



Selected Company Metrics and Financials

(in millions)	FY 2014				FY 2015				FY 2016				FY2014	FY2015	FY2016
	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16			
Company Metrics															
Monthly Active Users (MAUs): Worldwide	255	271	284	288	302	304	307	305	310	313	317	319	288	305	319
QoQ%	6%	6%	5%	2%	5%	1%	1%	0%	2%	1%	1%	1%	N/A	N/A	N/A
YoY%	25%	24%	23%	20%	18%	12%	8%	6%	3%	3%	3%	4%	20%	6%	4%
MAUs: United States	57	60	63	63	65	65	66	65	65	66	67	67	63	65	67
QoQ%	5%	5%	6%	0%	3%	0%	1%	-2%	0%	1%	1%	0%	N/A	N/A	N/A
YoY%	19%	21%	20%	17%	15%	9%	4%	3%	0%	1%	1%	3%	17%	3%	3%
MAUs: International	198	211	221	225	236	239	241	241	245	247	250	252	225	241	252
QoQ%	6%	7%	5%	2%	5%	1%	1%	0%	2%	1%	1%	1%	N/A	N/A	N/A
YoY%	27%	25%	23%	21%	19%	13%	9%	7%	4%	4%	4%	5%	21%	7%	5%
Ad Engagements (Growth)															
QoQ%	29%	4%	13%	18%	-5%	21%	94%	13%	17%	28%	14%	48%	N/A	N/A	N/A
YoY%	694%	255%	152%	78%	32%	53%	165%	153%	208%	226%	91%	151%	175%	107%	152%
CPE (Growth)															
QoQ%	-20%	18%	3%	14%	-6%	-3%	-42%	11%	-29%	-21%	-10%	-21%	N/A	N/A	N/A
YoY%	-72%	-35%	-17%	10%	30%	6%	-39%	-41%	-56%	-64%	-44%	-60%	-23%	-23%	-55%



(\$ in 000's)

	FY 2014				FY 2015				FY 2016				Fiscal Year		
	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	FY2014	FY2015	FY2016
Revenue Mix															
GAAP Revenue (Worldwide)	250,492	312,166	361,266	479,078	435,939	502,383	569,237	710,473	594,521	601,958	615,934	717,206	1,403,002	2,218,032	2,529,619
QoQ%	3%	25%	16%	33%	-9%	15%	13%	25%	-16%	1%	2%	16%			
YoY%	119%	124%	114%	97%	74%	61%	58%	48%	36%	20%	8%	1%	111%	58%	14%
Advertising Revenue	226,051	277,440	320,196	432,001	388,211	452,278	512,867	640,680	530,741	534,524	544,966	637,821	1,255,688	1,994,036	2,248,052
QoQ%	3%	23%	15%	35%	-10%	17%	13%	25%	-17%	1%	2%	17%			
YoY%	125%	129%	109%	97%	72%	63%	60%	48%	37%	18%	6%	0%	111%	59%	13%
Data Licensing & Other	24,441	34,726	41,070	47,077	47,728	50,105	56,370	69,793	63,780	67,434	70,968	79,385	147,314	223,996	281,567
QoQ%	6%	42%	18%	15%	1%	5%	13%	24%	-9%	6%	5%	12%			
YoY%	76%	90%	171%	105%	95%	44%	37%	48%	34%	35%	26%	14%	109%	52%	26%
GAAP Revenue (United States)	180,039	210,465	240,169	315,047	288,928	321,191	369,856	463,265	390,267	360,676	373,954	439,879	945,720	1,443,240	1,564,776
QoQ%	2%	17%	14%	31%	-8%	11%	15%	25%	-16%	-8%	4%	18%			
YoY%	101%	108%	93%	78%	60%	53%	54%	47%	35%	12%	1%	-5%	92%	53%	8%
% of Total GAAP Revenue	72%	67%	66%	66%	66%	64%	65%	65%	66%	60%	61%	61%	67%	65%	62%
GAAP Revenue (International)	70,453	101,701	121,097	164,031	147,011	181,192	199,381	247,208	204,254	241,282	241,980	277,327	457,282	774,792	964,843
QoQ%	7%	44%	19%	35%	-10%	23%	10%	24%	-17%	18%	0%	15%			
YoY%	183%	168%	176%	149%	109%	78%	65%	51%	39%	33%	21%	12%	165%	69%	25%
% of Total GAAP Revenue	28%	33%	34%	34%	34%	36%	35%	35%	34%	40%	39%	39%	33%	35%	38%
GAAP P&L															
GAAP Revenue	250,492	312,166	361,266	479,078	435,939	502,383	569,237	710,473	594,521	601,958	615,934	717,206	1,403,002	2,218,032	2,529,619
Cost of revenue	85,503	100,027	124,166	136,613	143,475	167,623	200,195	217,963	198,405	202,966	225,159	305,710	446,309	729,256	932,240
Research and development	149,391	177,095	183,342	181,715	189,746	198,907	207,937	210,058	155,794	178,511	177,049	202,128	691,543	806,648	713,482
Sales and marketing	106,235	140,261	164,015	203,599	183,557	201,948	208,797	277,189	236,171	236,619	224,436	260,603	614,110	871,491	957,829
General and administrative	38,734	44,694	51,174	55,304	65,777	64,909	57,545	72,442	63,267	70,238	67,379	92,392	189,906	260,673	293,276
Loss from Operations	(129,371)	(149,911)	(161,431)	(98,153)	(146,616)	(131,004)	(105,237)	(67,179)	(59,116)	(86,376)	(78,089)	(143,627)	(538,866)	(450,036)	(367,208)
Interest Expense	(3,102)	(2,654)	(6,079)	(24,083)	(24,319)	(24,437)	(25,239)	(24,183)	(24,893)	(24,934)	(24,860)	(25,281)	(35,918)	(98,178)	(99,968)
Other income (expense), net	1,333	2,324	(7,795)	571	9,125	(695)	1,948	4,531	6,306	6,734	6,640	6,662	(3,567)	14,909	26,342
Provision (benefit) for Income Taxes	1,222	(5,599)	159	3,687	632	(19,473)	3,162	3,405	2,028	2,641	6,562	4,808	(531)	(12,274)	16,039
Net Loss	(132,362)	(144,642)	(175,464)	(125,352)	(162,442)	(136,663)	(131,690)	(90,236)	(79,731)	(107,217)	(102,871)	(167,054)	(577,820)	(521,031)	(456,873)
Non-GAAP Financial Data															
Adjusted EBITDA	36,949	54,131	68,326	141,490	104,053	120,188	142,148	191,418	180,468	174,602	181,316	215,107	300,896	557,807	751,493
Adjusted EBITDA margin	15%	17%	19%	30%	24%	24%	25%	27%	30%	29%	29%	30%	21%	25%	30%
Non-GAAP Net Income	183	14,596	6,972	79,320	46,508	48,518	66,984	114,619	102,723	92,928	91,741	118,604	101,071	276,629	405,996
Selected Balance Sheet Data															
Cash, Cash Equivalents and Short-term Investments	2,176,595	2,097,031	3,647,682	3,621,878	3,557,208	3,560,570	3,489,194	3,495,348	3,576,410	3,588,158	3,664,183	3,774,579	3,621,878	3,495,348	3,774,579
Working Capital	2,244,129	2,093,511	3,731,409	3,862,059	3,799,796	3,845,586	3,835,781	3,875,753	3,966,144	3,932,401	4,007,815	4,068,175	3,862,059	3,875,753	4,068,175
Property and Equipment, net	383,272	467,634	503,958	557,019	599,751	651,017	699,502	735,299	746,713	758,837	803,305	783,901	557,019	735,299	783,901
Total Stockholders' Equity	2,936,846	3,046,593	3,525,038	3,626,403	3,687,097	4,231,184	4,274,163	4,368,047	4,477,486	4,556,853	4,629,332	4,604,935	3,626,403	4,368,047	4,604,935
Free Cash Flow															
Cash Flows from operating activities	42,683	81,697	(85,902)	43,318	92,181	89,979	101,668	99,238	162,764	214,556	189,192	196,543	81,796	383,066	763,055
Purchases of property and equipment	(49,620)	(44,457)	(38,762)	(68,791)	(67,735)	(92,605)	(106,476)	(80,464)	(59,148)	(39,087)	(72,317)	(48,105)	(201,630)	(347,280)	(218,657)
Equipment purchases under capital leases	16,957	30,782	62,670	30,276	4,821	5,723	13,692	6,979	4,349	21,573	37,100	37,259	140,685	31,215	100,281
Free Cash Flow	(23,894)	6,458	(187,334)	(55,749)	19,625	(8,349)	(18,500)	11,795	99,267	153,896	79,775	111,179	(260,519)	4,571	444,117
Selected Cash Flow Supplemental Disclosures															
Cash Flows from investing activities	112,963	(212,602)	(136,071)	(861,562)	59,219	(814,755)	(79,126)	(67,759)	(28,418)	(284,913)	(97,105)	(187,572)	(1,097,272)	(902,421)	(598,008)
Cash Flows from financing activities	(36,473)	13,388	1,635,635	79,172	(35,971)	(4,881)	(27,358)	5,212	(24,079)	(9,604)	(27,851)	(22,441)	1,691,722	(62,998)	(83,975)



(\$ in 000's)

	FY 2014				FY 2015				FY 2016				Fiscal Year		
	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16	Q3'16	Q4'16	FY2014	FY2015	FY2016
Reconciliation of Net Loss to Adjusted EBITDA															
Net Loss	(132,362)	(144,642)	(175,464)	(125,352)	(162,442)	(136,663)	(131,690)	(90,236)	(79,731)	(107,217)	(102,871)	(167,054)	(577,820)	(521,031)	(456,873)
Stock-based Compensation Expense	126,369	158,411	169,602	177,215	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	631,597	682,118	615,233
Depreciation and amortization expense	39,951	45,631	60,155	62,428	67,864	76,049	81,464	87,446	88,621	93,283	100,878	119,390	208,165	312,823	402,172
Interest and other expense (income)	1,769	330	13,874	23,512	15,194	25,132	23,291	19,652	18,587	18,200	18,220	18,619	39,485	83,269	73,626
Provision (benefit) for income taxes	1,222	(5,599)	159	3,687	632	(19,473)	3,162	3,405	2,028	2,641	6,562	4,808	(531)	(12,274)	16,039
Restructuring Charges	0	0	0	0	0	0	0	12,902	47	0	0	101,249	0	12,902	101,296
Adjusted EBITDA	36,949	54,131	68,326	141,490	104,053	120,188	142,148	191,418	180,468	174,602	181,316	215,107	300,896	557,807	751,493
Reconciliation of Net Loss to Non-GAAP Net Loss															
Net Loss	(132,362)	(144,642)	(175,464)	(125,352)	(162,442)	(136,663)	(131,690)	(90,236)	(79,731)	(107,217)	(102,871)	(167,054)	(577,820)	(521,031)	(456,873)
Stock-based Compensation Expense	126,369	158,411	169,602	177,215	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	631,597	682,118	615,233
Amortization of acquired intangible assets	6,176	8,099	11,869	10,419	10,795	13,965	14,481	15,418	12,730	12,816	16,572	27,220	36,563	54,659	69,338
Non-cash interest expense related to convertible notes	0	0	2,411	16,412	16,638	17,006	17,495	18,046	18,370	18,570	18,650	19,070	18,823	69,185	74,660
Non-cash expense related to acquisition	0	0	0	0	0	926	0	0	0	0	0	0	0	926	0
Income tax effects related to acquisitions	0	(7,272)	(1,446)	626	(1,288)	(21,859)	777	240	391	1,064	863	24	(8,092)	(22,130)	2,342
Restructuring Charges	0	0	0	0	0	0	0	12,902	47	0	0	101,249	0	12,902	101,296
Non-GAAP net income	183	14,596	6,972	79,320	46,508	48,518	66,984	114,619	102,723	92,928	91,741	118,604	101,071	276,629	405,996
Stock-based compensation expense by function															
Total Stock-based Compensation expense	126,369	158,411	169,602	177,215	182,805	175,143	165,921	158,249	150,916	167,695	158,527	138,095	631,597	682,118	615,233
Cost of revenue	9,831	13,869	13,596	13,240	12,886	10,486	8,973	8,360	7,968	7,858	7,165	6,511	50,536	40,705	29,502
Research and development	78,318	92,493	93,973	95,942	103,036	103,121	100,673	94,707	75,579	90,916	87,163	81,840	360,726	401,537	335,498
Sales and marketing	27,801	37,547	42,884	49,031	42,658	39,607	37,889	36,750	46,101	45,856	41,227	27,751	157,263	156,904	160,935
General and administrative	10,419	14,502	19,149	19,002	24,225	21,929	18,386	18,432	21,268	23,065	22,972	21,993	63,072	82,972	89,298