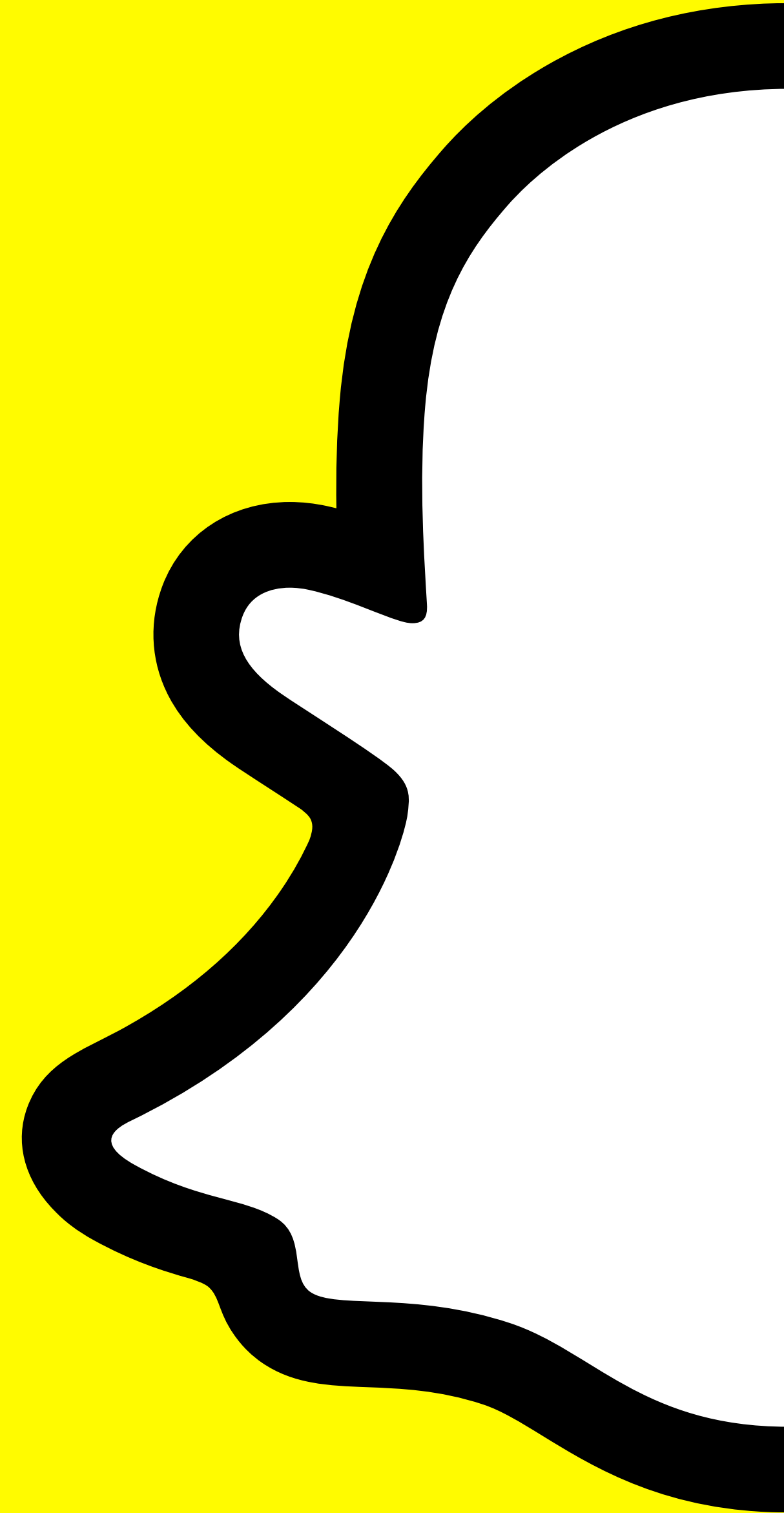
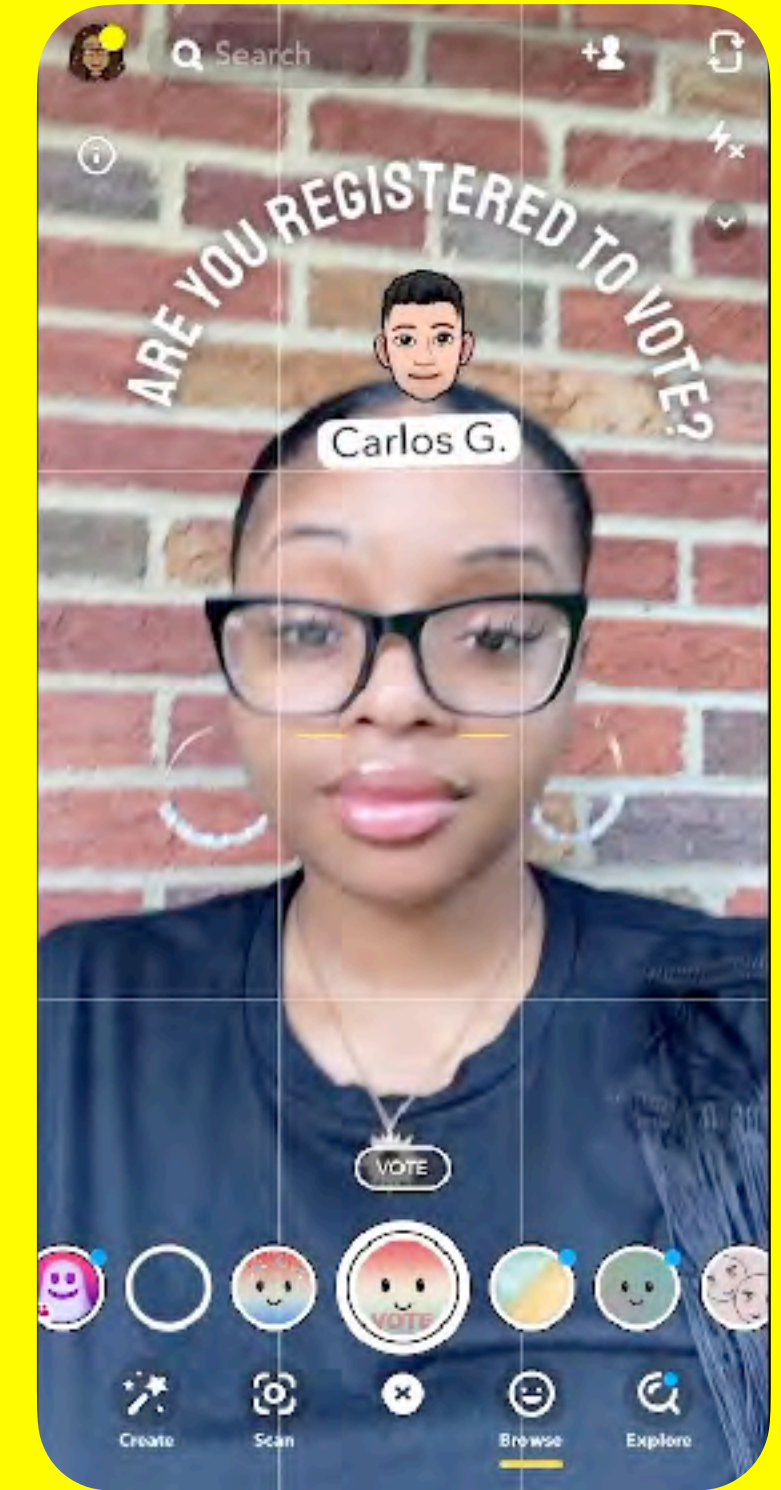
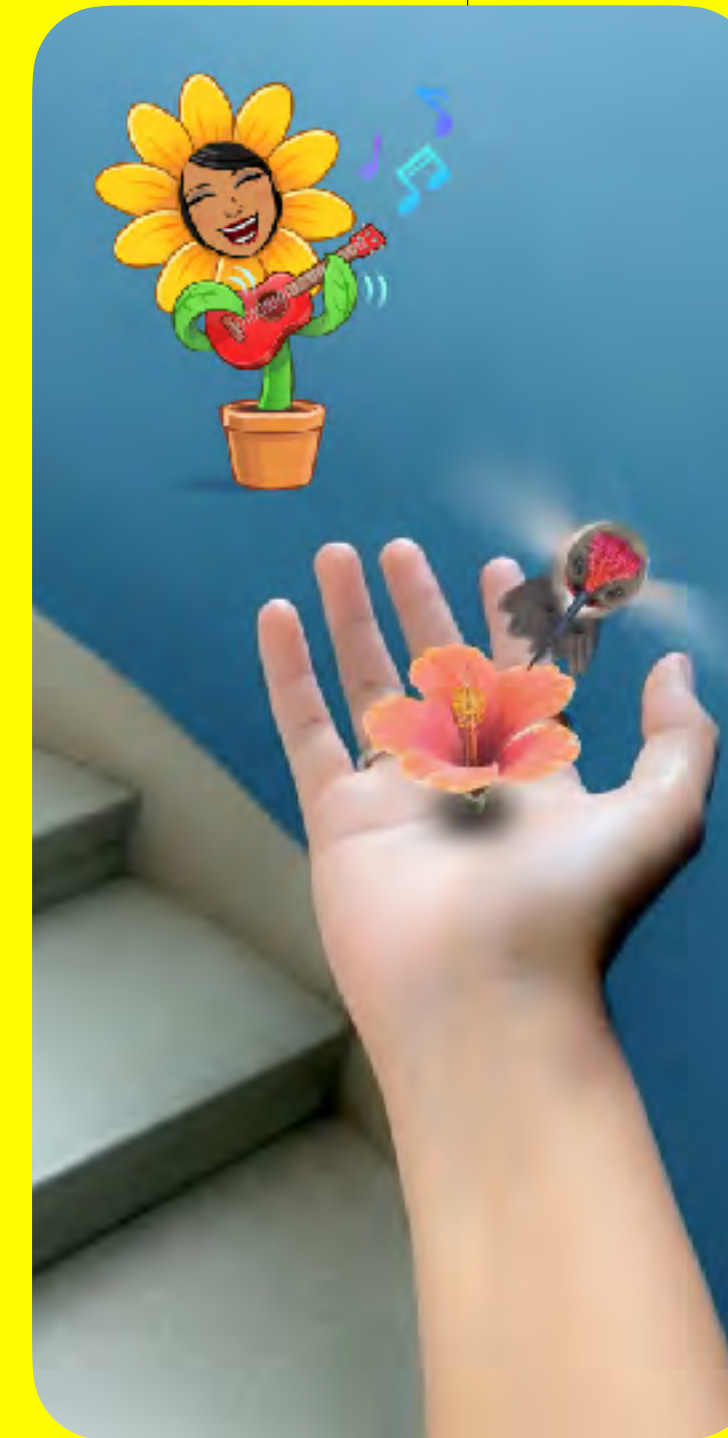
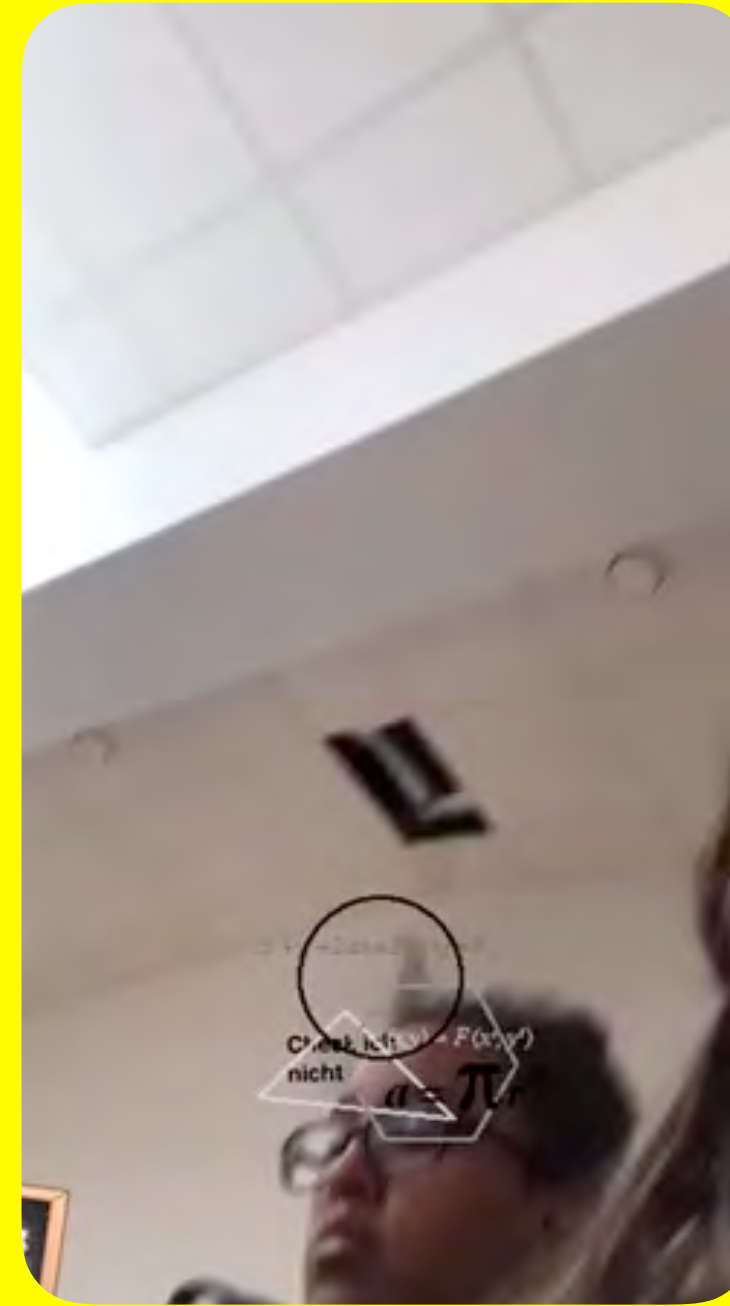
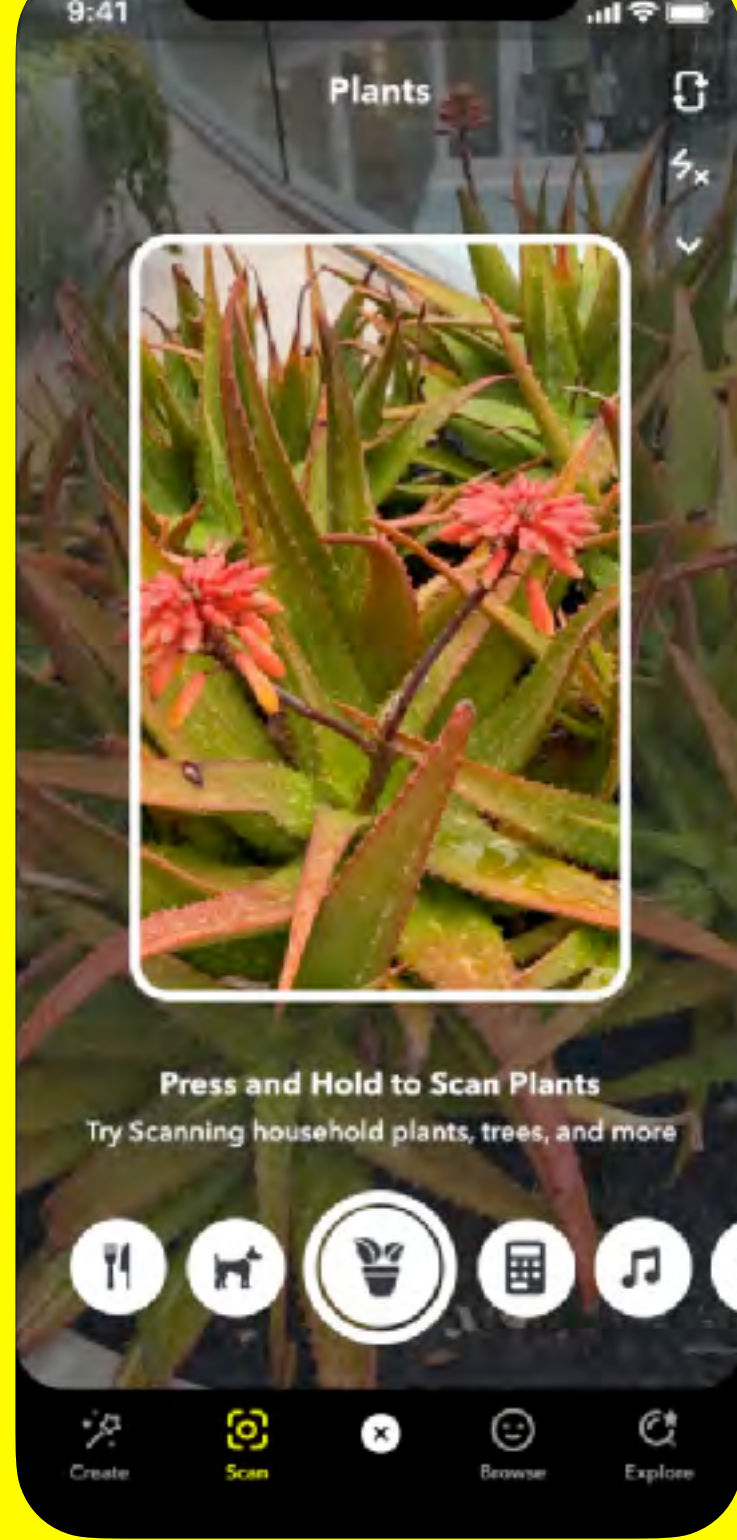


The Snapchat Generation





**Built for what matters.
Built for your business.**





Meet the Snapchat Generation

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Meet the Snapchat Generation

150%

of the Snapchat Generation is more likely to communicate with pictures over words.¹

80%

of Snapchatters feel they have a personal responsibility to change the world.²

7x

Close friends are more influential than celebrities.³

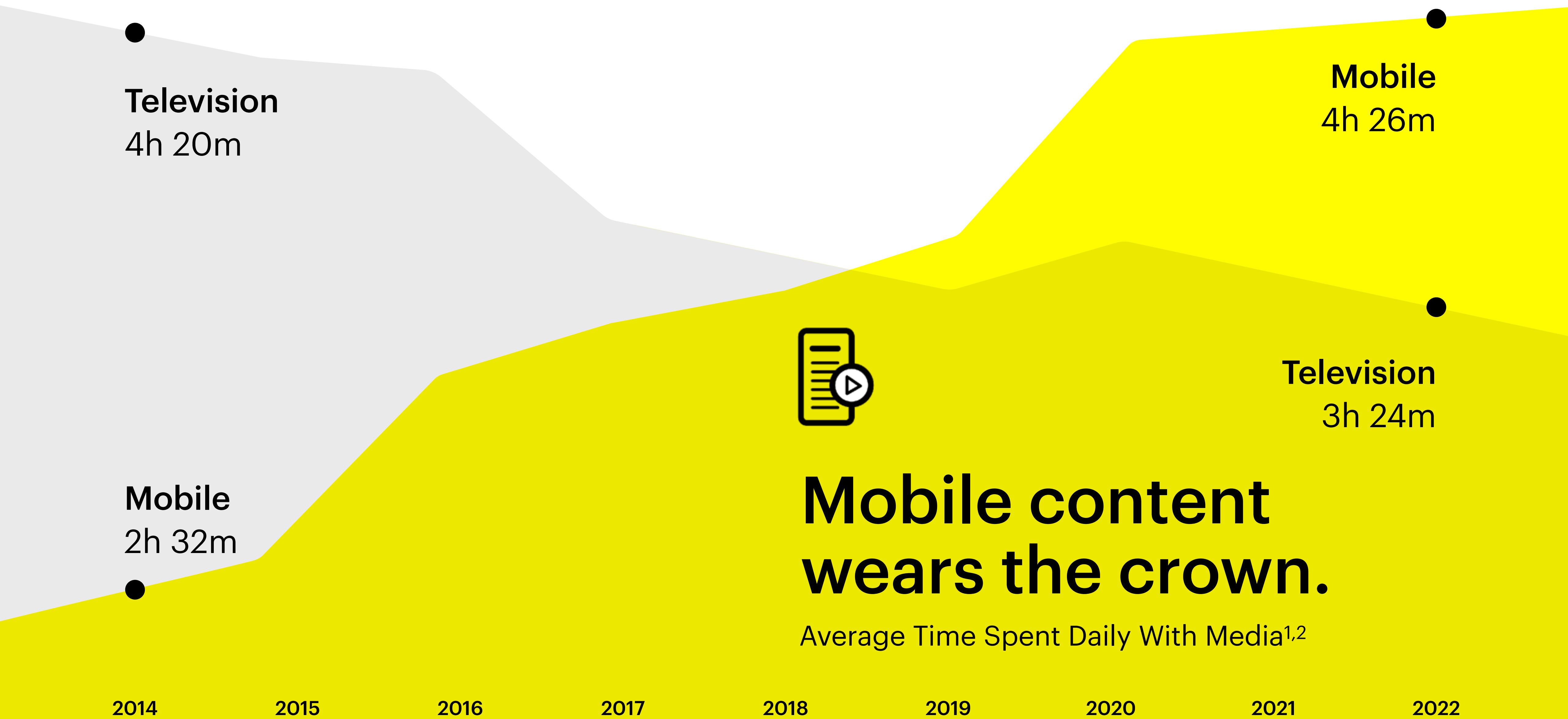
¹ 2021 Global Cassandra Research, "Say Hello to the Snapchat Generation," commissioned by Snap Inc.

² 2020 GroupSolver NL study commissioned by Snap Inc.

³ Snap Inc. survey of NL Snapchat users June 25–28, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details.

Question: "Welke mensen hebben de meeste invloed op je keuze om producten te kopen of iets nieuws te proberen?"; 1844 respondents.

¹eMarketer “US Time Spent with Media 2020,” April 2020.
²eMarketer “US Time Spent with Media,” April 2018.



Television
4h 20m

Mobile
4h 26m

Television
3h 24m

Mobile
2h 32m



Mobile content wears the crown.

Average Time Spent Daily With Media^{1,2}



265M

Daily Active Users¹

5B

Snaps per Day²

¹Snap Inc. internal data Q4 2020. See Snap Inc. public filings with the SEC.

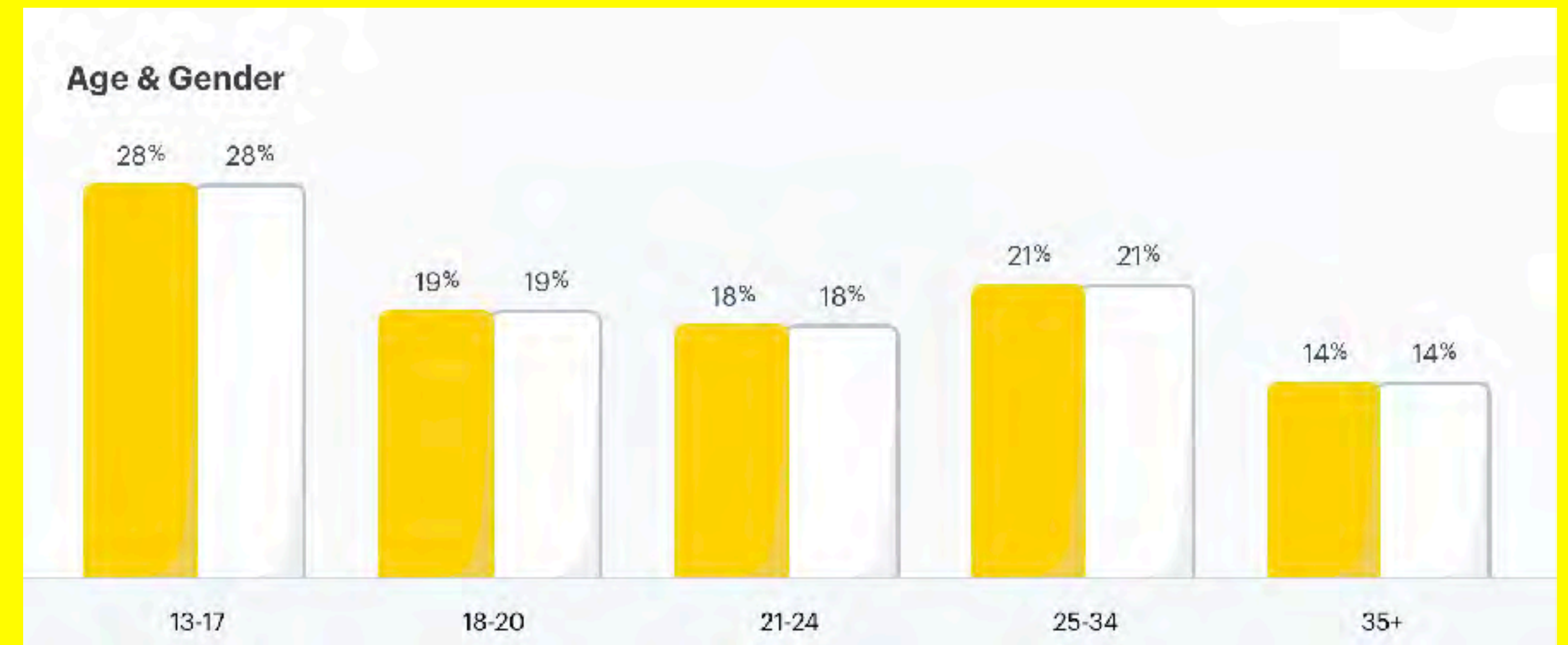
²Snap Inc. internal data Q4 2020. See Snap Inc. public filings with the SEC.





Finland

Snapchat reaches over
1.3 Million
Users each month in Finland



Data from Snap Ads Manager Q2 2021.

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The Snapchat **AUDIENCE** is unique.

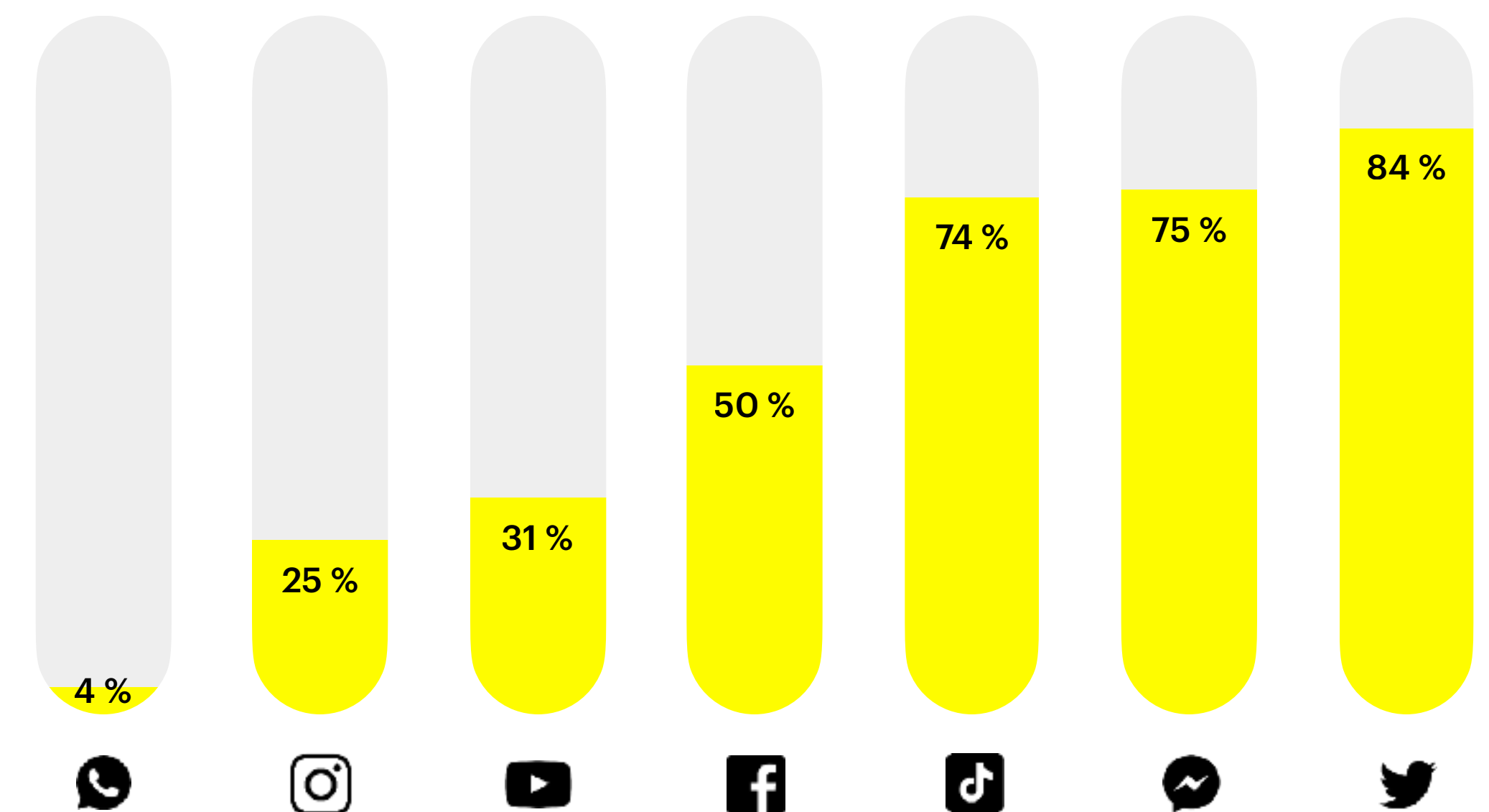
Base: Finland Snapchatters aged 16+

Custom App Annie analysis commissioned by Snap Inc. Daily exclusive reach is based on the daily overlap of active users on Snapchat and competitor app; calculation equals (1-Overlap Penetration); App Annie weights iOS and Android data in their sample to reflect the general population of the market; Figures calculated for H1 2020.

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Exclusive **Daily** Reach of Snapchatters 16+



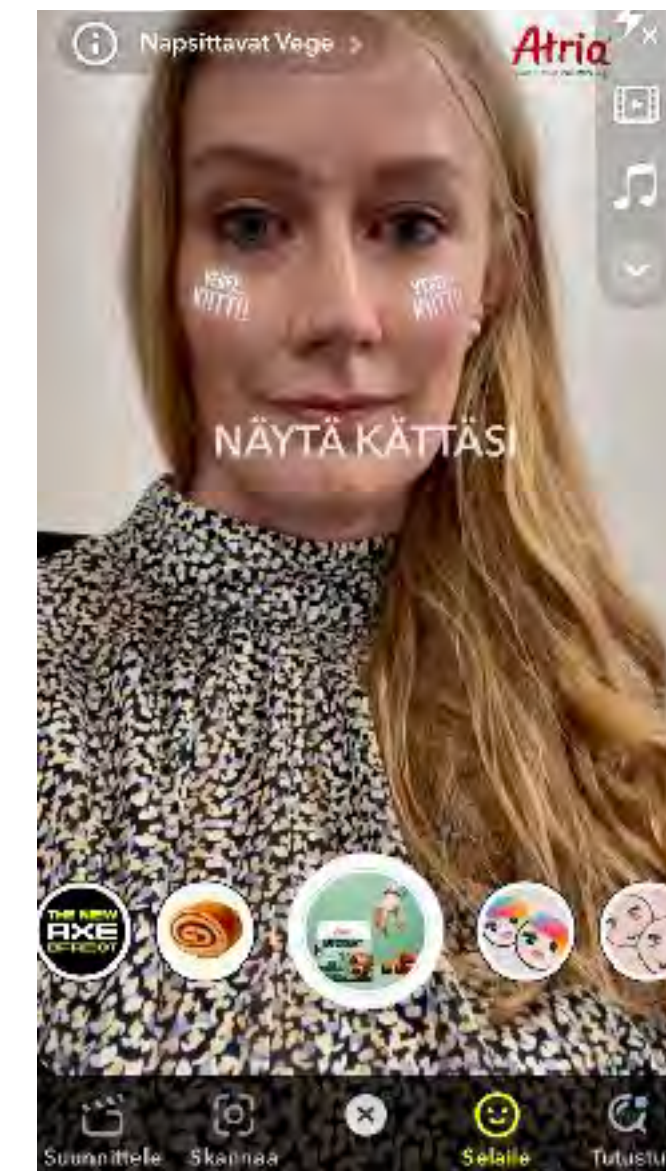
% Of Snapchatters Who Do Not Use *any* Other Platform on any Given Day



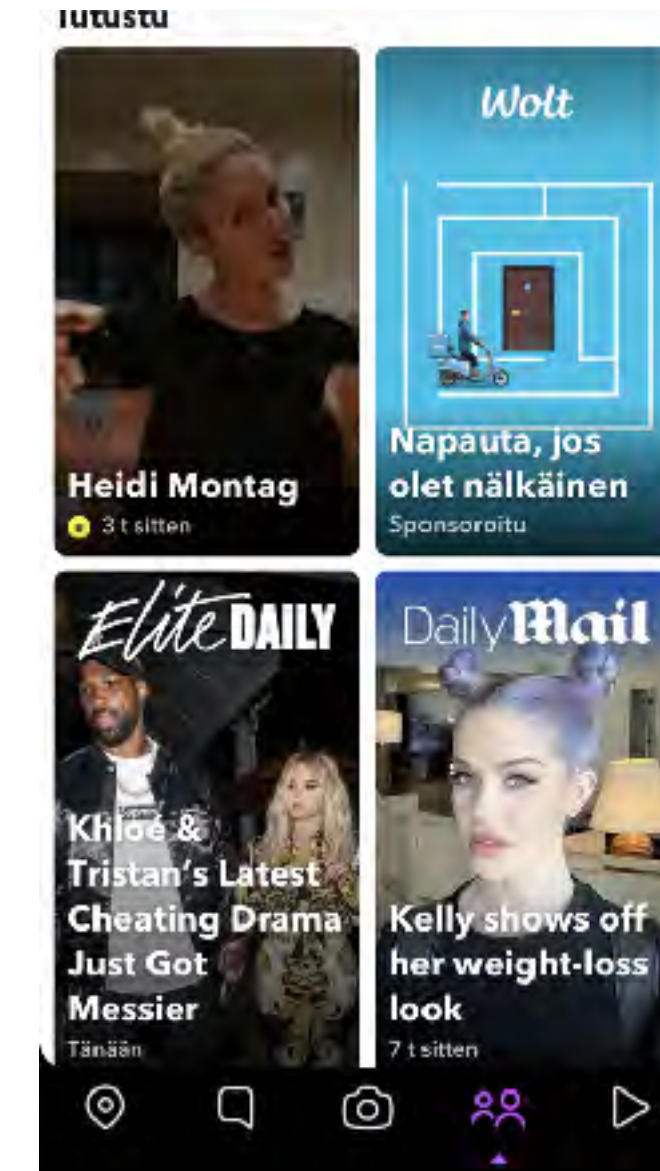
The Snapchat AUDIENCE is engaged.

Source: Snap Ads Manager Q1 2021 Data

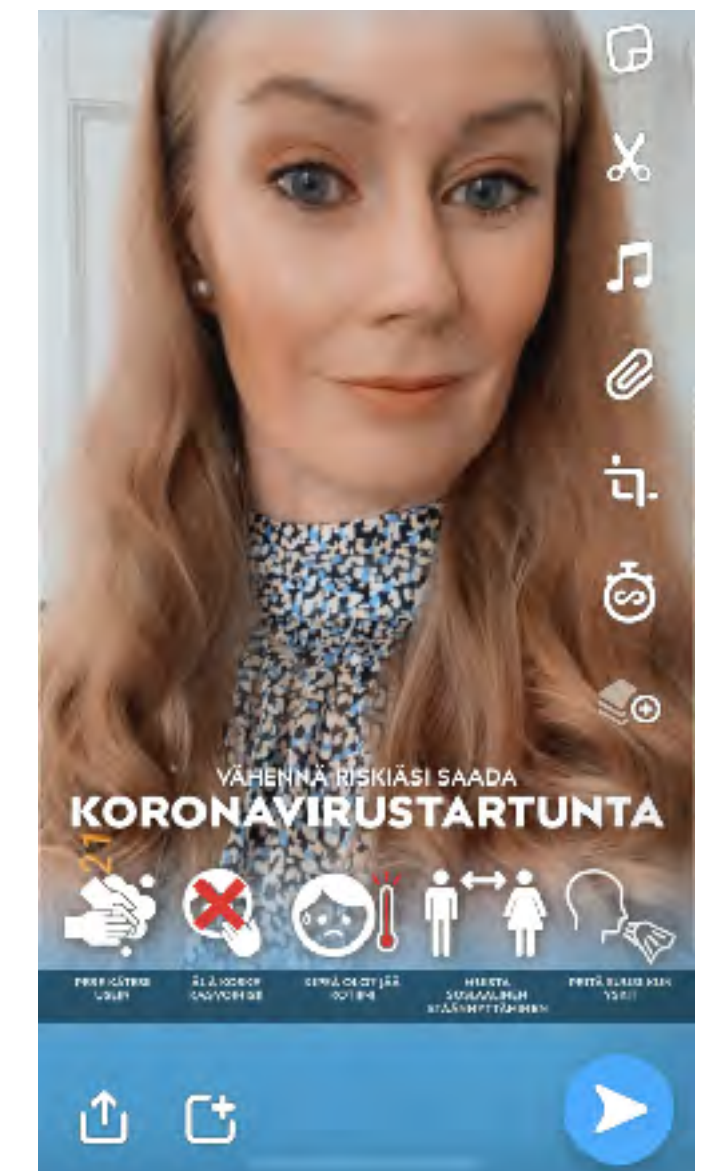
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80% are in the Lens
Carousel monthly,
and 60% sharer save
Lenses monthly



50% of Finland users
watch Discover
content monthly



60% are in the Filter
Carousel monthly,
and 40% share or
save filters monthly



We're leading the augmented reality revolution.

30x

AR Usage Per Day, Per Person

200M

Daily AR Users

1.5M

Lenses Created in Lens Studio

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¹ Snap Inc. internal data Q3 2019. See Snap Inc public filings with the SEC.

² Snap Inc. internal data Q4 2020.

³ Snap Inc. internal data Q3 2020.



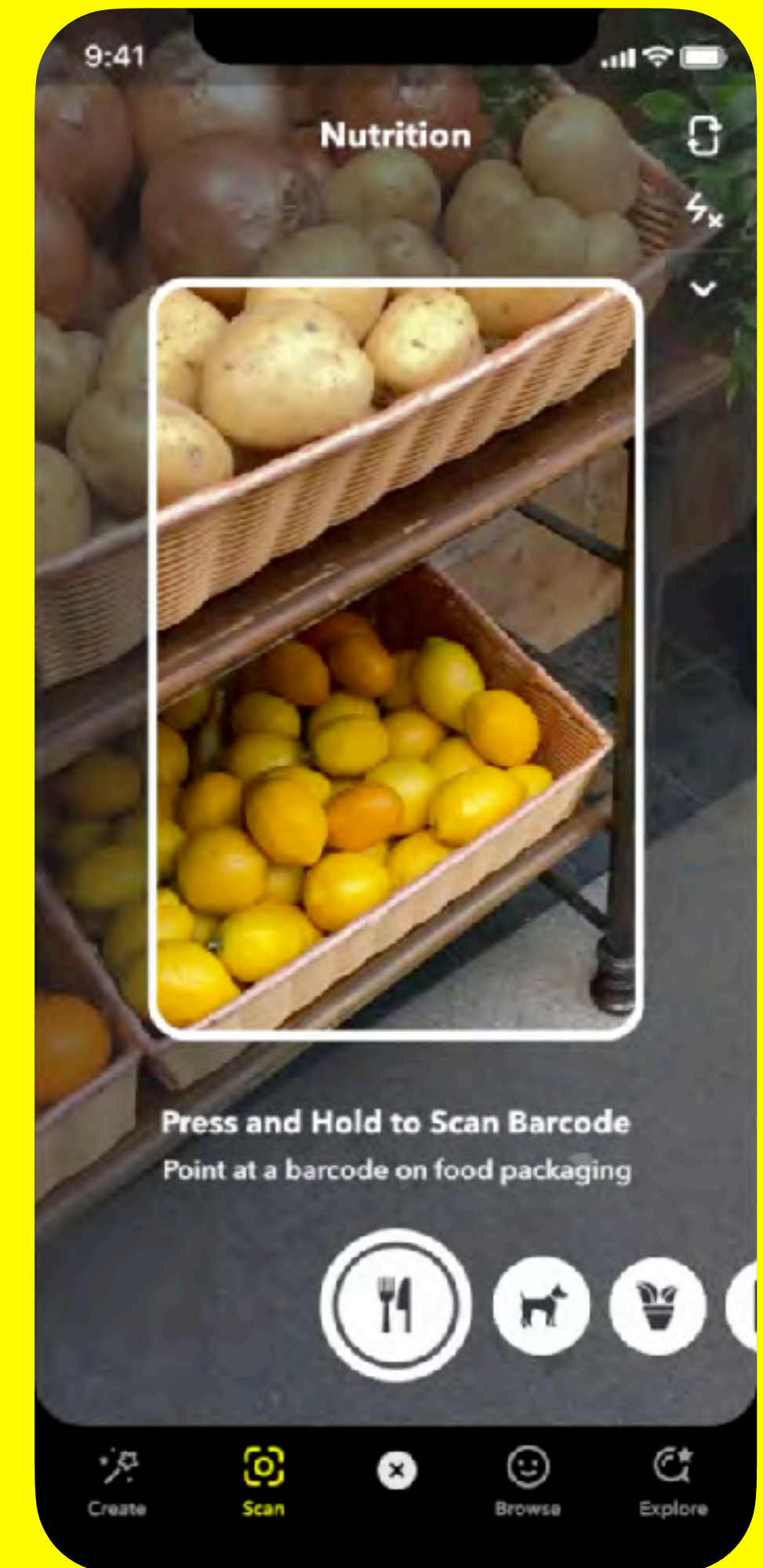
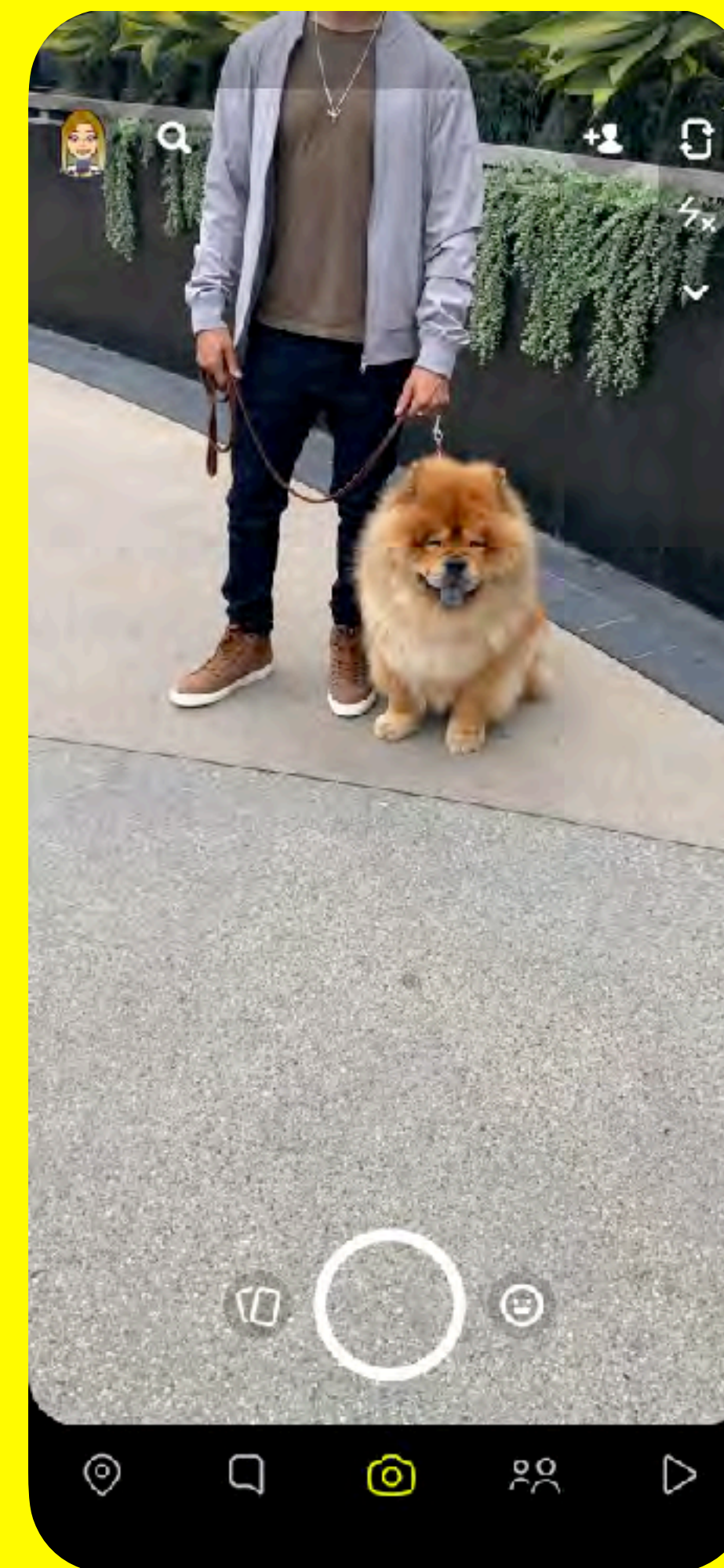
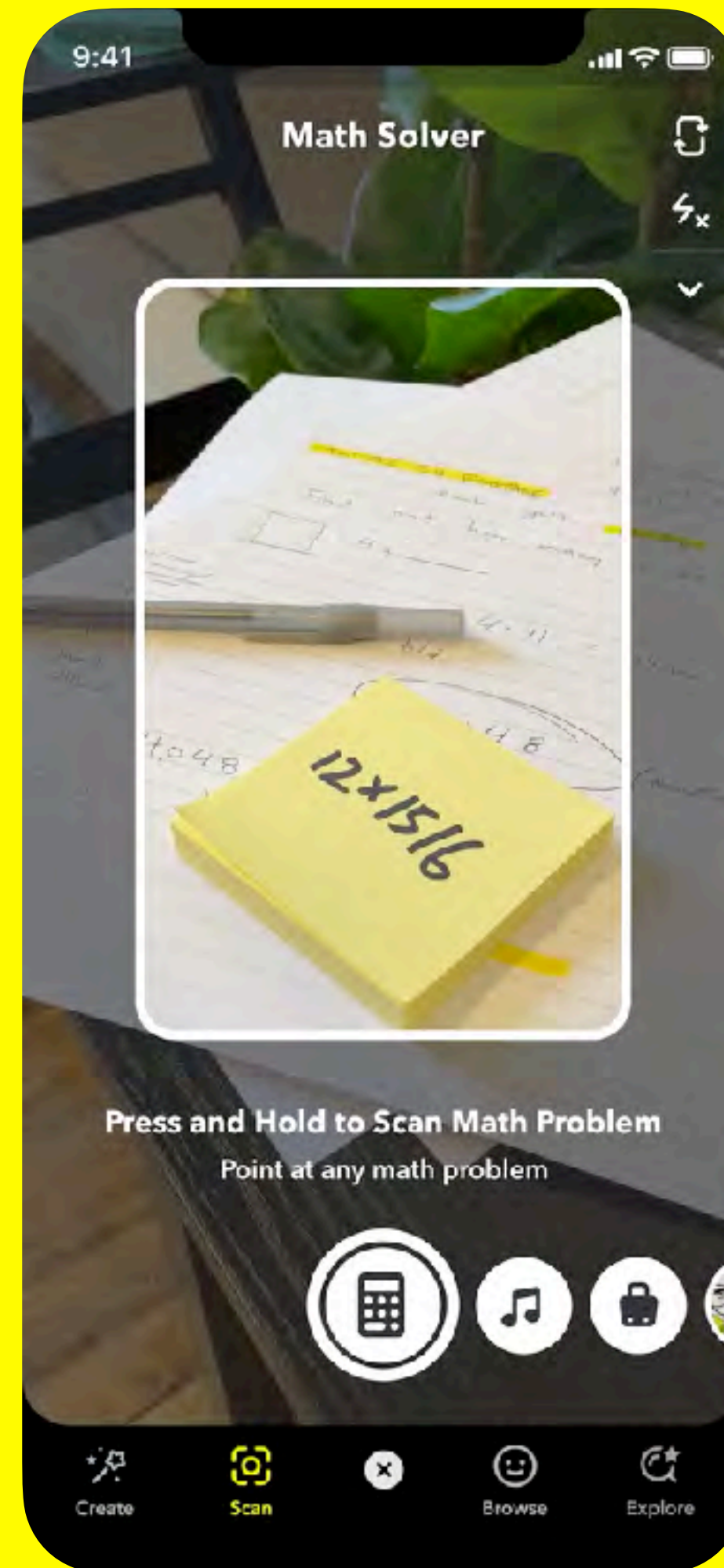
The Camera As a Utility

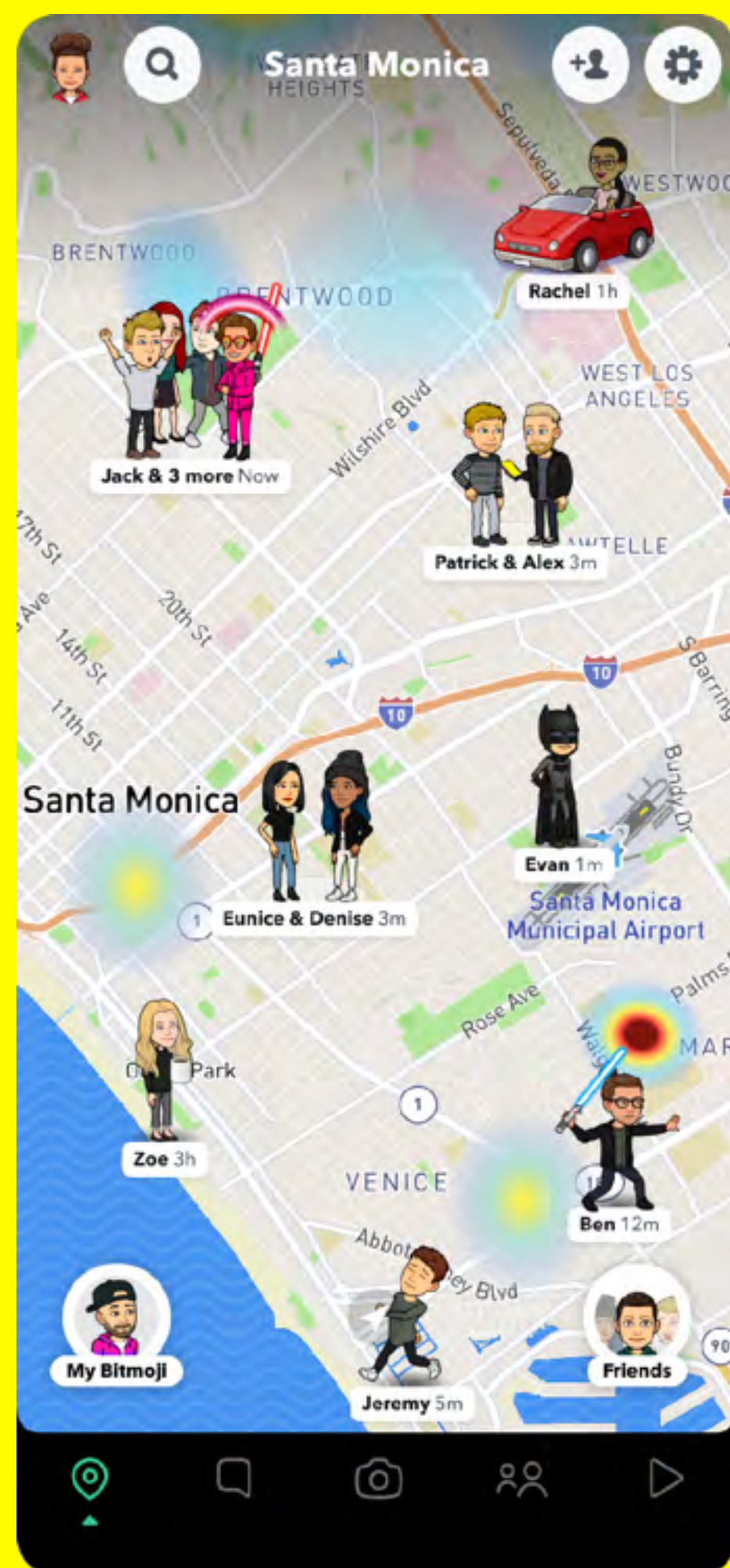


**Scan
me!**

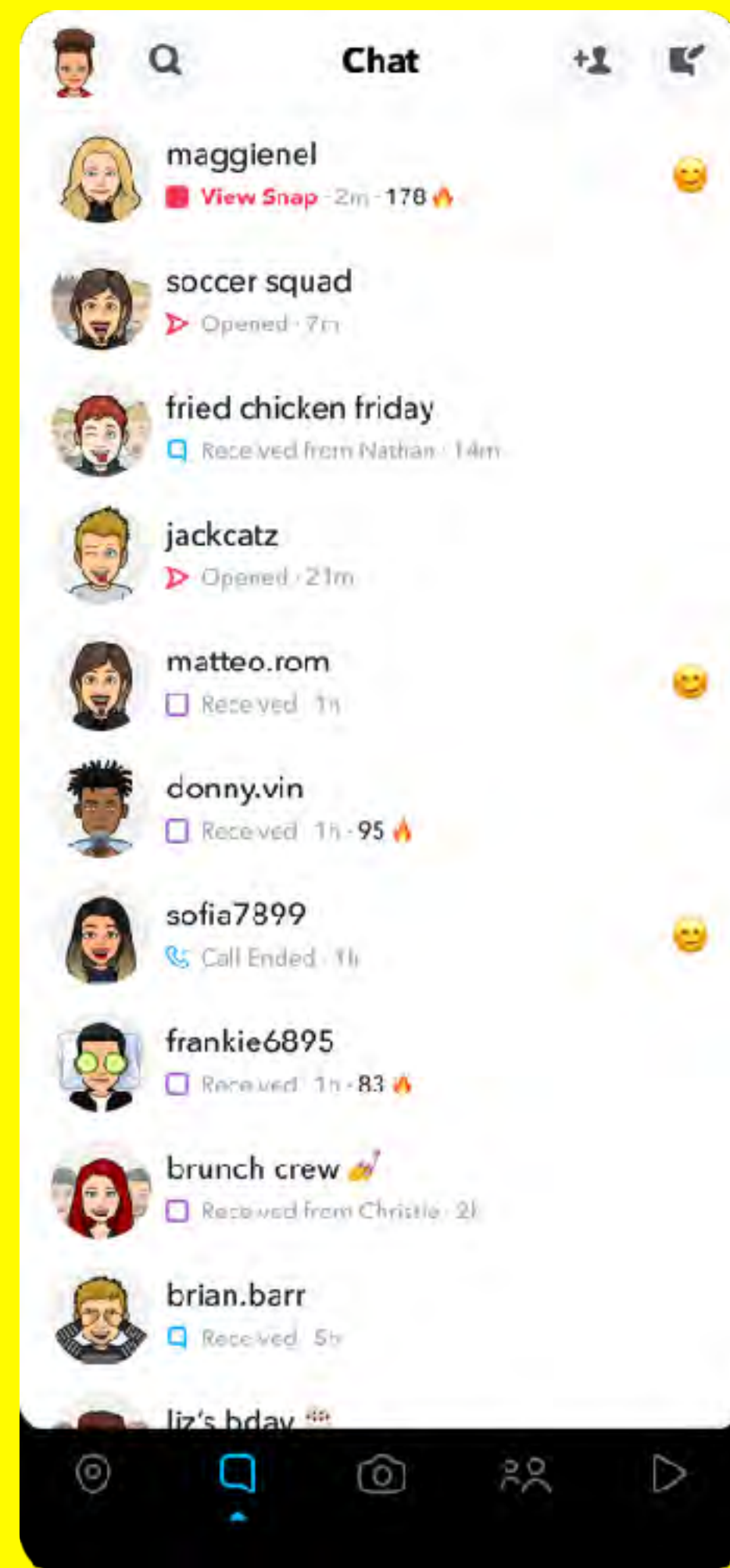


The Camera As a Utility

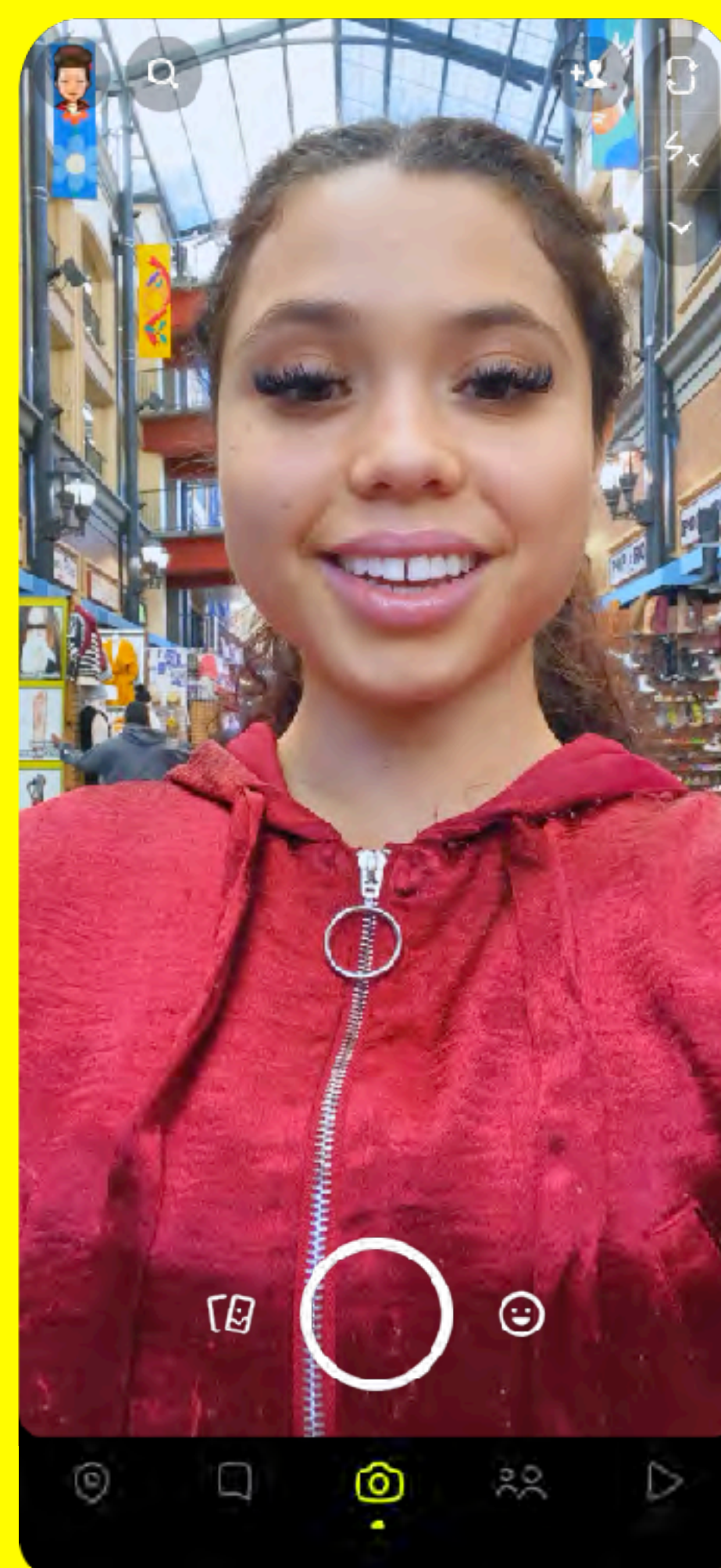




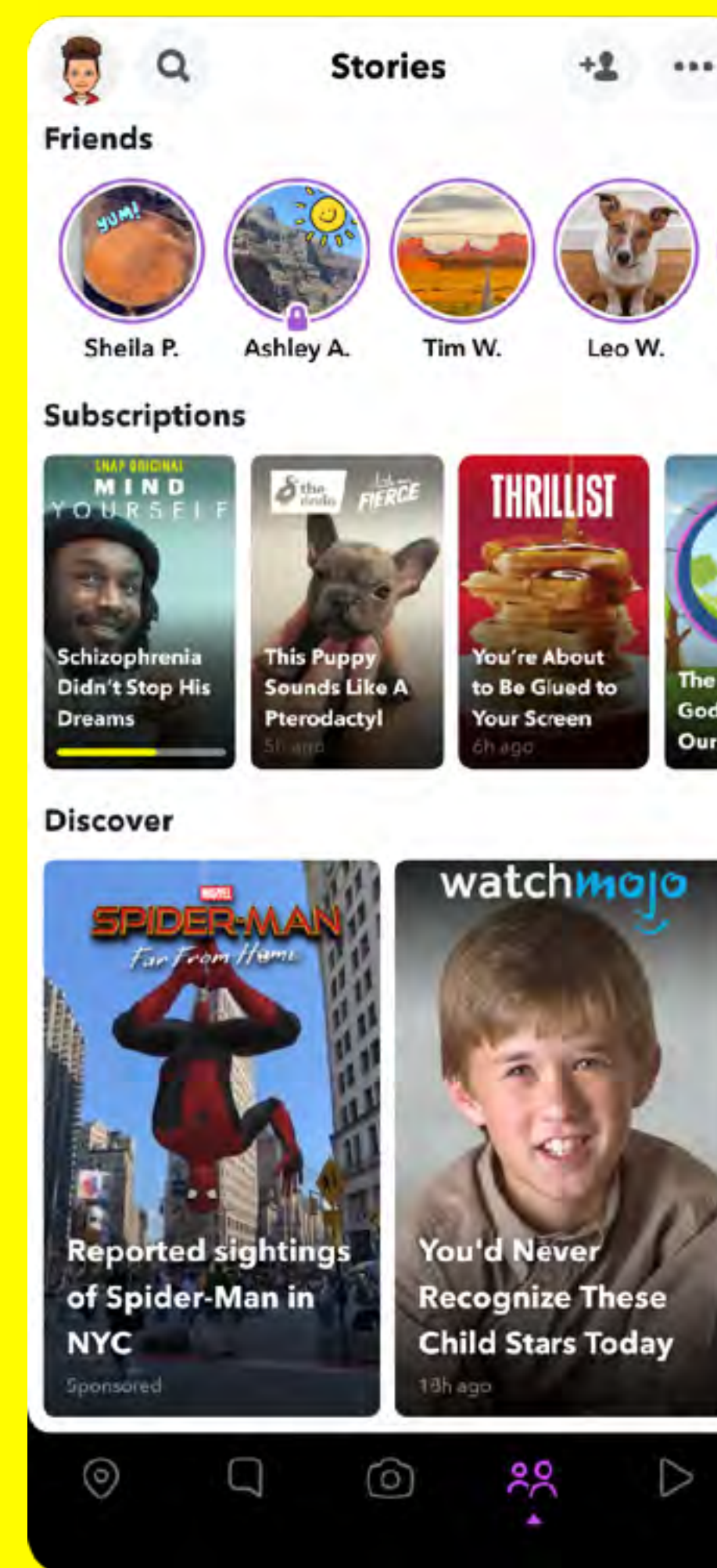
Map



Chat



Camera



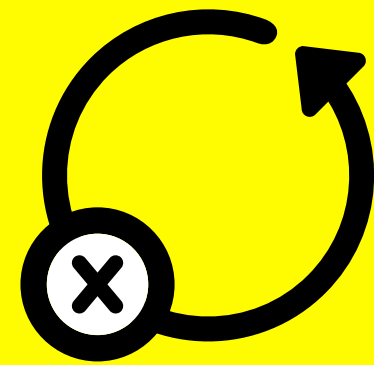
Stories



Spotlight



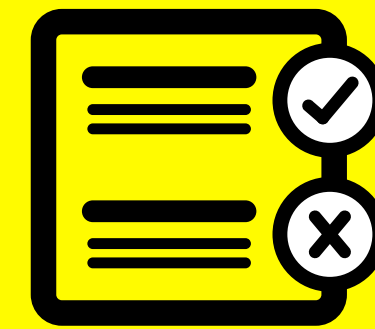
Safety + Privacy



Delete
by Default



No Public
Comments



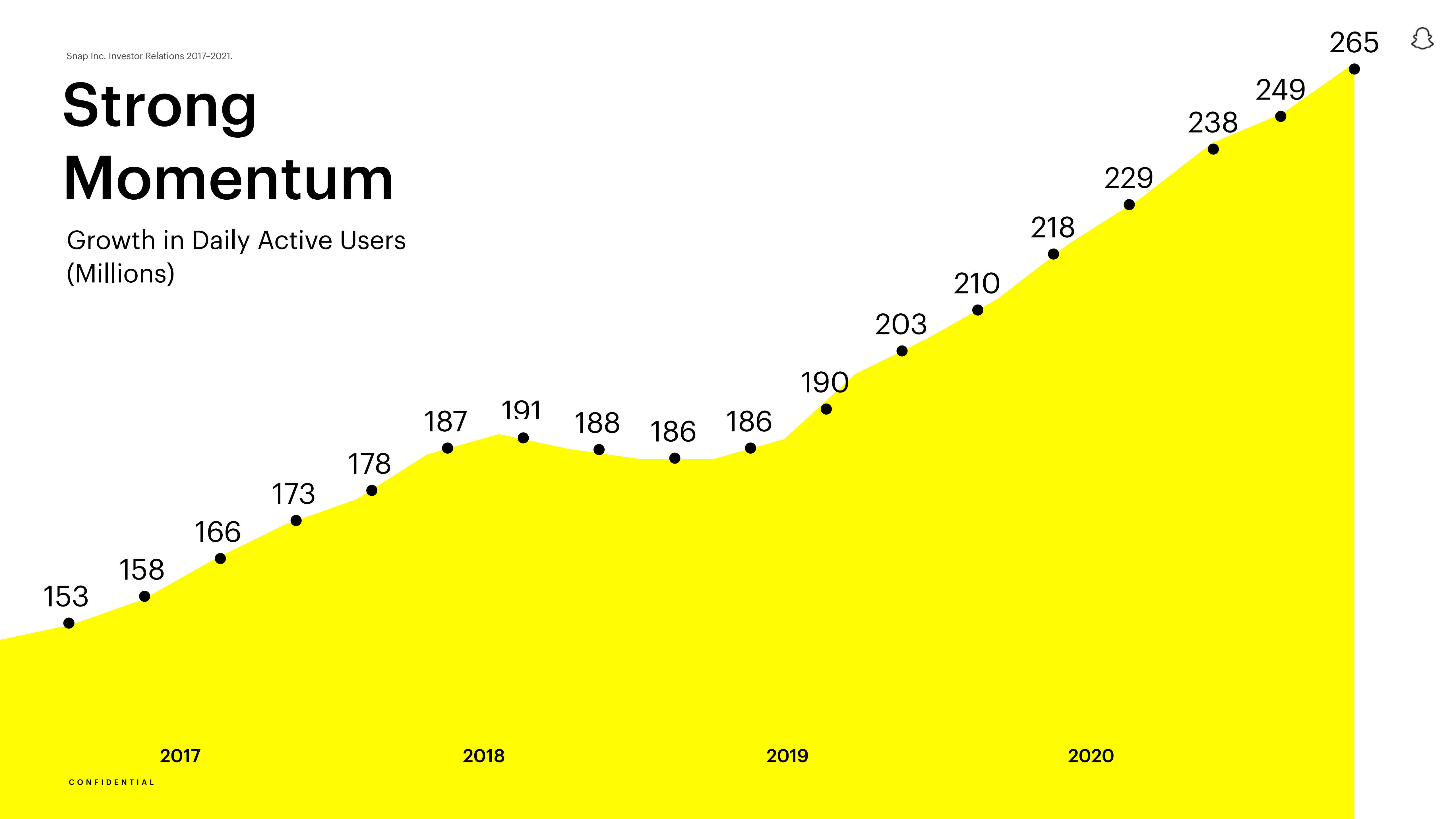
Clear, Enforced
Guidelines



95%
of Snapchatters say the app
makes them feel **HAPPY!**


Strong Momentum

Growth in Daily Active Users
(Millions)





Snapchat is
built for your business.
Return on Ad Spend

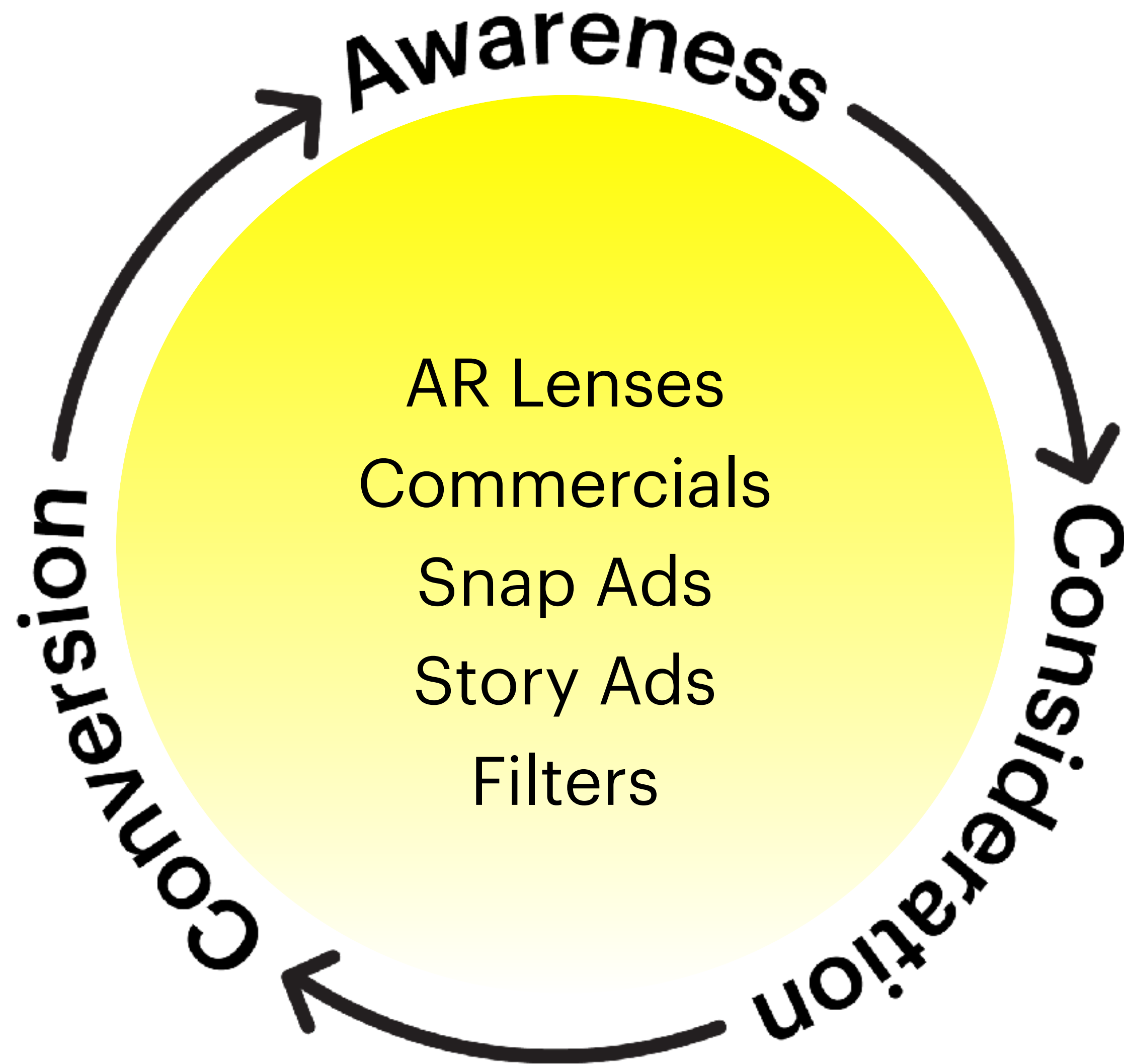


50%

of Snapchat's business is
direct response.

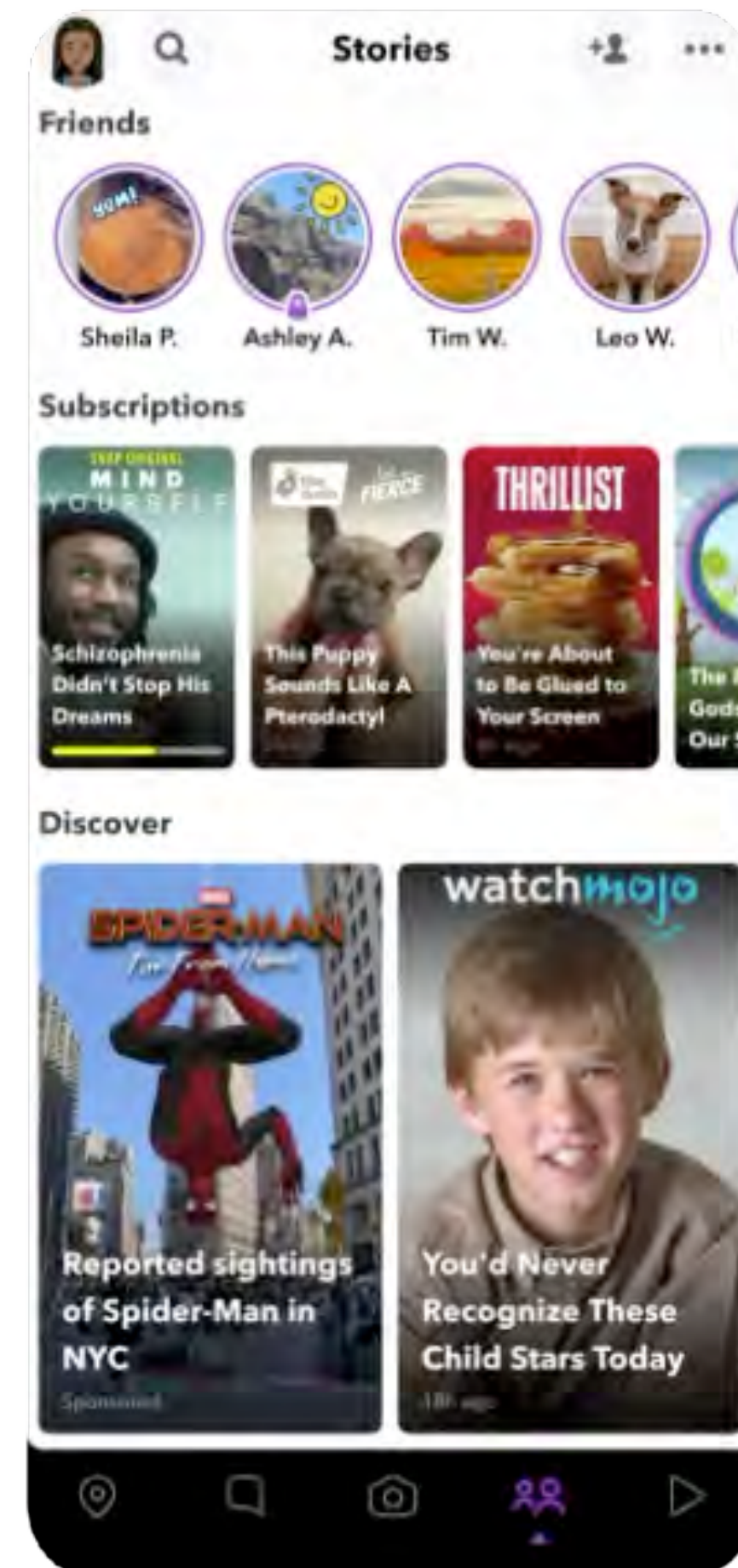
Snap Inc. internal data, Q1 2020.

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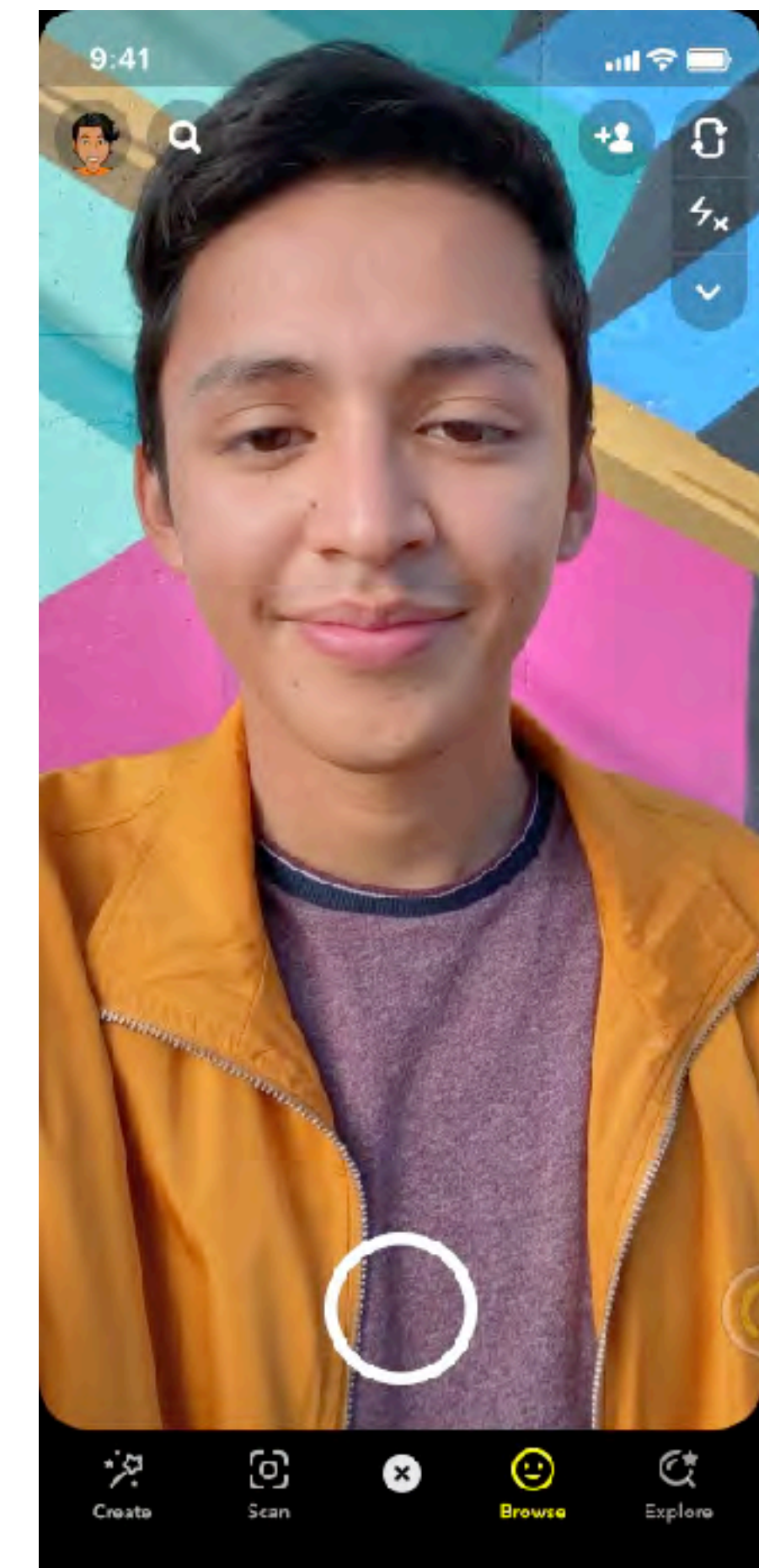


**Full suite of attention.
Full-funnel results.**

Where Your Stories Are Told



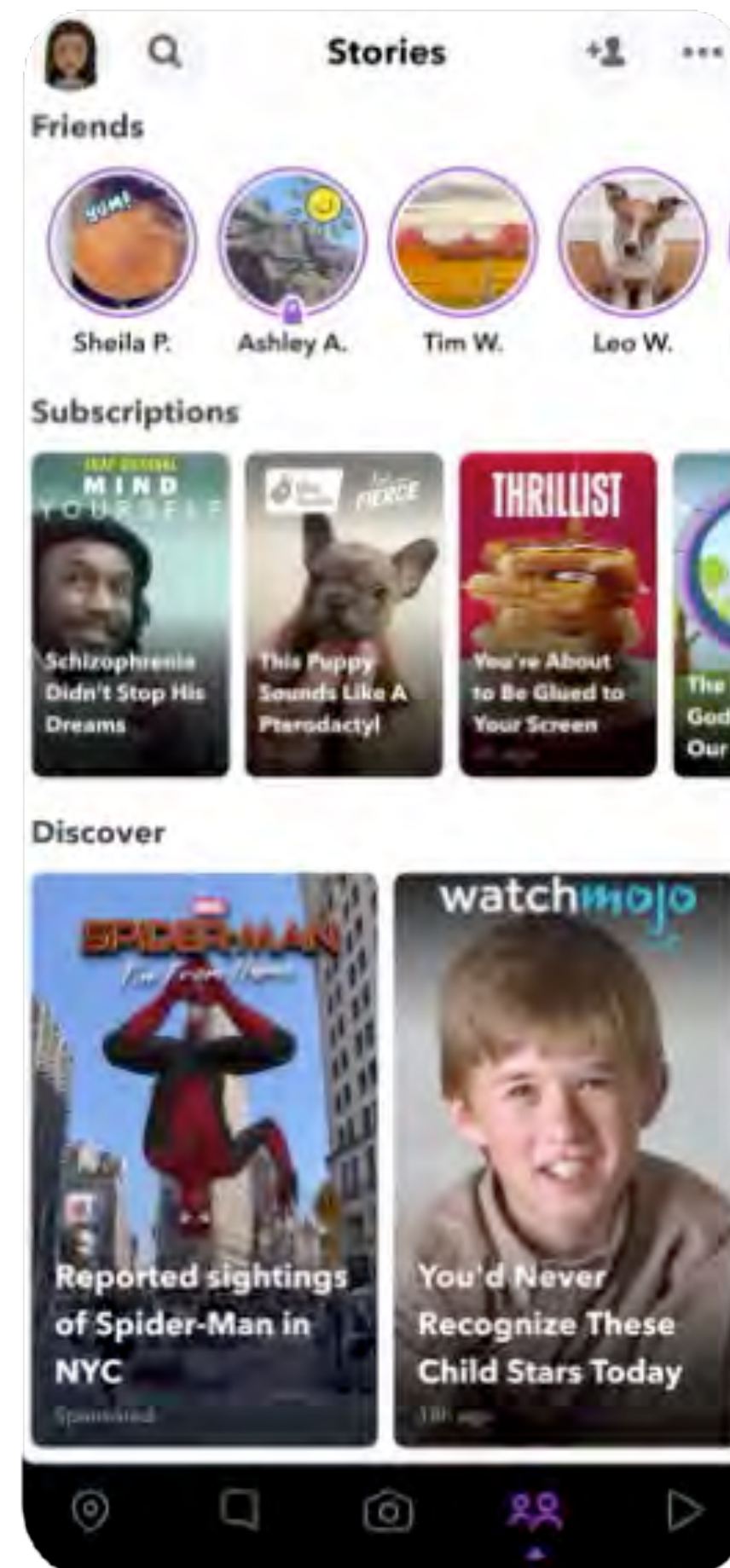
Within Content



In the Camera



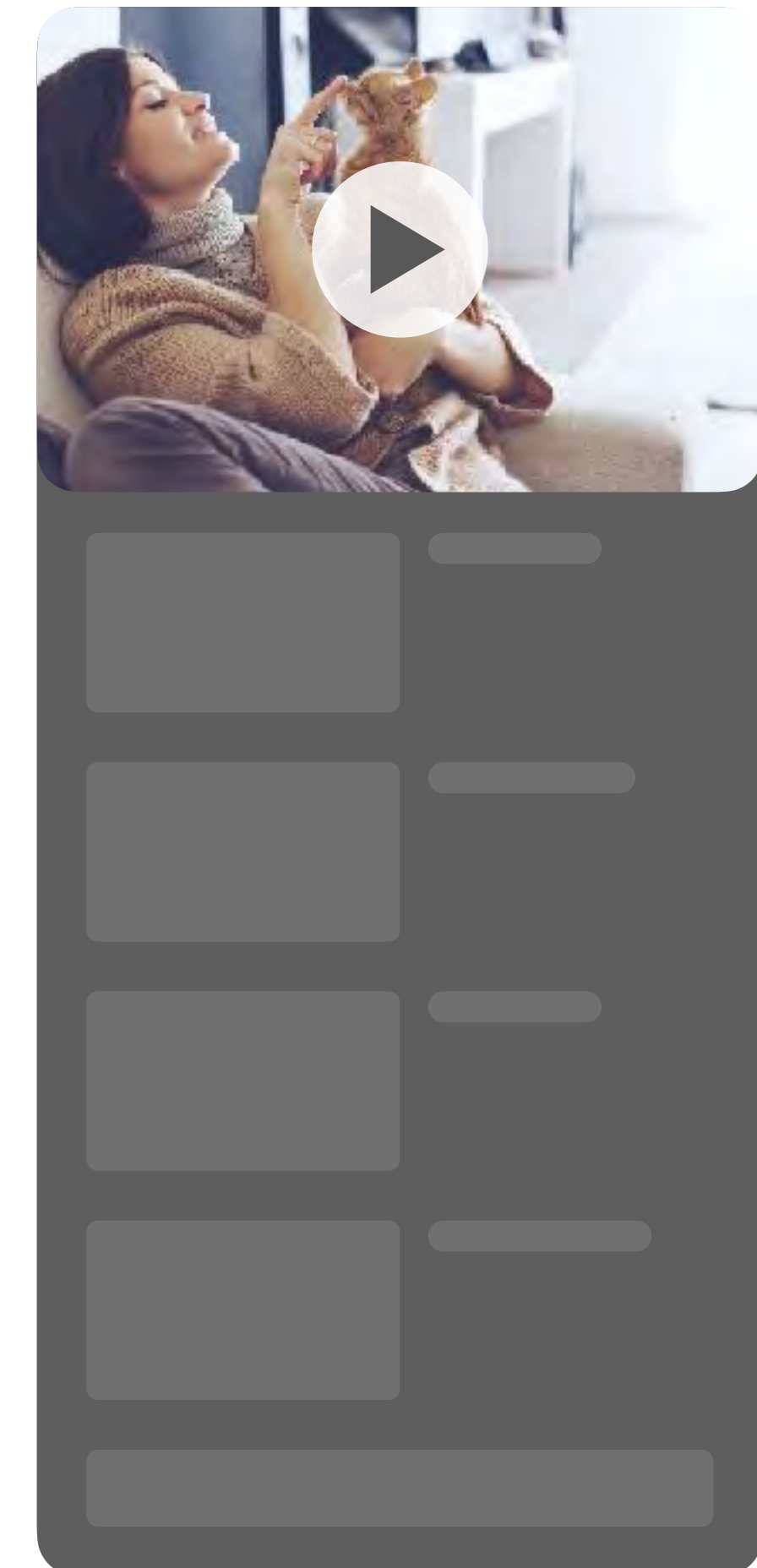
Full-Screen Power



Snapchat

BRAND
+13PT
AWARENESS

AD
+20PT
AWARENESS



Others

Brand
+6 pt

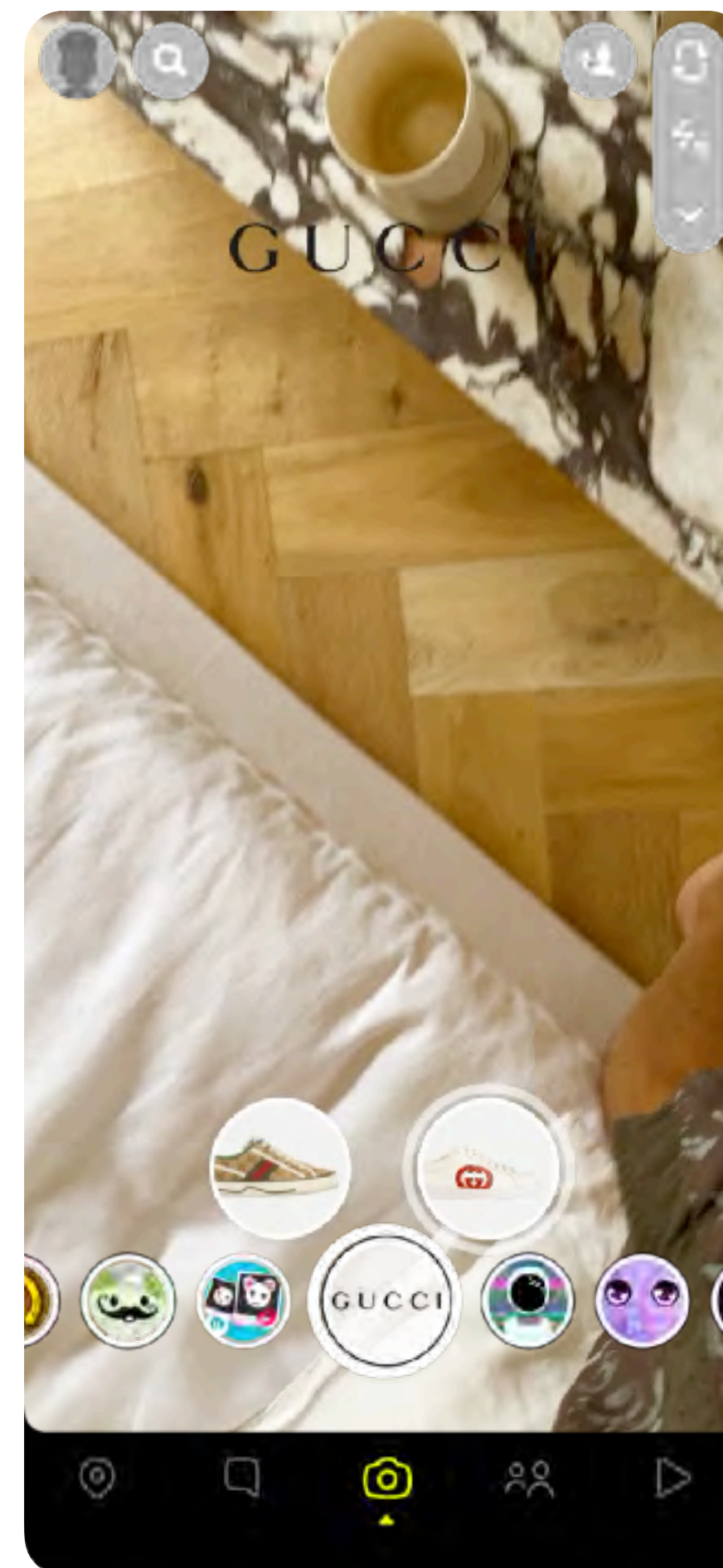
Ad
+4 pt



We fundamentally
believe every
business needs a
 strategy.

Empower
Snapchatters
to try anything
from... anywhere!

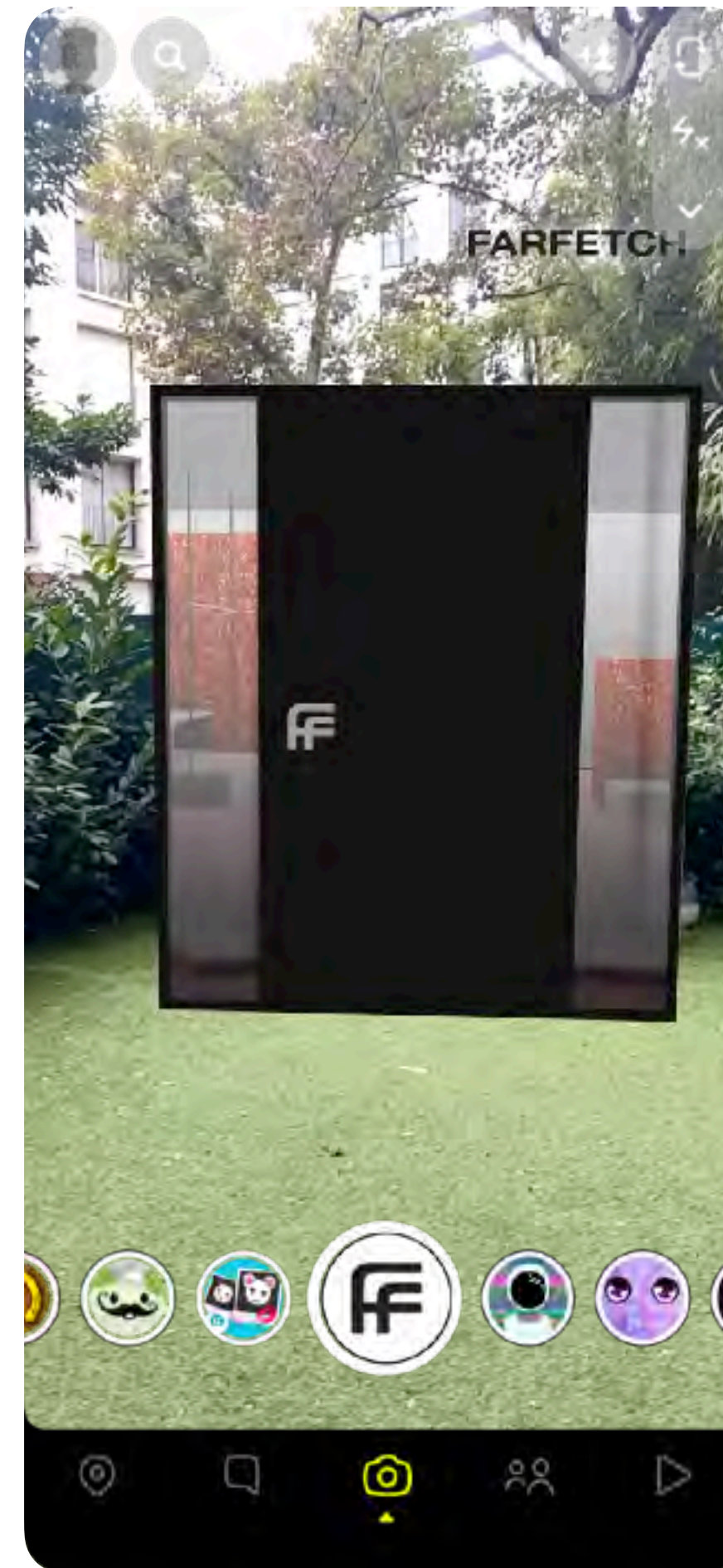
AR Try-On!!!





Help Snapchatters turn their home into a showroom.

Virtual Stores



**Real friends.
Real results.**

Regards.



Riina Peltonen
Snapchat Client Partner
peltonen@httpool.fi

