



Selected Company Metrics and Financials

(in millions)

	FY 2012				FY 2013				FY 2014		FY2012	FY2013
	Q1'12	Q2'12	Q3'12	Q4'12	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14		
Company Metrics												
Monthly Active Users: Worldwide	138	151	167	185	204	218	232	241	255	271	185	241
QoQ%	18%	10%	10%	11%	10%	7%	6%	4%	6%	6%		
YoY%	102%	79%	65%	59%	48%	44%	39%	30%	25%	24%	59%	30%
Monthly Active Users: United States	34	37	40	45	48	49	53	54	57	60	45	54
QoQ%	14%	7%	11%	10%	7%	3%	7%	3%	5%	5%		
YoY%	81%	63%	50%	50%	40%	35%	30%	21%	19%	21%	50%	21%
Monthly Active Users: International	104	114	127	140	156	169	179	187	198	211	140	187
QoQ%	20%	11%	10%	11%	12%	8%	6%	4%	6%	7%		
YoY%	110%	84%	71%	62%	51%	47%	41%	33%	27%	25%	62%	33%
Timeline Views: Worldwide	71,019	89,451	106,067	117,485	136,329	150,899	158,758	147,783	156,713	173,173	384,022	593,769
QoQ%	N/A	26%	19%	11%	16%	11%	5%	-7%	6%	11%		
YoY%	N/A	N/A	N/A	N/A	92%	69%	50%	26%	15%	15%	N/A	55%
Timeline Views: United States	23,070	27,925	32,554	35,914	39,541	40,614	43,169	40,924	45,805	47,218	119,462	164,247
QoQ%	N/A	21%	17%	10%	10%	3%	6%	-5%	12%	3%		
YoY%	N/A	N/A	N/A	N/A	71%	45%	33%	14%	16%	16%	N/A	37%
Timeline Views: International	47,949	61,526	73,513	81,571	96,788	110,285	115,589	106,859	110,908	125,955	264,560	429,522
QoQ%	N/A	28%	19%	11%	19%	14%	5%	-8%	4%	14%		
YoY%	N/A	N/A	N/A	N/A	102%	79%	57%	31%	15%	14%	N/A	62%
Timeline Views per MAU: Worldwide	516	591	635	635	668	691	685	613	614	640	2,077	2,465
QoQ%	N/A	15%	7%	0%	5%	4%	-1%	-10%	0%	4%		
YoY%	N/A	N/A	N/A	N/A	29%	17%	8%	-3%	-8%	-7%	N/A	19%
Timeline Views per MAU: United States	677	763	804	803	828	825	819	756	804	792	2,673	3,033
QoQ%	N/A	13%	5%	0%	3%	0%	-1%	-8%	6%	-1%		
YoY%	N/A	N/A	N/A	N/A	22%	8%	2%	-6%	-3%	-4%	N/A	13%
Timeline Views per MAU: International	463	536	580	582	619	652	646	572	560	596	1,887	2,300
QoQ%	N/A	16%	8%	0%	6%	5%	-1%	-11%	-2%	7%		
YoY%	N/A	N/A	N/A	N/A	34%	22%	11%	-2%	-10%	-9%	N/A	22%
Ad Rev per 1000 Timeline Views: Worldwide	\$0.63	\$0.64	\$0.65	\$0.85	\$0.74	\$0.80	\$0.97	\$1.49	\$1.44	\$1.60	\$0.70	\$1.00
QoQ%	N/A	1%	2%	31%	-13%	9%	21%	54%	-3%	11%		
YoY%	N/A	N/A	N/A	N/A	18%	26%	49%	76%	96%	100%	N/A	43%
Ad Rev per 1000 Timeline Views: United States	\$1.70	\$1.72	\$1.72	\$2.20	\$1.95	\$2.17	\$2.58	\$3.80	\$3.47	\$3.87	\$1.86	\$2.63
QoQ%	N/A	1%	0%	28%	-11%	11%	19%	47%	-9%	11%		
YoY%	N/A	N/A	N/A	N/A	15%	26%	50%	73%	78%	79%	N/A	41%
Ad Rev per 1000 Timeline Views: International	\$0.11	\$0.14	\$0.17	\$0.25	\$0.24	\$0.30	\$0.36	\$0.60	\$0.61	\$0.75	\$0.18	\$0.38
QoQ%	N/A	29%	20%	47%	-4%	25%	21%	65%	1%	24%		
YoY%	N/A	N/A	N/A	N/A	118%	111%	112%	139%	152%	152%	N/A	112%



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	Q1'12	Q2'12	Q3'12	Q4'12	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14		
Revenue Mix												
GAAP Revenue (Worldwide)	54,313	68,046	82,327	112,247	114,343	139,292	168,580	242,675	250,492	312,166	316,933	664,890
QoQ%	32%	25%	21%	36%	2%	22%	21%	44%	3%	25%		
YoY%	203%	228%	212%	172%	111%	105%	105%	116%	119%	124%	198%	110%
Advertising Revenue	44,500	56,802	68,665	99,454	100,460	120,972	153,437	219,677	226,051	277,440	269,421	594,546
QoQ%	37%	28%	21%	45%	1%	20%	27%	43%	3%	23%		
YoY%	285%	317%	244%	205%	126%	113%	123%	121%	125%	129%	247%	121%
Data Licensing & Other	9,813	11,244	13,662	12,793	13,883	18,320	15,143	22,998	24,441	34,726	47,512	70,344
QoQ%	14%	15%	22%	-6%	9%	32%	-17%	52%	6%	42%		
YoY%	55%	57%	111%	48%	41%	63%	11%	80%	76%	90%	66%	48%
GAAP Revenue (United States)	48,324	58,363	66,940	90,290	89,416	101,383	124,687	176,834	180,039	210,465	263,917	492,320
QoQ%	30%	21%	15%	35%	-1%	13%	23%	42%	2%	17%		
YoY%	170%	181%	153%	143%	85%	74%	86%	96%	101%	108%	158%	87%
% of Total GAAP Revenue	89%	86%	81%	80%	78%	73%	74%	73%	72%	67%	83%	74%
GAAP Revenue (International)	5,989	9,683	15,387	21,957	24,927	37,909	43,893	65,841	70,453	101,701	53,016	172,570
QoQ%	47%	62%	59%	43%	14%	52%	16%	50%	7%	44%		
YoY%	N/A	N/A	N/A	437%	316%	292%	185%	200%	183%	168%	1197%	226%
% of Total GAAP Revenue	11%	14%	19%	20%	22%	27%	26%	27%	28%	33%	17%	26%
GAAP P&L												
GAAP Revenue	54,313	68,046	82,327	112,247	114,343	139,292	168,580	242,675	250,492	312,166	316,933	664,890
Cost of revenue	27,629	30,528	33,693	36,918	41,255	50,573	62,239	112,651	85,503	100,027	128,768	266,718
Research and development	18,976	27,369	32,319	40,340	47,574	64,263	87,307	394,848	149,391	177,095	119,004	593,992
Sales and marketing	14,450	19,655	23,662	28,784	32,439	45,258	61,214	177,305	106,235	140,261	86,551	316,216
General and administrative	13,389	17,369	13,954	14,981	16,982	18,114	21,152	67,547	38,734	44,694	59,693	123,795
Loss from Operations	(20,131)	(26,875)	(21,301)	(8,776)	(23,907)	(38,916)	(63,332)	(509,676)	(129,371)	(149,911)	(77,083)	(635,831)
Interest Income (expense), net	(377)	(513)	(766)	(830)	(1,233)	(1,513)	(1,727)	(2,387)	(2,567)	(2,110)	(2,486)	(6,860)
Other Income (expense), net	(259)	247	938	(527)	(1,529)	(1,019)	818	(2,725)	798	1,780	399	(4,455)
Provision (benefit) for Income Taxes	754	442	461	(1,428)	357	777	360	(3,317)	1,222	(5,599)	229	(1,823)
Net Loss	(21,521)	(27,583)	(21,590)	(8,705)	(27,026)	(42,225)	(64,601)	(511,471)	(132,362)	(144,642)	(79,399)	(645,323)
Non-GAAP Financial Data												
Adjusted EBITDA	(875)	1,545	2,923	17,571	11,745	9,647	9,293	44,745	36,949	54,131	21,164	75,430
Adjusted EBITDA margin	-2%	2%	4%	16%	10%	7%	6%	18%	15%	17%	7%	11%
Non-GAAP Net Income (loss)	(11,369)	(10,863)	(12,688)	(271)	(10,524)	(16,364)	(17,216)	9,774	183	14,596	(35,191)	(34,330)
Selected Balance Sheet Data												
Cash, Cash Equivalents and Short-term Investments	527,973	481,981	446,592	424,856	403,467	375,058	321,075	2,234,054	2,176,595	2,097,031	424,856	2,234,054
Working Capital	513,974	479,719	446,529	444,587	422,137	382,820	331,997	2,349,249	2,244,129	2,093,511	444,587	2,349,249
Property and Equipment, net	91,210	132,383	173,944	185,574	213,821	242,553	284,024	332,662	383,272	467,634	185,574	332,662
Total Stockholders' Equity (deficit)	(219,193)	(238,923)	(256,638)	(248,172)	(151,509)	(164,375)	(178,661)	2,950,006	2,936,846	3,046,593	(248,172)	2,950,006
Selected Cash Flow and Supplemental Disclosures												
Cash Flows from operating activities	(9,961)	(13,033)	(10,303)	5,362	2,615	7,044	(5,393)	(2,868)	42,683	81,697	(27,935)	1,398
Cash Flows from investing activities	(29,467)	(9,178)	73,042	15,046	(77,146)	54,672	13,591	(1,297,183)	112,963	(212,602)	49,443	(1,306,066)
Cash Flows from financing activities	(6,146)	(8,005)	(10,897)	(12,076)	(9,919)	(15,451)	(18,060)	1,985,606	(36,473)	13,388	(37,124)	1,942,176
Purchases of property and equipment	(7,608)	(18,925)	(13,555)	(10,511)	(11,622)	(15,139)	(19,867)	(29,116)	(49,620)	(44,457)	(50,599)	(75,744)
Equipment purchases under capital leases	13,707	27,724	38,029	30,746	29,986	28,771	36,743	60,222	16,957	30,782	110,206	155,722



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Reconciliation of Net Loss to Adjusted EBITDA												
Net Loss	(21,521)	(27,583)	(21,590)	(8,705)	(27,026)	(42,225)	(64,601)	(511,471)	(132,362)	(144,642)	(79,399)	(645,323)
Stock-based Compensation Expense	5,227	10,900	4,268	5,346	12,922	22,646	43,602	521,197	126,369	158,411	25,741	600,367
Depreciation and amortization expense	14,029	17,520	19,956	21,001	22,730	25,917	29,023	33,224	39,951	45,631	72,506	110,894
Interest and other expense (income)	636	266	(172)	1,357	2,762	2,532	909	5,112	1,769	330	2,087	11,315
Provision (benefit) for income taxes	754	442	461	(1,428)	357	777	360	(3,317)	1,222	(5,599)	229	(1,823)
Adjusted EBITDA	(875)	1,545	2,923	17,571	11,745	9,647	9,293	44,745	36,949	54,131	21,164	75,430
Reconciliation of Net Loss to Non-GAAP Net Loss												
Net Loss	(21,521)	(27,583)	(21,590)	(8,705)	(27,026)	(42,225)	(64,601)	(511,471)	(132,362)	(144,642)	(79,399)	(645,323)
Stock-based Compensation Expense	5,227	10,900	4,268	5,346	12,922	22,646	43,602	521,197	126,369	158,411	25,741	600,367
Amortization of acquired intangible assets	4,435	5,820	4,634	3,798	3,876	3,302	3,783	5,569	6,176	8,099	18,687	16,530
Income tax effects related to acquisitions	490	0	0	(710)	(296)	(87)	0	(5,521)	0	(7,272)	(220)	(5,904)
Non-GAAP net income (loss)	(11,369)	(10,863)	(12,688)	(271)	(10,524)	(16,364)	(17,216)	9,774	183	14,596	(35,191)	(34,330)
Stock-based compensation expense by function												
Total Stock-based Compensation expense	5,227	10,900	4,268	5,346	12,922	22,646	43,602	521,197	126,369	158,411	25,741	600,367
Cost of revenue	220	200	198	182	484	1,471	3,060	45,927	9,831	13,869	800	50,942
Research and development	2,165	4,126	2,722	3,609	8,425	15,772	29,180	326,536	78,318	92,493	12,622	379,913
Sales and marketing	307	313	365	361	2,065	2,549	5,742	104,084	27,801	37,547	1,346	114,440
General and administrative	2,535	6,261	983	1,194	1,948	2,854	5,620	44,650	10,419	14,502	10,973	55,072