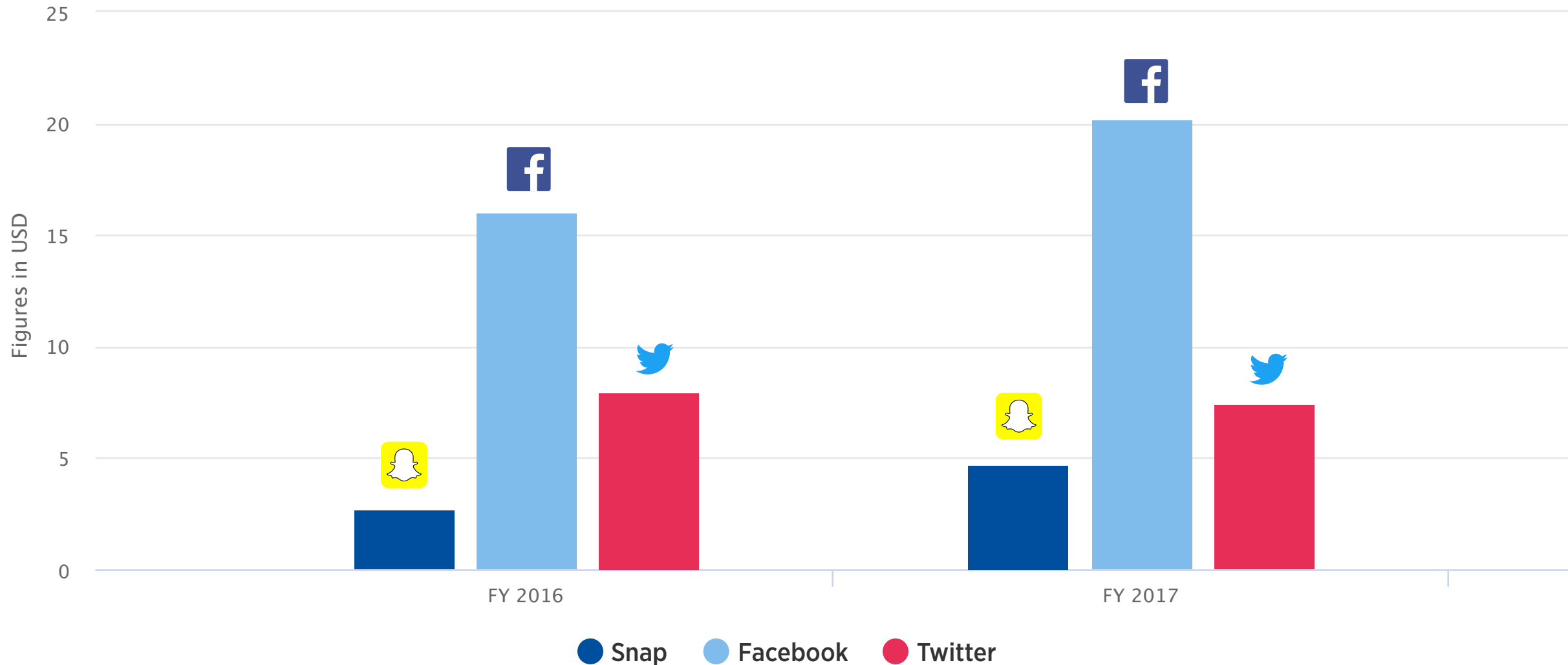


Snap, Facebook and Twitter's annual global ARPU



Source: Snap Inc. 10K Report FY2017; Facebook Inc. 10K Report FY2017; Twitter Q4 2017 results