



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	Q2'17			
Company Metrics													
Monthly Active Users (MAUs): Worldwide	302	304	307	305	310	313	317	319	328	328	288	305	319
QoQ%	5%	1%	1%	0%	2%	1%	1%	1%	3%	0%	N/A	N/A	N/A
YoY%	18%	12%	8%	6%	3%	3%	3%	4%	6%	5%	20%	6%	5%
MAUs: United States	65	65	66	65	65	66	67	67	70	68	63	65	67
QoQ%	3%	0%	1%	-2%	0%	1%	1%	0%	4%	-2%	N/A	N/A	N/A
YoY%	15%	9%	4%	3%	0%	1%	1%	3%	7%	4%	17%	3%	3%
MAUs: International	236	239	241	241	245	247	250	252	259	260	225	241	252
QoQ%	5%	1%	1%	0%	2%	1%	1%	1%	2%	0%	N/A	N/A	N/A
YoY%	19%	13%	9%	7%	4%	4%	4%	5%	6%	5%	21%	7%	5%
Ad Engagements (Growth)													
QoQ%	-5%	21%	94%	13%	17%	28%	14%	48%	11%	4%	N/A	N/A	N/A
YoY%	32%	53%	165%	153%	208%	226%	91%	151%	139%	95%	175%	107%	152%
CPE (Growth)													
QoQ%	-6%	-3%	-42%	11%	-29%	-21%	-10%	-21%	-33%	-1%	N/A	N/A	N/A
YoY%	30%	6%	-39%	-41%	-56%	-64%	-44%	-60%	-63%	-53%	-23%	-23%	-55%



(\$ 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	Q2'17	FY2014	FY2015	FY2016
Revenue Mix													
GAAP Revenue (Worldwide)	435,939	502,383	569,237	710,473	594,521	601,958	615,934	717,206	548,251	573,855	1,403,002	2,218,032	2,529,619
QoQ%	-9%	15%	13%	25%	-16%	1%	2%	16%	-24%	5%			
YoY%	74%	61%	58%	48%	36%	20%	8%	1%	-8%	-5%	111%	58%	14%
Advertising Revenue	388,211	452,278	512,867	640,680	530,741	534,524	544,966	637,821	473,780	489,148	1,255,688	1,994,036	2,248,052
QoQ%	-10%	17%	13%	25%	-17%	1%	2%	17%	-26%	3%			
YoY%	72%	63%	60%	48%	37%	18%	6%	0%	-11%	-8%	111%	59%	13%
Data Licensing & Other	47,728	50,105	56,370	69,793	63,780	67,434	70,968	79,385	74,471	84,707	147,314	223,996	281,567
QoQ%	1%	5%	13%	24%	-9%	6%	5%	12%	-6%	14%			
YoY%	95%	44%	37%	48%	34%	35%	26%	14%	17%	26%	109%	52%	26%
GAAP Revenue (United States)	288,928	321,191	369,856	463,265	390,267	360,676	373,954	439,879	340,584	334,675	945,720	1,443,240	1,564,776
QoQ%	-8%	11%	15%	25%	-16%	-8%	4%	18%	-23%	-2%			
YoY%	60%	53%	54%	47%	35%	12%	1%	-5%	-13%	-7%	92%	53%	8%
% of Total GAAP Revenue	66%	64%	65%	65%	66%	60%	61%	61%	62%	58%	67%	65%	62%
GAAP Revenue (International)	147,011	181,192	199,381	247,208	204,254	241,282	241,980	277,327	207,667	239,180	457,282	774,792	964,843
QoQ%	-10%	23%	10%	24%	-17%	18%	0%	15%	-25%	15%			
YoY%	109%	78%	65%	51%	39%	33%	21%	12%	2%	-1%	165%	69%	25%
% of Total GAAP Revenue	34%	36%	35%	35%	34%	40%	39%	39%	38%	42%	33%	35%	38%
GAAP P&L													
GAAP Revenue	435,939	502,383	569,237	710,473	594,521	601,958	615,934	717,206	548,251	573,855	1,403,002	2,218,032	2,529,619
Cost of revenue	143,475	167,623	200,195	217,963	198,405	202,966	225,159	305,710	220,339	212,908	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	143,171	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	185,296	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	70,839	189,906	260,673	293,276
Loss from Operations	(146,616)	(131,004)	(105,237)	(67,179)	(59,116)	(86,376)	(78,089)	(143,627)	(40,278)	(38,359)	(538,866)	(450,036)	(367,208)
Interest Expense	(24,319)	(24,437)	(25,239)	(24,183)	(24,893)	(24,934)	(24,860)	(25,281)	(25,409)	(26,396)	(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	(48,320)	(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	3,413	(531)	(12,274)	16,039
Net Loss	(162,442)	(136,663)	(131,690)	(90,236)	(79,731)	(107,217)	(102,871)	(167,054)	(61,559)	(116,488)	(577,820)	(521,031)	(456,873)
Non-GAAP Financial Data													
Adjusted EBITDA	104,053	120,188	142,148	191,418	180,468	174,602	181,316	215,107	169,939	177,874	300,896	557,807	751,493
Adjusted EBITDA margin	24%	24%	25%	27%	30%	29%	29%	30%	31%	31%	21%	25%	30%
Non-GAAP Net Income	30,510	32,070	43,702	74,204	65,747	59,538	61,387	77,734	53,234	56,370	68,438	180,486	264,407
Selected Balance Sheet Data													
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	4,079,912	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	4,345,524	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	781,272	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	4,783,896	3,626,403	4,368,047	4,604,935
Adjusted Free Cash Flow													
Cash Flows from operating activities	92,181	89,979	101,668	99,238	162,764	214,556	189,192	196,543	203,448	189,707	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)	(43,336)	(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	33,492	140,685	31,215	100,281
Adjusted Free Cash Flow	19,625	(8,349)	(18,500)	11,795	99,267	153,896	79,775	111,179	126,133	112,879	(260,519)	4,571	444,117
Selected Cash Flow Supplemental Disclosures													
Cash Flows from investing activities	59,219	(814,755)	(79,126)	(67,759)	(28,418)	(284,913)	(97,105)	(187,572)	19,020	(82,088)	(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)	(15,171)	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	Q2'17	FY2014	FY2015	FY2016
Reconciliation of Net Loss to Adjusted EBITDA													
Net Loss	(162,442)	(136,663)	(131,690)	(90,236)	(79,731)	(107,217)	(102,871)	(167,054)	(61,559)	(116,488)	(577,820)	(521,031)	(456,873)
Stock-based Compensation Expense	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	116,997	113,396	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	103,063	208,165	312,823	402,172
Interest and other expense (income), net	15,194	25,132	23,291	19,652	18,587	18,200	18,220	18,619	18,087	74,716	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	3,413	(531)	(12,274)	16,039
Restructuring charges and one-time nonrecurring gain	0	0	0	12,902	47	0	0	101,249	(9,572)	(226)	0	12,902	101,296
Adjusted EBITDA	104,053	120,188	142,148	191,418	180,468	174,602	181,316	215,107	169,939	177,874	300,896	557,807	751,493
Reconciliation of Net Loss to Non-GAAP Net Income [New Methodology] **													
Net loss	(162,442)	(136,663)	(131,690)	(90,236)	(79,731)	(107,217)	(102,871)	(167,054)	(61,559)	(116,488)	(577,820)	(521,031)	(456,873)
Exclude: Provision (benefit) for income taxes	632	(19,473)	3,162	3,405	2,028	2,641	6,562	4,808	3,194	3,413	(531)	(12,274)	16,039
Loss before income taxes	(161,810)	(156,136)	(128,528)	(86,831)	(77,703)	(104,576)	(96,309)	(162,246)	(58,365)	(113,075)	(578,351)	(533,305)	(440,834)
Stock-based compensation expense	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	116,997	113,396	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	14,340	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	20,041	18,823	69,185	74,660
Non-cash expense related to acquisition	0	926	0	0	0	0	0	0	0	0	0	926	0
Impairment of investments in privately-held companies	0	0	0	0	0	0	0	0	0	55,000	0	0	0
Restructuring charges and one-time nonrecurring gain	0	0	0	12,902	47	0	0	101,249	(9,572)	(226)	0	12,902	101,296
Non-GAAP income before income taxes	48,428	50,904	69,369	117,784	104,360	94,505	97,440	123,388	84,499	89,476	108,632	286,485	419,693
Non-GAAP provision for income taxes	17,918	18,834	25,667	43,580	38,613	34,967	36,053	45,654	31,265	33,106	40,194	105,999	155,286
Non-GAAP net income	30,510	32,070	43,702	74,204	65,747	59,538	61,387	77,734	53,234	56,370	68,438	180,486	264,407
Reconciliation of Net Loss to Non-GAAP Net Income [Prior Methodology] **													
Net loss	(162,442)	(136,663)	(131,690)	(90,236)	(79,731)	(107,217)	(102,871)	(167,054)	(61,559)	(116,488)	(577,820)	(521,031)	(456,873)
Exclude: Provision (benefit) for income taxes	632	(19,473)	3,162	3,405	2,028	2,641	6,562	4,808	3,194	3,413	(531)	(12,274)	16,039
Loss before income taxes	(161,810)	(156,136)	(128,528)	(86,831)	(77,703)	(104,576)	(96,309)	(162,246)	(58,365)	(113,075)	(578,351)	(533,305)	(440,834)
Stock-based compensation expense	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	116,997	113,396	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	14,340	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	20,041	18,823	69,185	74,660
Non-cash expense related to acquisition	0	926	0	0	0	0	0	0	0	0	0	926	0
Impairment of investments in privately-held companies	0	0	0	0	0	0	0	0	0	55,000	0	0	0
Restructuring charges and one-time nonrecurring gain	0	0	0	12,902	47	0	0	101,249	(9,572)	(226)	0	12,902	101,296
Non-GAAP income before income taxes	48,428	50,904	69,369	117,784	104,360	94,505	97,440	123,388	84,499	89,476	108,632	286,485	419,693
Non-GAAP provision for income taxes	1,920	2,386	2,385	3,165	1,637	1,577	5,699	4,784	2,095	2,723	7,561	9,856	13,697
Non-GAAP net income	46,508	48,518	66,984	114,619	102,723	92,928	91,741	118,604	82,404	86,753	101,071	276,629	405,996
Stock-based compensation expense by function													
Total Stock-based Compensation expense	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	116,997	113,396	631,597	682,118	615,233
Cost of revenue	12,886	10,486	8,973	8,360	7,968	7,858	7,165	6,511	5,952	6,253	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	63,625	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	20,694	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	22,824	63,072	82,972	89,298

** Beginning this quarter, Twitter is changing how it calculates its non-GAAP provision for income taxes in accordance with the SEC guidance on non-GAAP financial measures. In order to assist investors to better understand the change, the company is providing the calculations under its prior method and the new method. The "New Method" consists of current and deferred income tax expense commensurate with the non-GAAP measure of profitability using its blended U.S. statutory tax rate (which was 37%). The "Prior Method" consists of current and deferred income tax expense on a GAAP basis excluding the income tax effects related to acquisitions. This change will not affect the company's non-GAAP income before income taxes, actual cash tax payments, or cash flows, but will result in significantly higher non-GAAP provision for income taxes. Twitter, however, does not expect to pay substantial taxes on a GAAP basis in the U.S. and certain other foreign jurisdictions for the foreseeable future due to its net operating loss carryforward balances. As of December 31, 2016, the company had U.S. federal net operating loss carryforwards of approximately \$3.5 billion and state net operating loss carryforwards of approximately \$1.4 billion. Over the near term, most of its cash taxes will continue to be mainly driven by the tax expense of its foreign subsidiaries, which amounts have not historically been significant. Twitter also believes that its long-term effective GAAP tax rate will be lower than the U.S. statutory tax rate based upon its established tax structure.