



Selected Company Metrics and Financials

(in millions)

	FY 2014				FY 2015				FY2014	FY2015
	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15	Q4'15		
Company Metrics										
Monthly Active Users: Worldwide	258	274	287	292	308	316	320	320	292	320
QoQ%	N/A	6%	5%	2%	5%	2%	1%	0%	N/A	N/A
YoY%	N/A	N/A	N/A	N/A	19%	15%	11%	9%	N/A	9%
Monthly Active Users: United States	57	60	64	64	66	66	66	65	64	65
QoQ%	N/A	5%	6%	0%	3%	0%	1%	-2%	N/A	N/A
YoY%	N/A	N/A	N/A	N/A	15%	9%	4%	3%	N/A	3%
Monthly Active Users: International	201	214	224	229	242	250	254	254	229	254
QoQ%	N/A	6%	5%	2%	6%	3%	1%	0%	N/A	N/A
YoY%	N/A	N/A	N/A	N/A	21%	17%	13%	11%	N/A	11%
MAUs excl. SMS Fast Followers: Worldwide	255	271	284	288	302	304	307	305	288	305
QoQ%	6%	6%	5%	2%	5%	1%	1%	0%	N/A	N/A
YoY%	25%	24%	23%	20%	18%	12%	8%	6%	20%	6%
MAUs excl. SMS Fast Followers: United States	57	60	63	63	65	65	66	65	63	65
QoQ%	5%	5%	6%	0%	3%	0%	1%	-2%	N/A	N/A
YoY%	19%	21%	20%	17%	15%	9%	4%	3%	17%	3%
MAUs excl. SMS Fast Followers: International	198	211	221	225	236	239	241	241	225	241
QoQ%	6%	7%	5%	2%	5%	1%	1%	0%	N/A	N/A
YoY%	27%	25%	23%	21%	19%	13%	9%	7%	21%	7%
SMS Fast Followers: Worldwide	3	3	3	4	6	12	14	14	4	14
QoQ%	N/A	2%	10%	18%	61%	85%	14%	3%	N/A	N/A
YoY%	N/A	N/A	N/A	N/A	114%	289%	303%	253%	N/A	253%
Ad Engagements (Growth)										
QoQ%	29%	4%	13%	18%	-5%	21%	94%	13%	N/A	N/A
YoY%	694%	255%	152%	78%	32%	53%	165%	153%	175%	107%
CPE (Growth)										
QoQ%	-20%	18%	3%	14%	-6%	-3%	-42%	11%	N/A	N/A
YoY%	-72%	-35%	-17%	10%	30%	6%	-39%	-41%	-23%	-23%



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	FY 2014				FY 2015				FY2014	FY2015
	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15	Q4'15		
Revenue Mix										
GAAP Revenue (Worldwide)	250,492	312,166	361,266	479,078	435,939	502,383	569,237	710,473	1,403,002	2,218,032
QoQ%	3%	25%	16%	33%	-9%	15%	13%	25%		
YoY%	119%	124%	114%	97%	74%	61%	58%	48%	111%	58%
Advertising Revenue	226,051	277,440	320,196	432,001	388,211	452,278	512,867	640,680	1,255,688	1,994,036
QoQ%	3%	23%	15%	35%	-10%	17%	13%	25%		
YoY%	125%	129%	109%	97%	72%	63%	60%	48%	111%	59%
Data Licensing & Other	24,441	34,726	41,070	47,077	47,728	50,105	56,370	69,793	147,314	223,996
QoQ%	6%	42%	18%	15%	1%	5%	13%	24%		
YoY%	76%	90%	171%	105%	95%	44%	37%	48%	109%	52%
GAAP Revenue (United States)	180,039	210,465	240,169	315,047	288,928	321,191	369,856	463,265	945,720	1,443,240
QoQ%	2%	17%	14%	31%	-8%	11%	15%	25%		
YoY%	101%	108%	93%	78%	60%	53%	54%	47%	92%	53%
% of Total GAAP Revenue	72%	67%	66%	66%	66%	64%	65%	65%	67%	65%
GAAP Revenue (International)	70,453	101,701	121,097	164,031	147,011	181,192	199,381	247,208	457,282	774,792
QoQ%	7%	44%	19%	35%	-10%	23%	10%	24%		
YoY%	183%	168%	176%	149%	109%	78%	65%	51%	165%	69%
% of Total GAAP Revenue	28%	33%	34%	34%	34%	36%	35%	35%	33%	35%
GAAP P&L										
GAAP Revenue	250,492	312,166	361,266	479,078	435,939	502,383	569,237	710,473	1,403,002	2,218,032
Cost of revenue	85,503	100,027	124,166	136,613	143,475	167,623	200,195	217,963	446,309	729,256
Research and development	149,391	177,095	183,342	181,715	189,746	198,907	207,937	210,058	691,543	806,648
Sales and marketing	106,235	140,261	164,015	203,599	183,557	201,948	208,797	277,189	614,110	871,491
General and administrative	38,734	44,694	51,174	55,304	65,777	64,909	57,545	72,442	189,906	260,673
Loss from Operations	(129,371)	(149,911)	(161,431)	(98,153)	(146,616)	(131,004)	(105,237)	(67,179)	(538,866)	(450,036)
Interest Expense	(3,102)	(2,654)	(6,079)	(24,083)	(24,319)	(24,437)	(25,239)	(24,183)	(35,918)	(98,178)
Other Income (expense), net	1,333	2,324	(7,795)	571	9,125	(695)	1,948	4,531	(3,567)	14,909
Provision (benefit) for Income Taxes	1,222	(5,599)	159	3,687	632	(19,473)	3,162	3,405	(531)	(12,274)
Net Loss	(132,362)	(144,642)	(175,464)	(125,352)	(162,442)	(136,663)	(131,690)	(90,236)	(577,820)	(521,031)
Non-GAAP Financial Data										
Adjusted EBITDA	36,949	54,131	68,326	141,490	104,053	120,188	142,148	191,418	300,896	557,807
Adjusted EBITDA margin	15%	17%	19%	30%	24%	24%	25%	27%	21%	25%
Non-GAAP Net Income	183	14,596	6,972	79,320	46,508	48,518	66,984	114,619	101,071	276,629
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	3,621,878	3,495,348
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	3,862,059	3,875,753
Property and Equipment, net	383,272	467,634	503,958	557,019	599,751	651,017	699,502	735,299	557,019	735,299
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	3,626,403	4,368,047
Selected Cash Flow and Supplemental Disclosures										
Cash Flows from operating activities	42,683	81,697	(85,902)	43,318	92,181	89,979	101,668	99,238	81,796	383,066
Cash Flows from investing activities	112,963	(212,602)	(136,071)	(861,562)	59,219	(814,755)	(79,126)	(67,759)	(1,097,272)	(902,421)
Cash Flows from financing activities	(36,473)	13,388	1,635,635	79,172	(35,971)	(4,881)	(27,358)	5,212	1,691,722	(62,998)
Purchases of property and equipment	(49,620)	(44,457)	(38,762)	(68,791)	(67,735)	(92,605)	(106,476)	(80,464)	(201,630)	(347,280)
Equipment purchases under capital leases	16,957	30,782	62,670	30,276	4,821	5,723	13,692	6,979	140,685	31,215



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	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15	Q4'15		
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)	(577,820)	(521,031)
Stock-based Compensation Expense	126,369	158,411	169,602	177,215	182,805	175,143	165,921	158,249	631,597	682,118
Depreciation and amortization expense	39,951	45,631	60,155	62,428	67,864	76,049	81,464	87,446	208,165	312,823
Interest and other expense (income)	1,769	330	13,874	23,512	15,194	25,132	23,291	19,652	39,485	83,269
Provision (benefit) for income taxes	1,222	(5,599)	159	3,687	632	(19,473)	3,162	3,405	(531)	(12,274)
Restructuring Charges	0	0	0	0	0	0	0	12,902	0	12,902
Adjusted EBITDA	36,949	54,131	68,326	141,490	104,053	120,188	142,148	191,418	300,896	557,807
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)	(577,820)	(521,031)
Stock-based Compensation Expense	126,369	158,411	169,602	177,215	182,805	175,143	165,921	158,249	631,597	682,118
Amortization of acquired intangible assets	6,176	8,099	11,869	10,419	10,795	13,965	14,481	15,418	36,563	54,659
Non-cash interest expense related to convertible notes	0	0	2,411	16,412	16,638	17,006	17,495	18,046	18,823	69,185
Non-cash expense related to acquisition	0	0	0	0	0	926	0	0	0	926
Income tax effects related to acquisitions	0	(7,272)	(1,446)	626	(1,288)	(21,859)	777	240	(8,092)	(22,130)
Restructuring Charges	0	0	0	0	0	0	0	12,902	0	12,902
Non-GAAP net income	183	14,596	6,972	79,320	46,508	48,518	66,984	114,619	101,071	276,629
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	631,597	682,118
Cost of revenue	9,831	13,869	13,596	13,240	12,886	10,486	8,973	8,360	50,536	40,705
Research and development	78,318	92,493	93,973	95,942	103,036	103,121	100,673	94,707	360,726	401,537
Sales and marketing	27,801	37,547	42,884	49,031	42,658	39,607	37,889	36,750	157,263	156,904
General and administrative	10,419	14,502	19,149	19,002	24,225	21,929	18,386	18,432	63,072	82,972