



(in Millions)

Selected Company Metrics and Financials

	FY 2016				FY 2017				FY 2018	Fiscal Year		
	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17	Q4'17	Q1'18	FY2015	FY2016	FY2017
<b>Company Metrics</b>												
<b>Monthly Active Users (MAUs): Worldwide</b>	<b>310</b>	<b>313</b>	<b>317</b>	<b>318</b>	<b>327</b>	<b>326</b>	<b>330<sup>(1)(2)</sup></b>	<b>330</b>	<b>336</b>	<b>305</b>	<b>318</b>	<b>330</b>
QoQ%	2%	1%	1%	0%	3%	0%	1%	0%	2%	n/a	n/a	n/a
YoY%	3%	3%	3%	4%	5%	4%	4%	4%	3%	6%	4%	4%
 MAUs: United States	 65	 66	 67	 67	 69	 68	 69	 68	 69	 65	 67	 68
QoQ%	0%	1%	1%	0%	4%	-2%	2%	-2%	2%	n/a	n/a	n/a
YoY%	0%	1%	1%	2%	6%	3%	4%	2%	-1%	3%	2%	2%
 MAUs: International	 245	 247	 250	 251	 257	 258	 260	 262	 267	 241	 251	 262
QoQ%	2%	1%	1%	0%	2%	0%	1%	1%	2%	n/a	n/a	n/a
YoY%	4%	4%	4%	4%	5%	4%	4%	4%	4%	7%	4%	4%
 <b>Daily Active Users (DAUs): Worldwide Growth</b>												
YoY%	3%	5%	7%	11%	14%	12%	14%	12%	10%	n/a	n/a	n/a
 <b>Ad Engagements (Growth)</b>												
QoQ%	17%	28%	14%	48%	11%	4%	17%	30%	7%	n/a	n/a	n/a
YoY%	208%	226%	91%	151%	139%	95%	99%	75%	69%	107%	152%	96%
 <b>CPE (Growth)</b>												
QoQ%	-29%	-21%	-10%	-21%	-33%	-1%	-12%	-1%	-17%	n/a	n/a	n/a
YoY%	-56%	-64%	-44%	-60%	-63%	-53%	-54%	-42%	-28%	-23%	-55%	-52%

(1) In Q1 2018, we discovered that a software change made in Q2 2017 resulted in a non-material overstatement of our historical MAU in 2017. The differences were between 30,000 - 400,000 in each period presented for total MAU. After rounding, the only impact to our prior disclosures was to reduce Q3 2017 international MAU from 261M to 260M due to a change of approximately 175,000 international MAUs in that period.

(2) Please note that the sum of US MAU and International MAU does not add up to Total MAU in Q3'17 above due to rounding.



Selected Company Metrics and Financials

(\$ in 000's)

	FY 2016				FY 2017				FY 2018	Fiscal Year		
	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17	Q4'17	Q1'18	FY2015	FY2016	FY2017
<b>Revenue Mix</b>												
<b>GAAP Revenue (Worldwide)</b>	<b>594,521</b>	<b>601,958</b>	<b>615,934</b>	<b>717,206</b>	<b>548,251</b>	<b>573,855</b>	<b>589,633</b>	<b>731,560</b>	<b>664,871</b>	<b>2,218,032</b>	<b>2,529,619</b>	<b>2,443,299</b>
QoQ%	-16%	1%	2%	16%	-24%	5%	3%	24%	-9%			
YoY%	36%	20%	8%	1%	-8%	-5%	-4%	2%	21%	58%	14%	-3%
Advertising Revenue	530,741	534,524	544,966	637,821	473,780	489,148	502,802	644,257	575,156	1,994,036	2,248,052	2,109,987
QoQ%	-17%	1%	2%	17%	-26%	3%	3%	28%	-11%			
YoY%	37%	18%	6%	0%	-11%	-8%	-8%	1%	21%	59%	13%	-6%
Data Licensing & Other	63,780	67,434	70,968	79,385	74,471	84,707	86,831	87,303	89,715	223,996	281,567	333,312
QoQ%	-9%	6%	5%	12%	-6%	14%	3%	1%	3%			
YoY%	34%	35%	26%	14%	17%	26%	22%	10%	20%	52%	26%	18%
<b>GAAP Revenue (United States)</b>												
<b>GAAP Revenue (United States)</b>	<b>390,267</b>	<b>360,676</b>	<b>373,954</b>	<b>439,879</b>	<b>340,584</b>	<b>334,675</b>	<b>332,092</b>	<b>406,263</b>	<b>346,570</b>	<b>1,443,240</b>	<b>1,564,776</b>	<b>1,413,614</b>
QoQ%	-16%	-8%	4%	18%	-23%	-2%	-1%	22%	-15%			
YoY%	35%	12%	1%	-5%	-13%	-7%	-11%	-8%	2%	53%	8%	-10%
% of Total GAAP Revenue	66%	60%	61%	61%	62%	58%	56%	56%	52%	65%	62%	58%
<b>GAAP Revenue (International)</b>												
<b>GAAP Revenue (International)</b>	<b>204,254</b>	<b>241,282</b>	<b>241,980</b>	<b>277,327</b>	<b>207,667</b>	<b>239,180</b>	<b>257,541</b>	<b>325,297</b>	<b>318,301</b>	<b>774,792</b>	<b>964,843</b>	<b>1,029,685</b>
QoQ%	-17%	18%	0%	15%	-25%	15%	8%	26%	-2%			
YoY%	39%	33%	21%	12%	2%	-1%	6%	17%	53%	69%	25%	7%
% of Total GAAP Revenue	34%	40%	39%	39%	38%	42%	44%	44%	48%	35%	38%	42%
<b>GAAP P&amp;L</b>												
<b>GAAP Revenue</b>	<b>594,521</b>	<b>601,958</b>	<b>615,934</b>	<b>717,206</b>	<b>548,251</b>	<b>573,855</b>	<b>589,633</b>	<b>731,560</b>	<b>664,871</b>	<b>2,218,032</b>	<b>2,529,619</b>	<b>2,443,299</b>
Cost of Revenue	198,405	202,966	225,159	305,710	220,339	212,908	210,016	217,979	222,823	729,256	932,240	861,242
Research and Development	155,794	178,511	177,049	202,128	128,728	143,171	136,115	133,996	123,346	806,648	713,482	542,010
Sales and Marketing	236,171	236,619	224,436	260,603	169,594	185,296	172,957	189,572	178,059	871,491	957,829	717,419
General and Administrative	63,267	70,238	67,379	92,392	69,868	70,839	63,266	79,915	65,718	260,673	293,276	283,888
<b>Income (Loss) from Operations</b>	<b>(59,116)</b>	<b>(86,376)</b>	<b>(78,089)</b>	<b>(143,627)</b>	<b>(40,278)</b>	<b>(38,359)</b>	<b>7,279</b>	<b>110,098</b>	<b>74,925</b>	<b>(450,036)</b>	<b>(367,208)</b>	<b>38,740</b>
Interest Expense	(24,893)	(24,934)	(24,860)	(25,281)	(25,409)	(26,396)	(26,732)	(26,700)	(27,015)	(98,178)	(99,968)	(105,237)
Interest Income	4,742	5,567	6,498	7,469	8,520	10,486	12,028	13,349	16,181	9,073	24,276	44,383
Other Income (Expense), net	1,564	1,167	142	(807)	(1,198)	(58,806)	(10,106)	(3,194)	(209)	5,836	2,066	(73,304)
Provision (Benefit) for Income Taxes	2,028	2,641	6,562	4,808	3,194	3,413	3,564	2,474	2,885	(12,274)	16,039	12,645
<b>Net Income (Loss)</b>	<b>(79,731)</b>	<b>(107,217)</b>	<b>(102,871)</b>	<b>(167,054)</b>	<b>(61,559)</b>	<b>(116,488)</b>	<b>(21,095)</b>	<b>91,079</b>	<b>60,997</b>	<b>(521,031)</b>	<b>(456,873)</b>	<b>(108,063)</b>
<b>Non-GAAP Financial Data</b>												
<b>Adjusted EBITDA</b>	<b>180,468</b>	<b>174,602</b>	<b>181,316</b>	<b>215,107</b>	<b>169,939</b>	<b>177,874</b>	<b>206,999</b>	<b>308,174</b>	<b>244,054</b>	<b>557,807</b>	<b>751,493</b>	<b>862,986</b>
Adjusted EBITDA Margin	30%	29%	29%	30%	31%	31%	35%	42%	37%	25%	30%	35%
<b>Non-GAAP Net Income</b>	<b>65,747</b>	<b>59,538</b>	<b>61,387</b>	<b>77,734</b>	<b>53,234</b>	<b>56,370</b>	<b>77,848</b>	<b>141,407</b>	<b>122,990</b>	<b>180,486</b>	<b>264,406</b>	<b>328,859</b>
<b>Selected Balance Sheet Data</b>												
Cash, Cash Equivalents, and Short-Term Investments	3,576,410	3,588,158	3,664,183	3,774,579	3,943,677	4,079,912	4,258,096	4,403,102	4,528,831	3,495,348	3,774,579	4,403,102
Working Capital	3,966,144	3,932,401	4,007,815	4,068,175	4,206,340	4,345,524	4,521,220	4,738,606	4,880,581	3,875,753	4,068,175	4,738,606
Property and Equipment, net	746,713	758,837	803,305	783,901	782,421	781,272	753,317	773,715	801,912	735,299	783,901	773,715
Total Stockholders' Equity	4,477,486	4,556,853	4,629,332	4,604,935	4,690,376	4,728,896	4,829,406	5,047,218	5,210,436	4,368,047	4,604,935	5,047,218
<b>Adjusted Free Cash Flow</b>												
Cash Flows from Operating Activities	162,764	214,556	189,192	196,543	203,448	189,707	239,947	198,107	242,673	383,066	763,055	831,209
Purchases of Property and Equipment	(59,148)	(39,087)	(72,317)	(48,105)	(39,881)	(44,626)	(36,076)	(40,159)	(93,091)	(347,280)	(218,657)	(160,742)
Proceeds from Sales of Property and Equipment	0	0	0	0	0	1,290	1,493	0	1,763	0	0	2,783
Equipment Purchases Under Capital Leases	4,349	21,573	37,100	37,259	37,434	33,492	29,707	22,602	16,086	31,215	100,281	123,235
<b>Adjusted Free Cash Flow</b>	<b>99,267</b>	<b>153,896</b>	<b>79,775</b>	<b>111,179</b>	<b>126,133</b>	<b>112,879</b>	<b>175,657</b>	<b>135,346</b>	<b>135,259</b>	<b>4,571</b>	<b>444,117</b>	<b>550,015</b>
<b>Selected Cash Flow Supplemental Disclosures</b>												
Cash Flows from Investing Activities <sup>(1)</sup>	(28,342)	(284,399)	(91,089)	(189,418)	17,397	(83,686)	85,043	(135,280)	(258,992)	(898,872)	(593,248)	(116,526)
Cash Flows from Financing Activities	(24,079)	(9,604)	(27,851)	(22,441)	(23,652)	(15,171)	(27,020)	(12,530)	(29,036)	(62,998)	(83,975)	(78,373)

(3) The Company adopted the new accounting standard on the presentation of restricted cash in the statement of cash flows retrospectively during the three months ended March 31, 2018. As a result of the adoption, cash flows from investing activities were adjusted to exclude the changes in restricted cash for all historical periods presented.



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(\$ in 000's)

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	Q1'16	Q2'16	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17	Q4'17	Q1'18	FY2015	FY2016	FY2017
<b>Reconciliation of Net Income (Loss) to Adjusted EBITDA</b>												
<b>Net Income (Loss)</b>	<b>(79,731)</b>	<b>(107,217)</b>	<b>(102,871)</b>	<b>(167,054)</b>	<b>(61,559)</b>	<b>(116,488)</b>	<b>(21,095)</b>	<b>91,079</b>	<b>60,997</b>	<b>(521,031)</b>	<b>(456,873)</b>	<b>(108,063)</b>
Stock-Based Compensation Expense	150,916	167,695	158,527	138,095	116,997	113,396	100,959	102,454	73,266	682,118	615,233	433,806
Depreciation and Amortization Expense	88,621	93,283	100,878	119,390	102,792	103,063	97,492	92,520	96,846	312,823	402,172	395,867
Interest and Other Expense (Income), Net	18,587	18,200	18,220	18,619	18,087	74,716	24,810	16,545	11,043	83,269	73,626	134,158
Provision (Benefit) for Income Taxes	2,028	2,641	6,562	4,808	3,194	3,413	3,564	2,474	2,885	(12,274)	16,039	12,645
Restructuring Charges and One-Time Nonrecurring Gain	47	0	0	101,249	(9,572)	(226)	1,269	3,102	(983)	12,902	101,296	(5,427)
<b>Adjusted EBITDA</b>	<b>180,468</b>	<b>174,602</b>	<b>181,316</b>	<b>215,107</b>	<b>169,939</b>	<b>177,874</b>	<b>206,999</b>	<b>308,174</b>	<b>244,054</b>	<b>557,807</b>	<b>751,493</b>	<b>862,986</b>
<b>Reconciliation of Net Income (Loss) to Non-GAAP Net Income</b>												
<b>Net Income (Loss)</b>	<b>(79,731)</b>	<b>(107,217)</b>	<b>(102,871)</b>	<b>(167,054)</b>	<b>(61,559)</b>	<b>(116,488)</b>	<b>(21,095)</b>	<b>91,079</b>	<b>60,997</b>	<b>(521,031)</b>	<b>(456,873)</b>	<b>(108,063)</b>
Exclude: Provision (Benefit) for Income Taxes	2,028	2,641	6,562	4,808	3,194	3,413	3,564	2,474	2,885	(12,274)	16,039	12,645
Net Income (Loss) Before Income Taxes	(77,703)	(104,576)	(96,309)	(162,246)	(58,365)	(113,075)	(17,531)	93,553	63,882	(533,305)	(440,834)	(95,418)
Stock-Based Compensation Expense	150,916	167,695	158,527	138,095	116,997	113,396	100,959	102,454	73,266	682,118	615,233	433,806
Amortization of Acquired Intangible Assets	12,730	12,816	16,572	27,220	16,191	14,340	11,077	4,929	4,942	54,659	69,338	46,537
Non-Cash Interest Expense Related to Convertible Notes	18,370	18,570	18,650	19,070	19,248	20,041	20,355	20,417	20,722	69,185	74,660	80,061
Non-Cash Expense Related to Acquisition	0	0	0	0	0	0	0	0	0	926	0	0
Impairment of Investments in Privately-Held Companies	0	0	0	0	0	55,000	7,439	0	0	0	0	62,439
Restructuring Charges and One-Time Nonrecurring Gain	47	0	0	101,249	(9,572)	(226)	1,269	3,102	(983)	12,902	101,296	(5,427)
Non-GAAP Income Before Income Taxes	104,360	94,505	97,440	123,388	84,499	89,476	123,568	224,455	161,829	286,485	419,693	521,998
Non-GAAP Provision for Income Taxes <sup>(4)</sup>	38,613	34,967	36,053	45,654	31,265	33,106	45,720	83,048	38,839	105,999	155,287	193,139
<b>Non-GAAP Net Income</b>	<b>65,747</b>	<b>59,538</b>	<b>61,387</b>	<b>77,734</b>	<b>53,234</b>	<b>56,370</b>	<b>77,848</b>	<b>141,407</b>	<b>122,990</b>	<b>180,486</b>	<b>264,406</b>	<b>328,859</b>
<b>Stock-Based Compensation Expense by Function</b>												
<b>Total Stock-Based Compensation Expense</b>	<b>150,916</b>	<b>167,695</b>	<b>158,527</b>	<b>138,095</b>	<b>116,997</b>	<b>113,396</b>	<b>100,959</b>	<b>102,454</b>	<b>73,266</b>	<b>682,118</b>	<b>615,233</b>	<b>433,806</b>
Cost of Revenue	7,968	7,858	7,165	6,511	5,952	6,253	5,625	6,019	4,799	40,705	29,502	23,849
Research and Development	75,579	90,916	87,163	81,840	64,386	63,625	57,174	55,648	41,946	401,537	335,498	240,833
Sales and Marketing	46,101	45,856	41,227	27,751	25,089	20,694	22,433	25,919	14,822	156,904	160,935	94,135
General and Administrative	21,268	23,065	22,972	21,993	21,570	22,824	15,727	14,868	11,699	82,972	89,298	74,989

(4) As a result of the 2017 Tax Cuts and Jobs Act, the blended US federal and state statutory tax rate used to calculate our reported non-GAAP provisions for income taxes decreased from 37% to 24% beginning in the first quarter of 2018.