



| (in millions)                                    | FY 2012       |               |                |                | FY 2013        |                |                |                | FY 2014        |                |                |                | FY2012         | FY2013         | FY2014         |
|--|---------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|  | Q1'12         | Q2'12         | Q3'12          | Q4'12          | Q1'13          | Q2'13          | Q3'13          | Q4'13          | Q1'14          | Q2'14          | Q3'14          | Q4'14          |                |                |                |
| <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>271</b>     | <b>284</b>     | <b>288</b>     | <b>185</b>     | <b>241</b>     | <b>288</b>     |
| QoQ%   | 18%           | 10%           | 10%            | 11%            | 10%            | 7%             | 6%             | 4%             | 6%             | 6%             | 5%             | 2%             |                |                |                |
| YoY%   | 102%          | 79%           | 65%            | 59%            | 48%            | 44%            | 39%            | 30%            | 25%            | 24%            | 23%            | 20%            | 59%            | 30%            | 20%            |
| Monthly Active Users: United States              | 34            | 37            | 40             | 45             | 48             | 49             | 53             | 54             | 57             | 60             | 63             | 63             | 45             | 54             | 63             |
| QoQ%   | 14%           | 7%            | 11%            | 10%            | 7%             | 3%             | 7%             | 3%             | 5%             | 5%             | 6%             | 0%             |                |                |                |
| YoY%   | 81%           | 63%           | 50%            | 50%            | 40%            | 35%            | 30%            | 21%            | 19%            | 21%            | 20%            | 17%            | 50%            | 21%            | 17%            |
| Monthly Active Users: International              | 104           | 114           | 127            | 140            | 156            | 169            | 179            | 187            | 198            | 211            | 221            | 225            | 140            | 187            | 225            |
| QoQ%   | 20%           | 11%           | 10%            | 11%            | 12%            | 8%             | 6%             | 4%             | 6%             | 7%             | 5%             | 2%             |                |                |                |
| YoY%   | 110%          | 84%           | 71%            | 62%            | 51%            | 47%            | 41%            | 33%            | 27%            | 25%            | 23%            | 21%            | 62%            | 33%            | 21%            |
| <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>173,173</b> | <b>180,635</b> | <b>181,954</b> | <b>384,022</b> | <b>593,769</b> | <b>692,476</b> |
| QoQ%   | N/A           | 26%           | 19%            | 11%            | 16%            | 11%            | 5%             | -7%            | 6%             | 11%            | 4%             | 1%             |                |                |                |
| YoY%   | N/A           | N/A           | N/A            | N/A            | 92%            | 69%            | 50%            | 26%            | 15%            | 15%            | 14%            | 23%            | N/A            | 55%            | 17%            |
| Timeline Views: United States                    | 23,070        | 27,925        | 32,554         | 35,914         | 39,541         | 40,614         | 43,169         | 40,924         | 45,805         | 47,218         | 48,948         | 49,169         | 119,462        | 164,247        | 191,141        |
| QoQ%   | N/A           | 21%           | 17%            | 10%            | 10%            | 3%             | 6%             | -5%            | 12%            | 3%             | 4%             | 0%             |                |                |                |
| YoY%   | N/A           | N/A           | N/A            | N/A            | 71%            | 45%            | 33%            | 14%            | 16%            | 16%            | 13%            | 20%            | N/A            | 37%            | 16%            |
| Timeline Views: International                    | 47,949        | 61,526        | 73,513         | 81,571         | 96,788         | 110,285        | 115,589        | 106,859        | 110,908        | 125,955        | 131,687        | 132,785        | 264,560        | 429,522        | 501,334        |
| QoQ%   | N/A           | 28%           | 19%            | 11%            | 19%            | 14%            | 5%             | -8%            | 4%             | 14%            | 5%             | 1%             |                |                |                |
| YoY%   | N/A           | N/A           | N/A            | N/A            | 102%           | 79%            | 57%            | 31%            | 15%            | 14%            | 14%            | 24%            | N/A            | 62%            | 17%            |
| <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>640</b>     | <b>636</b>     | <b>631</b>     | <b>2,077</b>   | <b>2,465</b>   | <b>2,402</b>   |
| QoQ%   | N/A           | 15%           | 7%             | 0%             | 5%             | 4%             | -1%            | -10%           | 0%             | 4%             | -1%            | -1%            |                |                |                |
| YoY%   | N/A           | N/A           | N/A            | N/A            | 29%            | 17%            | 8%             | -3%            | -8%            | -7%            | -7%            | 3%             | N/A            | 19%            | -3%            |
| Timeline Views per MAU: United States            | 677           | 763           | 804            | 803            | 828            | 825            | 819            | 756            | 804            | 792            | 774            | 778            | 2,673          | 3,033          | 3,022          |
| QoQ%   | N/A           | 13%           | 5%             | 0%             | 3%             | 0%             | -1%            | -8%            | 6%             | -1%            | -2%            | 0%             |                |                |                |
| YoY%   | N/A           | N/A           | N/A            | N/A            | 22%            | 8%             | 2%             | -6%            | -3%            | -4%            | -6%            | 3%             | N/A            | 13%            | 0%             |
| Timeline Views per MAU: International            | 463           | 536           | 580            | 582            | 619            | 652            | 646            | 572            | 560            | 596            | 597            | 590            | 1,887          | 2,300          | 2,227          |
| QoQ%   | N/A           | 16%           | 8%             | 0%             | 6%             | 5%             | -1%            | -11%           | -2%            | 7%             | 0%             | -1%            |                |                |                |
| YoY%   | N/A           | N/A           | N/A            | N/A            | 34%            | 22%            | 11%            | -2%            | -10%           | -9%            | -8%            | 3%             | N/A            | 22%            | -3%            |
| <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>\$1.60</b>  | <b>\$1.77</b>  | <b>\$2.37</b>  | <b>\$0.70</b>  | <b>\$1.00</b>  | <b>\$1.81</b>  |
| QoQ%   | N/A           | 1%            | 2%             | 31%            | -13%           | 9%             | 21%            | 54%            | -3%            | 11%            | 11%            | 34%            |                |                |                |
| YoY%   | N/A           | N/A           | N/A            | N/A            | 18%            | 26%            | 49%            | 76%            | 96%            | 100%           | 83%            | 60%            | N/A            | 43%            | 81%            |
| 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         | \$3.87         | \$4.28         | \$5.65         | \$1.86         | \$2.63         | \$4.34         |
| QoQ%   | N/A           | 1%            | 0%             | 28%            | -11%           | 11%            | 19%            | 47%            | -9%            | 11%            | 11%            | 32%            |                |                |                |
| YoY%   | N/A           | N/A           | N/A            | N/A            | 15%            | 26%            | 50%            | 73%            | 78%            | 79%            | 66%            | 49%            | N/A            | 41%            | 65%            |
| 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         | \$0.75         | \$0.84         | \$1.16         | \$0.18         | \$0.38         | \$0.85         |
| QoQ%   | N/A           | 29%           | 20%            | 47%            | -4%            | 25%            | 21%            | 65%            | 1%             | 24%            | 12%            | 38%            |                |                |                |
| YoY%   | N/A           | N/A           | N/A            | N/A            | 118%           | 111%           | 112%           | 139%           | 152%           | 152%           | 132%           | 94%            | N/A            | 112%           | 125%           |



(\$ in 000's)

|  | FY 2012         |                 |                 |                | FY 2013         |                 |                 |                  | FY 2014          |                  |                  |                  | FY2012          | FY2013           | FY2014           |
|--|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|------------------|------------------|-----------------|------------------|------------------|
|  | Q1'12           | Q2'12           | Q3'12           | Q4'12          | Q1'13           | Q2'13           | Q3'13           | Q4'13            | Q1'14            | Q2'14            | Q3'14            | Q4'14            |                 |                  |                  |
| <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>312,166</b>   | <b>361,266</b>   | <b>479,078</b>   | <b>316,933</b>  | <b>664,890</b>   | <b>1,403,002</b> |
| QoQ%   | 32%             | 25%             | 21%             | 36%            | 2%              | 22%             | 21%             | 44%              | 3%               | 25%              | 16%              | 33%              |                 |                  |                  |
| YoY%   | 203%            | 228%            | 212%            | 172%           | 111%            | 105%            | 105%            | 116%             | 119%             | 124%             | 114%             | 97%              | 198%            | 110%             | 111%             |
| Advertising Revenue                                    | 44,500          | 56,802          | 68,665          | 99,454         | 100,460         | 120,972         | 153,437         | 219,677          | 226,051          | 277,440          | 320,196          | 432,001          | 269,421         | 594,546          | 1,255,688        |
| QoQ%   | 37%             | 28%             | 21%             | 45%            | 1%              | 20%             | 27%             | 43%              | 3%               | 23%              | 15%              | 35%              |                 |                  |                  |
| YoY%   | 285%            | 317%            | 244%            | 205%           | 126%            | 113%            | 123%            | 121%             | 125%             | 129%             | 109%             | 97%              | 247%            | 121%             | 111%             |
| Data Licensing & Other                                 | 9,813           | 11,244          | 13,662          | 12,793         | 13,883          | 18,320          | 15,143          | 22,998           | 24,441           | 34,726           | 41,070           | 47,077           | 47,512          | 70,344           | 147,314          |
| QoQ%   | 14%             | 15%             | 22%             | -6%            | 9%              | 32%             | -17%            | 52%              | 6%               | 42%              | 18%              | 15%              |                 |                  |                  |
| YoY%   | 55%             | 57%             | 111%            | 48%            | 41%             | 63%             | 11%             | 80%              | 76%              | 90%              | 171%             | 105%             | 66%             | 48%              | 109%             |
| <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>210,465</b>   | <b>240,169</b>   | <b>315,047</b>   | <b>263,917</b>  | <b>492,320</b>   | <b>945,720</b>   |
| QoQ%   | 30%             | 21%             | 15%             | 35%            | -1%             | 13%             | 23%             | 42%              | 2%               | 17%              | 14%              | 31%              |                 |                  |                  |
| YoY%   | 170%            | 181%            | 153%            | 143%           | 85%             | 74%             | 86%             | 96%              | 101%             | 108%             | 93%              | 78%              | 158%            | 87%              | 92%              |
| % of Total GAAP Revenue                                | 89%             | 86%             | 81%             | 80%            | 78%             | 73%             | 74%             | 73%              | 72%              | 67%              | 66%              | 66%              | 83%             | 74%              | 67%              |
| <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>101,701</b>   | <b>121,097</b>   | <b>164,031</b>   | <b>53,016</b>   | <b>172,570</b>   | <b>457,282</b>   |
| QoQ%   | 47%             | 62%             | 59%             | 43%            | 14%             | 52%             | 16%             | 50%              | 7%               | 44%              | 19%              | 35%              |                 |                  |                  |
| YoY%   | N/A             | N/A             | N/A             | 437%           | 316%            | 292%            | 185%            | 200%             | 183%             | 168%             | 176%             | 149%             | 1197%           | 226%             | 165%             |
| % of Total GAAP Revenue                                | 11%             | 14%             | 19%             | 20%            | 22%             | 27%             | 26%             | 27%              | 28%              | 33%              | 34%              | 34%              | 17%             | 26%              | 33%              |
| <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>312,166</b>   | <b>361,266</b>   | <b>479,078</b>   | <b>316,933</b>  | <b>664,890</b>   | <b>1,403,002</b> |
| Cost of revenue  | 27,629          | 30,528          | 33,693          | 36,918         | 41,255          | 50,573          | 62,239          | 112,651          | 85,503           | 100,027          | 124,166          | 136,613          | 128,768         | 266,718          | 446,309          |
| Research and development                               | 18,976          | 27,369          | 32,319          | 40,340         | 47,574          | 64,263          | 87,307          | 394,848          | 149,391          | 177,095          | 183,342          | 181,715          | 119,004         | 593,992          | 691,543          |
| Sales and marketing                                    | 14,450          | 19,655          | 23,662          | 28,784         | 32,439          | 45,258          | 61,214          | 177,305          | 106,235          | 140,261          | 164,015          | 203,599          | 86,551          | 316,216          | 614,110          |
| General and administrative                             | 13,389          | 17,369          | 13,954          | 14,981         | 16,982          | 18,114          | 21,152          | 67,547           | 38,734           | 44,694           | 51,174           | 55,304           | 59,693          | 123,795          | 189,906          |
| <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>(149,911)</b> | <b>(161,431)</b> | <b>(98,153)</b>  | <b>(79,083)</b> | <b>(635,831)</b> | <b>(538,866)</b> |
| Interest Income (expense), net                         | (377)           | (513)           | (766)           | (830)          | (1,233)         | (1,513)         | (1,727)         | (2,387)          | (2,567)          | (2,110)          | (5,795)          | (23,513)         | (2,486)         | (6,860)          | (33,985)         |
| Other Income (expense), net                            | (259)           | 247             | 938             | (527)          | (1,529)         | (1,019)         | 818             | (2,725)          | 798              | 1,780            | (8,079)          | 1                | 399             | (4,455)          | (5,500)          |
| Provision (benefit) for Income Taxes                   | 754             | 442             | 461             | (1,428)        | 357             | 777             | 360             | (3,317)          | 1,222            | (5,599)          | 159              | 3,687            | 229             | (1,823)          | (531)            |
| <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>(144,642)</b> | <b>(175,464)</b> | <b>(125,352)</b> | <b>(79,399)</b> | <b>(645,323)</b> | <b>(577,820)</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>54,131</b>    | <b>68,326</b>    | <b>141,490</b>   | <b>21,164</b>   | <b>75,430</b>    | <b>300,896</b>   |
| Adjusted EBITDA margin                                 | -2%             | 2%              | 4%              | 16%            | 10%             | 7%              | 6%              | 18%              | 15%              | 17%              | 19%              | 30%              | 7%              | 11%              | 21%              |
| <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>14,596</b>    | <b>6,972</b>     | <b>79,320</b>    | <b>(35,191)</b> | <b>(34,330)</b>  | <b>101,071</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        | 2,097,031        | 3,647,682        | 3,621,878        | 424,856         | 2,234,054        | 3,621,878        |
| Working Capital  | 513,974         | 479,719         | 446,529         | 444,587        | 422,137         | 382,820         | 331,997         | 2,349,249        | 2,244,129        | 2,093,511        | 3,731,409        | 3,862,059        | 444,587         | 2,349,249        | 3,862,059        |
| Property and Equipment, net                            | 91,210          | 132,383         | 173,944         | 185,574        | 213,821         | 242,553         | 284,024         | 332,662          | 383,272          | 467,634          | 503,958          | 557,019          | 185,574         | 332,662          | 557,019          |
| Total Stockholders' Equity (deficit)                   | (219,193)       | (238,923)       | (256,638)       | (248,172)      | (151,509)       | (164,375)       | (178,661)       | 2,950,006        | 2,936,846        | 3,046,593        | 3,525,038        | 3,626,403        | (248,172)       | 2,950,006        | 3,626,403        |
| <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           | 81,697           | (85,902)         | 43,318           | (27,935)        | 1,398            | 81,796           |
| Cash Flows from investing activities                   | (29,467)        | (9,178)         | 73,042          | 15,046         | (77,146)        | 54,672          | 13,591          | (1,297,183)      | 112,963          | (212,602)        | (136,071)        | (861,562)        | 49,443          | (1,306,066)      | (1,097,272)      |
| Cash Flows from financing activities                   | (6,146)         | (8,005)         | (10,897)        | (12,076)       | (9,919)         | (15,451)        | (18,060)        | 1,985,606        | (36,473)         | 13,388           | 1,635,635        | 79,172           | (37,124)        | 1,942,176        | 1,691,722        |
| Purchases of property and equipment                    | (7,608)         | (18,925)        | (13,555)        | (10,511)       | (11,622)        | (15,139)        | (19,867)        | (29,116)         | (49,620)         | (44,457)         | (38,762)         | (68,791)         | (50,599)        | (75,744)         | (201,630)        |
| Equipment purchases under capital leases               | 13,707          | 27,724          | 38,029          | 30,746         | 29,986          | 28,771          | 36,743          | 60,222           | 16,957           | 30,782           | 62,670           | 30,276           | 110,206         | 155,722          | 140,685          |



(\$ in 000's)

|  | FY 2012         |                 |                 |                | FY 2013         |                 |                 |                  | FY2014           |                  |                  |                  | FY2012          | FY2013           | FY2014           |
|--|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|------------------|------------------|-----------------|------------------|------------------|
|  | Q1'12           | Q2'12           | Q3'12           | Q4'12          | Q1'13           | Q2'13           | Q3'13           | Q4'13            | Q1'14            | Q2'14            | Q3'14            | Q4'14            |                 |                  |                  |
| <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>(144,642)</b> | <b>(175,464)</b> | <b>(125,352)</b> | <b>(79,399)</b> | <b>(645,323)</b> | <b>(577,820)</b> |
| Stock-based Compensation Expense                       | 5,227           | 10,900          | 4,268           | 5,346          | 12,922          | 22,646          | 43,602          | 521,197          | 126,369          | 158,411          | 169,602          | 177,215          | 25,741          | 600,367          | 631,597          |
| Depreciation and amortization expense                  | 14,029          | 17,520          | 19,956          | 21,001         | 22,730          | 25,917          | 29,023          | 33,224           | 39,951           | 45,631           | 60,155           | 62,428           | 72,506          | 110,894          | 208,165          |
| Interest and other expense (income)                    | 636             | 266             | (172)           | 1,357          | 2,762           | 2,532           | 909             | 5,112            | 1,769            | 330              | 13,874           | 23,512           | 2,087           | 11,315           | 39,485           |
| Provision (benefit) for income taxes                   | 754             | 442             | 461             | (1,428)        | 357             | 777             | 360             | (3,317)          | 1,222            | (5,599)          | 159              | 3,687            | 229             | (1,823)          | (531)            |
| <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>54,131</b>    | <b>68,326</b>    | <b>141,490</b>   | <b>21,164</b>   | <b>75,430</b>    | <b>300,896</b>   |
| <b>Reconciliation of Net Loss to Non-GAAP Net 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>(144,642)</b> | <b>(175,464)</b> | <b>(125,352)</b> | <b>(79,399)</b> | <b>(645,323)</b> | <b>(577,820)</b> |
| Stock-based Compensation Expense                       | 5,227           | 10,900          | 4,268           | 5,346          | 12,922          | 22,646          | 43,602          | 521,197          | 126,369          | 158,411          | 169,602          | 177,215          | 25,741          | 600,367          | 631,597          |
| Amortization of acquired intangible assets             | 4,435           | 5,820           | 4,634           | 3,798          | 3,876           | 3,302           | 3,783           | 5,569            | 6,176            | 8,099            | 11,869           | 10,419           | 18,687          | 16,530           | 36,563           |
| Non-cash interest expense related to convertible notes | 0               | 0               | 0               | 0              | 0               | 0               | 0               | 0                | 0                | 0                | 2,411            | 16,412           | 0               | 0                | 18,823           |
| Income tax effects related to acquisitions             | 490             | 0               | 0               | (710)          | (296)           | (87)            | 0               | (5,521)          | 0                | (7,272)          | (1,446)          | 626              | (220)           | (5,904)          | (8,092)          |
| <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>14,596</b>    | <b>6,972</b>     | <b>79,320</b>    | <b>(35,191)</b> | <b>(34,330)</b>  | <b>101,071</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>158,411</b>   | <b>169,602</b>   | <b>177,215</b>   | <b>25,741</b>   | <b>600,367</b>   | <b>631,597</b>   |
| Cost of revenue  | 220             | 200             | 198             | 182            | 484             | 1,471           | 3,060           | 45,927           | 9,831            | 13,869           | 13,596           | 13,240           | 800             | 50,942           | 50,536           |
| Research and development                               | 2,165           | 4,126           | 2,722           | 3,609          | 8,425           | 15,772          | 29,180          | 326,536          | 78,318           | 92,493           | 93,973           | 95,942           | 12,622          | 379,913          | 360,726          |
| Sales and marketing                                    | 307             | 313             | 365             | 361            | 2,065           | 2,549           | 5,742           | 104,084          | 27,801           | 37,547           | 42,884           | 49,031           | 1,346           | 114,440          | 157,263          |
| General and administrative                             | 2,535           | 6,261           | 983             | 1,194          | 1,948           | 2,854           | 5,620           | 44,650           | 10,419           | 14,502           | 19,149           | 19,002           | 10,973          | 55,072           | 63,072           |