



Selected Company Metrics and Financials

(in millions)	FY 2015				FY 2016				FY 2017	FY2014	FY2015	FY2016
	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17			
<b>Company Metrics</b>												
<b>Monthly Active Users (MAUs): Worldwide</b>	<b>302</b>	<b>304</b>	<b>307</b>	<b>305</b>	<b>310</b>	<b>313</b>	<b>317</b>	<b>319</b>	<b>328</b>	<b>288</b>	<b>305</b>	<b>319</b>
QoQ%	5%	1%	1%	0%	2%	1%	1%	1%	3%	N/A	N/A	N/A
YoY%	18%	12%	8%	6%	3%	3%	3%	4%	6%	20%	6%	4%
 MAUs: United States	 65	 65	 66	 65	 65	 66	 67	 67	 70	 63	 65	 67
QoQ%	3%	0%	1%	-2%	0%	1%	1%	0%	4%	N/A	N/A	N/A
YoY%	15%	9%	4%	3%	0%	1%	1%	3%	7%	17%	3%	3%
 MAUs: International	 236	 239	 241	 241	 245	 247	 250	 252	 259	 225	 241	 252
QoQ%	5%	1%	1%	0%	2%	1%	1%	1%	2%	N/A	N/A	N/A
YoY%	19%	13%	9%	7%	4%	4%	4%	5%	6%	21%	7%	5%
 <b>Ad Engagements (Growth)</b>												
QoQ%	-5%	21%	94%	13%	17%	28%	14%	48%	11%	N/A	N/A	N/A
YoY%	32%	53%	165%	153%	208%	226%	91%	151%	139%	175%	107%	152%
 <b>CPE (Growth)</b>												
QoQ%	-6%	-3%	-42%	11%	-29%	-21%	-10%	-21%	-33%	N/A	N/A	N/A
YoY%	30%	6%	-39%	-41%	-56%	-64%	-44%	-60%	-63%	-23%	-23%	-55%



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(\$ in 000's)

	FY 2015				FY 2016				FY 2017	Fiscal Year		
	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	FY2014	FY2015	FY2016
<b>Revenue Mix</b>												
<b>GAAP Revenue (Worldwide)</b>	<b>435,939</b>	<b>502,383</b>	<b>569,237</b>	<b>710,473</b>	<b>594,521</b>	<b>601,958</b>	<b>615,934</b>	<b>717,206</b>	<b>548,251</b>	<b>1,403,002</b>	<b>2,218,032</b>	<b>2,529,619</b>
QoQ%	-9%	15%	13%	25%	-16%	1%	2%	16%	-24%			
YoY%	74%	61%	58%	48%	36%	20%	8%	1%	-8%	111%	58%	14%
Advertising Revenue	388,211	452,278	512,867	640,680	530,741	534,524	544,966	637,821	473,780	1,255,688	1,994,036	2,248,052
QoQ%	-10%	17%	13%	25%	-17%	1%	2%	17%	-26%			
YoY%	72%	63%	60%	48%	37%	18%	6%	0%	-11%	111%	59%	13%
Data Licensing & Other	47,728	50,105	56,370	69,793	63,780	67,434	70,968	79,385	74,471	147,314	223,996	281,567
QoQ%	1%	5%	13%	24%	-9%	6%	5%	12%	-6%			
YoY%	95%	44%	37%	48%	34%	35%	26%	14%	17%	109%	52%	26%
<b>GAAP Revenue (United States)</b>	<b>288,928</b>	<b>321,191</b>	<b>369,856</b>	<b>463,265</b>	<b>390,267</b>	<b>360,676</b>	<b>373,954</b>	<b>439,879</b>	<b>340,584</b>	<b>945,720</b>	<b>1,443,240</b>	<b>1,564,776</b>
QoQ%	-8%	11%	15%	25%	-16%	-8%	4%	18%	-23%			
YoY%	60%	53%	54%	47%	35%	12%	1%	-5%	-13%	92%	53%	8%
% of Total GAAP Revenue	66%	64%	65%	65%	66%	60%	61%	61%	62%	67%	65%	62%
<b>GAAP Revenue (International)</b>	<b>147,011</b>	<b>181,192</b>	<b>199,381</b>	<b>247,208</b>	<b>204,254</b>	<b>241,282</b>	<b>241,980</b>	<b>277,327</b>	<b>207,667</b>	<b>457,282</b>	<b>774,792</b>	<b>964,843</b>
QoQ%	-10%	23%	10%	24%	-17%	18%	0%	15%	-25%			
YoY%	109%	78%	65%	51%	39%	33%	21%	12%	2%	165%	69%	25%
% of Total GAAP Revenue	34%	36%	35%	35%	34%	40%	39%	39%	38%	33%	35%	38%
<b>GAAP P&amp;L</b>												
<b>GAAP Revenue</b>	<b>435,939</b>	<b>502,383</b>	<b>569,237</b>	<b>710,473</b>	<b>594,521</b>	<b>601,958</b>	<b>615,934</b>	<b>717,206</b>	<b>548,251</b>	<b>1,403,002</b>	<b>2,218,032</b>	<b>2,529,619</b>
Cost of revenue	143,475	167,623	200,195	217,963	198,405	202,966	225,159	305,710	220,339	446,309	729,256	932,240
Research and development	189,746	198,907	207,937	210,058	155,794	178,511	177,049	202,128	128,728	691,543	806,648	713,482
Sales and marketing	183,557	201,948	208,797	277,189	236,171	236,619	224,436	260,603	169,594	614,110	871,491	957,829
General and administrative	65,777	64,909	57,545	72,442	63,267	70,238	67,379	92,392	69,868	189,906	260,673	293,276
<b>Loss from Operations</b>	<b>(146,616)</b>	<b>(131,004)</b>	<b>(105,237)</b>	<b>(67,179)</b>	<b>(59,116)</b>	<b>(86,376)</b>	<b>(78,089)</b>	<b>(143,627)</b>	<b>(40,278)</b>	<b>(538,866)</b>	<b>(450,036)</b>	<b>(367,208)</b>
Interest Expense	(24,319)	(24,437)	(25,239)	(24,183)	(24,893)	(24,934)	(24,860)	(25,281)	(25,409)	(35,918)	(98,178)	(99,968)
Other Income (expense), net	9,125	(695)	1,948	4,531	6,306	6,734	6,640	6,662	7,322	(3,567)	14,909	26,342
Provision (benefit) for Income Taxes	632	(19,473)	3,162	3,405	2,028	2,641	6,562	4,808	3,194	(531)	(12,274)	16,039
<b>Net Loss</b>	<b>(162,442)</b>	<b>(136,663)</b>	<b>(131,690)</b>	<b>(90,236)</b>	<b>(79,731)</b>	<b>(107,217)</b>	<b>(102,871)</b>	<b>(167,054)</b>	<b>(61,559)</b>	<b>(577,820)</b>	<b>(521,031)</b>	<b>(456,873)</b>
<b>Non-GAAP Financial Data</b>												
<b>Adjusted EBITDA</b>	<b>104,053</b>	<b>120,188</b>	<b>142,148</b>	<b>191,418</b>	<b>180,468</b>	<b>174,602</b>	<b>181,316</b>	<b>215,107</b>	<b>169,939</b>	<b>300,896</b>	<b>557,807</b>	<b>751,493</b>
Adjusted EBITDA margin	24%	24%	25%	27%	30%	29%	29%	30%	31%	21%	25%	30%
<b>Non-GAAP Net Income</b>	<b>46,508</b>	<b>48,518</b>	<b>66,984</b>	<b>114,619</b>	<b>102,723</b>	<b>92,928</b>	<b>91,741</b>	<b>118,604</b>	<b>82,404</b>	<b>101,071</b>	<b>276,629</b>	<b>405,996</b>
<b>Selected Balance Sheet Data</b>												
Cash, Cash Equivalents and Short-term Investments	3,557,208	3,560,570	3,489,194	3,495,348	3,576,410	3,588,158	3,664,183	3,774,579	3,943,677	3,621,878	3,495,348	3,774,579
Working Capital	3,799,796	3,845,586	3,835,781	3,875,753	3,966,144	3,932,401	4,007,815	4,068,175	4,206,340	3,862,059	3,875,753	4,068,175
Property and Equipment, net	599,751	651,017	699,502	735,299	746,713	758,837	803,305	783,901	782,421	557,019	735,299	783,901
Total Stockholders' Equity	3,687,097	4,231,184	4,274,163	4,368,047	4,477,486	4,556,853	4,629,332	4,604,935	4,690,376	3,626,403	4,368,047	4,604,935
<b>Adjusted Free Cash Flow</b>												
Cash Flows from operating activities	92,181	89,979	101,668	99,238	162,764	214,556	189,192	196,543	203,448	81,796	383,066	763,055
Purchases of property and equipment	(67,735)	(92,605)	(106,476)	(80,464)	(59,148)	(39,087)	(72,317)	(48,105)	(39,881)	(201,630)	(347,280)	(218,657)
Equipment purchases under capital leases	4,821	5,723	13,692	6,979	4,349	21,573	37,100	37,259	37,434	140,685	31,215	100,281
<b>Adjusted Free Cash Flow</b>	<b>19,625</b>	<b>(8,349)</b>	<b>(18,500)</b>	<b>11,795</b>	<b>99,267</b>	<b>153,896</b>	<b>79,775</b>	<b>111,179</b>	<b>126,133</b>	<b>(260,519)</b>	<b>4,571</b>	<b>444,117</b>
<b>Selected Cash Flow Supplemental Disclosures</b>												
Cash Flows from investing activities	59,219	(814,755)	(79,126)	(67,759)	(28,418)	(284,913)	(97,105)	(187,572)	19,020	(1,097,272)	(902,421)	(598,008)
Cash Flows from financing activities	(35,971)	(4,881)	(27,358)	5,212	(24,079)	(9,604)	(27,851)	(22,441)	(23,652)	1,691,722	(62,998)	(83,975)



(\$ in 000's)

	FY 2015				FY 2016				FY 2017	Fiscal Year		
	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	FY2014	FY2015	FY2016
<b>Reconciliation of Net Loss to Adjusted EBITDA</b>												
<b>Net Loss</b>	<b>(162,442)</b>	<b>(136,663)</b>	<b>(131,690)</b>	<b>(90,236)</b>	<b>(79,731)</b>	<b>(107,217)</b>	<b>(102,871)</b>	<b>(167,054)</b>	<b>(61,559)</b>	<b>(577,820)</b>	<b>(521,031)</b>	<b>(456,873)</b>
Stock-based Compensation Expense	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	116,997	631,597	682,118	615,233
Depreciation and amortization expense	67,864	76,049	81,464	87,446	88,621	93,283	100,878	119,390	102,792	208,165	312,823	402,172
Interest and other expense (income)	15,194	25,132	23,291	19,652	18,587	18,200	18,220	18,619	18,087	39,485	83,269	73,626
Provision (benefit) for income taxes	632	(19,473)	3,162	3,405	2,028	2,641	6,562	4,808	3,194	(531)	(12,274)	16,039
Restructuring charges and one-time nonrecurring gain	0	0	0	12,902	47	0	0	101,249	(9,572)	0	12,902	101,296
<b>Adjusted EBITDA</b>	<b>104,053</b>	<b>120,188</b>	<b>142,148</b>	<b>191,418</b>	<b>180,468</b>	<b>174,602</b>	<b>181,316</b>	<b>215,107</b>	<b>169,939</b>	<b>300,896</b>	<b>557,807</b>	<b>751,493</b>
<b>Reconciliation of Net Loss to Non-GAAP Net Loss</b>												
<b>Net Loss</b>	<b>(162,442)</b>	<b>(136,663)</b>	<b>(131,690)</b>	<b>(90,236)</b>	<b>(79,731)</b>	<b>(107,217)</b>	<b>(102,871)</b>	<b>(167,054)</b>	<b>(61,559)</b>	<b>(577,820)</b>	<b>(521,031)</b>	<b>(456,873)</b>
Stock-based Compensation Expense	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	116,997	631,597	682,118	615,233
Amortization of acquired intangible assets	10,795	13,965	14,481	15,418	12,730	12,816	16,572	27,220	16,191	36,563	54,659	69,338
Non-cash interest expense related to convertible notes	16,638	17,006	17,495	18,046	18,370	18,570	18,650	19,070	19,248	18,823	69,185	74,660
Non-cash expense related to acquisition	0	926	0	0	0	0	0	0	0	0	926	0
Income tax effects related to acquisitions	(1,288)	(21,859)	777	240	391	1,064	863	24	1,099	(8,092)	(22,130)	2,342
Restructuring charges and one-time nonrecurring gain	0	0	0	12,902	47	0	0	101,249	(9,572)	0	12,902	101,296
<b>Non-GAAP net income</b>	<b>46,508</b>	<b>48,518</b>	<b>66,984</b>	<b>114,619</b>	<b>102,723</b>	<b>92,928</b>	<b>91,741</b>	<b>118,604</b>	<b>82,404</b>	<b>101,071</b>	<b>276,629</b>	<b>405,996</b>
<b>Stock-based compensation expense by function</b>												
<b>Total Stock-based Compensation expense</b>	<b>182,805</b>	<b>175,143</b>	<b>165,921</b>	<b>158,249</b>	<b>150,916</b>	<b>167,695</b>	<b>158,527</b>	<b>138,095</b>	<b>116,997</b>	<b>631,597</b>	<b>682,118</b>	<b>615,233</b>
Cost of revenue	12,886	10,486	8,973	8,360	7,968	7,858	7,165	6,511	5,952	50,536	40,705	29,502
Research and development	103,036	103,121	100,673	94,707	75,579	90,916	87,163	81,840	64,386	360,726	401,537	335,498
Sales and marketing	42,658	39,607	37,889	36,750	46,101	45,856	41,227	27,751	25,089	157,263	156,904	160,935
General and administrative	24,225	21,929	18,386	18,432	21,268	23,065	22,972	21,993	21,570	63,072	82,972	89,298