,197	126,369	25,741	600,367
Amortization of acquired intangible assets	4,435	5,820	4,634	3,798	3,876	3,302	3,783	5,569	6,176	18,687	16,530
Income tax effects related to acquisitions	490	0	0	(710)	(296)	(87)	0	(5,521)	0	(220)	(5,904)
<b>Non-GAAP Net Income (Loss)</b>	<b>(11,369)</b>	<b>(10,863)</b>	<b>(12,688)</b>	<b>(271)</b>	<b>(10,524)</b>	<b>(16,364)</b>	<b>(17,216)</b>	<b>9,774</b>	<b>183</b>	<b>(35,191)</b>	<b>(34,330)</b>
<b>Stock-based Compensation Expense by function</b>											
<b>Total Stock-based Compensation Expense</b>	<b>5,227</b>	<b>10,900</b>	<b>4,268</b>	<b>5,346</b>	<b>12,922</b>	<b>22,646</b>	<b>43,602</b>	<b>521,197</b>	<b>126,369</b>	<b>25,741</b>	<b>600,367</b>
Cost of revenue	220	200	198	182	484	1,471	3,060	45,927	9,831	800	50,942
Research and development	2,165	4,126	2,722	3,609	8,425	15,772	29,180	326,536	78,318	12,622	379,913
Sales and marketing	307	313	365	361	2,065	2,549	5,742	104,084	27,801	1,346	114,440
General and administrative	2,535	6,261	983	1,194	1,948	2,854	5,620	44,650	10,419	10,973	55,072