



Selected Company Metrics and Financials

(in millions)	FY 2013				FY 2014				FY 2015		FY2013	FY2014
	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15		
Company Metrics												
Monthly Active Users: Worldwide	204	218	232	241	255	271	284	288	302	304	241	288
QoQ%	10%	7%	6%	4%	6%	6%	5%	2%	5%	1%		
YoY%	48%	44%	39%	30%	25%	24%	23%	20%	18%	12%	30%	20%
Monthly Active Users: United States	48	49	53	54	57	60	63	63	65	65	54	63
QoQ%	7%	3%	7%	3%	5%	5%	6%	0%	3%	0%		
YoY%	40%	35%	30%	21%	19%	21%	20%	17%	15%	9%	21%	17%
Monthly Active Users: International	156	169	179	187	198	211	221	225	236	239	187	225
QoQ%	12%	8%	6%	4%	6%	7%	5%	2%	5%	1%		
YoY%	51%	47%	41%	33%	27%	25%	23%	21%	19%	13%	33%	21%
MAUs incl. SMS Fast Followers: Worldwide					258	274	287	292	308	316	<i>N/A</i>	292
QoQ%					<i>N/A</i>	6%	5%	2%	5%	2%	<i>N/A</i>	<i>N/A</i>
YoY%					<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	19%	15%	<i>N/A</i>	<i>N/A</i>
MAUs incl. SMS Fast Followers: United States					57	60	64	64	66	66	<i>N/A</i>	64
QoQ%					<i>N/A</i>	5%	6%	0%	3%	0%	<i>N/A</i>	<i>N/A</i>
YoY%					<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	15%	9%	<i>N/A</i>	<i>N/A</i>
MAUs incl. SMS Fast Followers: International					201	214	224	229	242	250	<i>N/A</i>	229
QoQ%					<i>N/A</i>	6%	5%	2%	6%	3%	<i>N/A</i>	<i>N/A</i>
YoY%					<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	21%	17%	<i>N/A</i>	<i>N/A</i>
SMS Fast Followers: Worldwide					3	3	3	4	6	12	<i>N/A</i>	4
QoQ%					<i>N/A</i>	2%	10%	18%	61%	85%	<i>N/A</i>	<i>N/A</i>
YoY%					<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	114%	289%	<i>N/A</i>	<i>N/A</i>
Ad Engagements (Growth)												
QoQ%	15%	124%	58%	74%	29%	4%	13%	18%	-5%	21%		
YoY%	320%	509%	628%	611%	694%	255%	152%	78%	32%	53%	<i>N/A</i>	175%
CPE (Growth)												
QoQ%	-12%	-46%	-20%	-18%	-20%	18%	3%	14%	-6%	-3%		
YoY%	-52%	-67%	-71%	-69%	-72%	-35%	-17%	10%	30%	6%	<i>N/A</i>	-23%



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	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15		
Revenue Mix												
GAAP Revenue (Worldwide)	114,343	139,292	168,580	242,675	250,492	312,166	361,266	479,078	435,939	502,383	664,890	1,403,002
QoQ%	2%	22%	21%	44%	3%	25%	16%	33%	-9%	15%		
YoY%	111%	105%	105%	116%	119%	124%	114%	97%	74%	61%	110%	111%
Advertising Revenue	100,460	120,972	153,437	219,677	226,051	277,440	320,196	432,001	388,211	452,278	594,546	1,255,688
QoQ%	1%	20%	27%	43%	3%	23%	15%	35%	-10%	17%		
YoY%	126%	113%	123%	121%	125%	129%	109%	97%	72%	63%	121%	111%
Data Licensing & Other	13,883	18,320	15,143	22,998	24,441	34,726	41,070	47,077	47,728	50,105	70,344	147,314
QoQ%	9%	32%	-17%	52%	6%	42%	18%	15%	1%	5%		
YoY%	41%	63%	11%	80%	76%	90%	171%	105%	95%	44%	48%	109%
GAAP Revenue (United States)	89,416	101,383	124,687	176,834	180,039	210,465	240,169	315,047	288,928	321,191	492,320	945,720
QoQ%	-1%	13%	23%	42%	2%	17%	14%	31%	-8%	11%		
YoY%	85%	74%	86%	96%	101%	108%	93%	78%	60%	53%	87%	92%
% of Total GAAP Revenue	78%	73%	74%	73%	72%	67%	66%	66%	66%	64%	74%	67%
GAAP Revenue (International)	24,927	37,909	43,893	65,841	70,453	101,701	121,097	164,031	147,011	181,192	172,570	457,282
QoQ%	14%	52%	16%	50%	7%	44%	19%	35%	-10%	23%		
YoY%	316%	292%	185%	200%	183%	168%	176%	149%	109%	78%	226%	165%
% of Total GAAP Revenue	22%	27%	26%	27%	28%	33%	34%	34%	34%	36%	26%	33%
GAAP P&L												
GAAP Revenue	114,343	139,292	168,580	242,675	250,492	312,166	361,266	479,078	435,939	502,383	664,890	1,403,002
Cost of revenue	41,255	50,573	62,239	112,651	85,503	100,027	124,166	136,613	143,475	167,623	266,718	446,309
Research and development	47,574	64,263	87,307	394,848	149,391	177,095	183,342	181,715	189,746	198,907	593,992	691,543
Sales and marketing	32,439	45,258	61,214	177,305	106,235	140,261	164,015	203,599	183,557	201,948	316,216	614,110
General and administrative	16,982	18,114	21,152	67,547	38,734	44,694	51,174	55,304	65,777	64,909	123,795	189,906
Loss from Operations	(23,907)	(38,916)	(63,332)	(509,676)	(129,371)	(149,911)	(161,431)	(98,153)	(146,616)	(131,004)	(635,831)	(538,866)
Interest Expense	(1,400)	(1,656)	(1,828)	(2,692)	(3,102)	(2,654)	(6,079)	(24,083)	(24,319)	(24,437)	(7,576)	(35,918)
Other Income (expense), net	(1,362)	(876)	919	(2,420)	1,333	2,324	(7,795)	571	9,125	(695)	(3,739)	(3,567)
Provision (benefit) for Income Taxes	357	777	360	(3,317)	1,222	(5,599)	159	3,687	632	(19,473)	(1,823)	(531)
Net Loss	(27,026)	(42,225)	(64,601)	(511,471)	(132,362)	(144,642)	(175,464)	(125,352)	(162,442)	(136,663)	(645,323)	(577,820)
Non-GAAP Financial Data												
Adjusted EBITDA	11,745	9,647	9,293	44,745	36,949	54,131	68,326	141,490	104,053	120,188	75,430	300,896
Adjusted EBITDA margin	10%	7%	6%	18%	15%	17%	19%	30%	24%	24%	11%	21%
Non-GAAP Net Income (loss)	(10,524)	(16,364)	(17,216)	9,774	183	14,596	6,972	79,320	46,508	48,518	(34,330)	101,071
Selected Balance Sheet Data												
Cash, Cash Equivalents and Short-term Investments	403,467	375,058	321,075	2,234,054	2,176,595	2,097,031	3,647,682	3,621,878	3,557,208	3,560,570	2,234,054	3,621,878
Working Capital	422,137	382,820	331,997	2,349,249	2,244,129	2,093,511	3,731,409	3,862,059	3,799,796	3,845,586	2,349,249	3,862,059
Property and Equipment, net	213,821	242,553	284,024	332,662	383,272	467,634	503,958	557,019	599,751	651,017	332,662	557,019
Total Stockholders' Equity (deficit)	(151,509)	(164,375)	(178,661)	2,950,006	2,936,846	3,046,593	3,525,038	3,626,403	3,687,097	4,231,184	2,950,006	3,626,403
Selected Cash Flow and Supplemental Disclosures												
Cash Flows from operating activities	2,615	7,044	(5,393)	(2,868)	42,683	81,697	(85,902)	43,318	92,181	89,979	1,398	81,796
Cash Flows from investing activities	(77,146)	54,672	13,591	(1,297,183)	112,963	(212,602)	(136,071)	(861,562)	59,219	(814,755)	(1,306,066)	(1,097,272)
Cash Flows from financing activities	(9,919)	(15,451)	(18,060)	1,985,606	(36,473)	13,388	1,635,635	79,172	(35,971)	(4,881)	1,942,176	1,691,722
Purchases of property and equipment	(11,622)	(15,139)	(19,867)	(29,116)	(49,620)	(44,457)	(38,762)	(68,791)	(67,735)	(92,605)	(75,744)	(201,630)
Equipment purchases under capital leases	29,986	28,771	36,743	60,222	16,957	30,782	62,670	30,276	4,821	5,723	155,722	140,685



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	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15		
Reconciliation of Net Loss to Adjusted EBITDA												
Net Loss	(27,026)	(42,225)	(64,601)	(511,471)	(132,362)	(144,642)	(175,464)	(125,352)	(162,442)	(136,663)	(645,323)	(577,820)
Stock-based Compensation Expense	12,922	22,646	43,602	521,197	126,369	158,411	169,602	177,215	182,805	175,143	600,367	631,597
Depreciation and amortization expense	22,730	25,917	29,023	33,224	39,951	45,631	60,155	62,428	67,864	76,049	110,894	208,165
Interest and other expense (income)	2,762	2,532	909	5,112	1,769	330	13,874	23,512	15,194	25,132	11,315	39,485
Provision (benefit) for income taxes	357	777	360	(3,317)	1,222	(5,599)	159	3,687	632	(19,473)	(1,823)	(531)
Adjusted EBITDA	11,745	9,647	9,293	44,745	36,949	54,131	68,326	141,490	104,053	120,188	75,430	300,896
Reconciliation of Net Loss to Non-GAAP Net Loss												
Net Loss	(27,026)	(42,225)	(64,601)	(511,471)	(132,362)	(144,642)	(175,464)	(125,352)	(162,442)	(136,663)	(645,323)	(577,820)
Stock-based Compensation Expense	12,922	22,646	43,602	521,197	126,369	158,411	169,602	177,215	182,805	175,143	600,367	631,597
Amortization of acquired intangible assets	3,876	3,302	3,783	5,569	6,176	8,099	11,869	10,419	10,795	13,965	16,530	36,563
Non-cash interest expense related to convertible notes	0	0	0	0	0	0	2,411	16,412	16,638	17,006	0	18,823
Non-cash expense related to acquisition	0	0	0	0	0	0	0	0	0	926	0	0
Income tax effects related to acquisitions	(296)	(87)	0	(5,521)	0	(7,272)	(1,446)	626	(1,288)	(21,859)	(5,904)	(8,092)
Non-GAAP net income (loss)	(10,524)	(16,364)	(17,216)	9,774	183	14,596	6,972	79,320	46,508	48,518	(34,330)	101,071
Stock-based compensation expense by function												
Total Stock-based Compensation expense	12,922	22,646	43,602	521,197	126,369	158,411	169,602	177,215	182,805	175,143	600,367	631,597
Cost of revenue	484	1,471	3,060	45,927	9,831	13,869	13,596	13,240	12,886	10,486	50,942	50,536
Research and development	8,425	15,772	29,180	326,536	78,318	92,493	93,973	95,942	103,036	103,121	379,913	360,726
Sales and marketing	2,065	2,549	5,742	104,084	27,801	37,547	42,884	49,031	42,658	39,607	114,440	157,263
General and administrative	1,948	2,854	5,620	44,650	10,419	14,502	19,149	19,002	24,225	21,929	55,072	63,072