



Selected Company Metrics and Financials

(in millions)

	FY 2013				FY 2014				FY 2015			FY2013	FY2014
	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15		
Company Metrics													
Monthly Active Users: Worldwide					258	274	287	292	308	316	320	N/A	292
QoQ%					N/A	6%	5%	2%	5%	2%	1%	N/A	N/A
YoY%					N/A	N/A	N/A	N/A	19%	15%	11%	N/A	N/A
Monthly Active Users: United States					57	60	64	64	66	66	66	N/A	64
QoQ%					N/A	5%	6%	0%	3%	0%	1%	N/A	N/A
YoY%					N/A	N/A	N/A	N/A	15%	9%	4%	N/A	N/A
Monthly Active Users: International					201	214	224	229	242	250	254	N/A	229
QoQ%					N/A	6%	5%	2%	6%	3%	1%	N/A	N/A
YoY%					N/A	N/A	N/A	N/A	21%	17%	13%	N/A	N/A
MAUs excl. SMS Fast Followers: Worldwide	204	218	232	241	255	271	284	288	302	304	307	241	288
QoQ%	10%	7%	6%	4%	6%	6%	5%	2%	5%	1%	1%		
YoY%	48%	44%	39%	30%	25%	24%	23%	20%	18%	12%	8%	30%	20%
MAUs excl. SMS Fast Followers: United States	48	49	53	54	57	60	63	63	65	65	66	54	63
QoQ%	7%	3%	7%	3%	5%	5%	6%	0%	3%	0%	1%		
YoY%	40%	35%	30%	21%	19%	21%	20%	17%	15%	9%	4%	21%	17%
MAUs excl. SMS Fast Followers: International	156	169	179	187	198	211	221	225	236	239	241	187	225
QoQ%	12%	8%	6%	4%	6%	7%	5%	2%	5%	1%	1%		
YoY%	51%	47%	41%	33%	27%	25%	23%	21%	19%	13%	9%	33%	21%
SMS Fast Followers: Worldwide					3	3	3	4	6	12	14	N/A	4
QoQ%					N/A	2%	10%	18%	61%	85%	14%	N/A	N/A
YoY%					N/A	N/A	N/A	N/A	114%	289%	303%	N/A	N/A
Ad Engagements (Growth)													
QoQ%	15%	124%	58%	74%	29%	4%	13%	18%	-5%	21%	94%		
YoY%	320%	509%	628%	611%	694%	255%	152%	78%	32%	53%	165%	N/A	175%
CPE (Growth)													
QoQ%	-12%	-46%	-20%	-18%	-20%	18%	3%	14%	-6%	-3%	-42%		
YoY%	-52%	-67%	-71%	-69%	-72%	-35%	-17%	10%	30%	6%	-39%	N/A	-23%



(\$ in 000's)

	FY 2013				FY 2014				FY 2015			FY2013	FY2014
	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15		
Revenue Mix													
GAAP Revenue (Worldwide)	114,343	139,292	168,580	242,675	250,492	312,166	361,266	479,078	435,939	502,383	569,237	664,890	1,403,002
QoQ%	2%	22%	21%	44%	3%	25%	16%	33%	-9%	15%	13%		
YoY%	111%	105%	105%	116%	119%	124%	114%	97%	74%	61%	58%	110%	111%
Advertising Revenue	100,460	120,972	153,437	219,677	226,051	277,440	320,196	432,001	388,211	452,278	512,867	594,546	1,255,688
QoQ%	1%	20%	27%	43%	3%	23%	15%	35%	-10%	17%	13%		
YoY%	126%	113%	123%	121%	125%	129%	109%	97%	72%	63%	60%	121%	111%
Data Licensing & Other	13,883	18,320	15,143	22,998	24,441	34,726	41,070	47,077	47,728	50,105	56,370	70,344	147,314
QoQ%	9%	32%	-17%	52%	6%	42%	18%	15%	1%	5%	13%		
YoY%	41%	63%	11%	80%	76%	90%	171%	105%	95%	44%	37%	48%	109%
GAAP Revenue (United States)	89,416	101,383	124,687	176,834	180,039	210,465	240,169	315,047	288,928	321,191	369,856	492,320	945,720
QoQ%	-1%	13%	23%	42%	2%	17%	14%	31%	-8%	11%	15%		
YoY%	85%	74%	86%	96%	101%	108%	93%	78%	60%	53%	54%	87%	92%
% of Total GAAP Revenue	78%	73%	74%	73%	72%	67%	66%	66%	66%	64%	65%	74%	67%
GAAP Revenue (International)	24,927	37,909	43,893	65,841	70,453	101,701	121,097	164,031	147,011	181,192	199,381	172,570	457,282
QoQ%	14%	52%	16%	50%	7%	44%	19%	35%	-10%	23%	10%		
YoY%	316%	292%	185%	200%	183%	168%	176%	149%	109%	78%	65%	226%	165%
% of Total GAAP Revenue	22%	27%	26%	27%	28%	33%	34%	34%	34%	36%	35%	26%	33%
GAAP P&L													
GAAP Revenue	114,343	139,292	168,580	242,675	250,492	312,166	361,266	479,078	435,939	502,383	569,237	664,890	1,403,002
Cost of revenue	41,255	50,573	62,239	112,651	85,503	100,027	124,166	136,613	143,475	167,623	200,195	266,718	446,309
Research and development	47,574	64,263	87,307	394,848	149,391	177,095	183,342	181,715	189,746	198,907	207,937	593,992	691,543
Sales and marketing	32,439	45,258	61,214	177,305	106,235	140,261	164,015	203,599	183,557	201,948	208,797	316,216	614,110
General and administrative	16,982	18,114	21,152	67,547	38,734	44,694	51,174	55,304	65,777	64,909	57,545	123,795	189,906
Loss from Operations	(23,907)	(38,916)	(63,332)	(509,676)	(129,371)	(149,911)	(161,431)	(98,153)	(146,616)	(131,004)	(105,237)	(635,831)	(538,866)
Interest Expense	(1,400)	(1,656)	(1,828)	(2,692)	(3,102)	(2,654)	(6,079)	(24,083)	(24,319)	(24,437)	(25,239)	(7,576)	(35,918)
Other Income (expense), net	(1,362)	(876)	919	(2,420)	1,333	2,324	(7,795)	571	9,125	(695)	1,948	(3,739)	(3,567)
Provision (benefit) for Income Taxes	357	777	360	(3,317)	1,222	(5,599)	159	3,687	632	(19,473)	3,162	(1,823)	(531)
Net Loss	(27,026)	(42,225)	(64,601)	(511,471)	(132,362)	(144,642)	(175,464)	(125,352)	(162,442)	(136,663)	(131,690)	(645,323)	(577,820)
Non-GAAP Financial Data													
Adjusted EBITDA	11,745	9,647	9,293	44,745	36,949	54,131	68,326	141,490	104,053	120,188	142,148	75,430	300,896
Adjusted EBITDA margin	10%	7%	6%	18%	15%	17%	19%	30%	24%	24%	25%	11%	21%
Non-GAAP Net Income (loss)	(10,524)	(16,364)	(17,216)	9,774	183	14,596	6,972	79,320	46,508	48,518	66,984	(34,330)	101,071
Selected Balance Sheet Data													
Cash, Cash Equivalents and Short-term Investments	403,467	375,058	321,075	2,234,054	2,176,595	2,097,031	3,647,682	3,621,878	3,557,208	3,560,570	3,489,194	2,234,054	3,621,878
Working Capital	422,137	382,820	331,997	2,349,249	2,244,129	2,093,511	3,731,409	3,862,059	3,799,796	3,845,586	3,835,781	2,349,249	3,862,059
Property and Equipment, net	213,821	242,553	284,024	332,662	383,272	467,634	503,958	557,019	599,751	651,017	699,502	332,662	557,019
Total Stockholders' Equity (deficit)	(151,509)	(164,375)	(178,661)	2,950,006	2,936,846	3,046,593	3,525,038	3,626,403	3,687,097	4,231,184	4,274,163	2,950,006	3,626,403
Selected Cash Flow and Supplemental Disclosures													
Cash Flows from operating activities	2,615	7,044	(5,393)	(2,868)	42,683	81,697	(85,902)	43,318	92,181	89,979	101,668	1,398	81,796
Cash Flows from investing activities	(77,146)	54,672	13,591	(1,297,183)	112,963	(212,602)	(136,071)	(861,562)	59,219	(814,755)	(79,126)	(1,306,066)	(1,097,272)
Cash Flows from financing activities	(9,919)	(15,451)	(18,060)	1,985,606	(36,473)	13,388	1,635,635	79,172	(35,971)	(4,881)	(27,358)	1,942,176	1,691,722
Purchases of property and equipment	(11,622)	(15,139)	(19,867)	(29,116)	(49,620)	(44,457)	(38,762)	(68,791)	(67,735)	(92,605)	(106,476)	(75,744)	(201,630)
Equipment purchases under capital leases	29,986	28,771	36,743	60,222	16,957	30,782	62,670	30,276	4,821	5,723	13,692	155,722	140,685



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	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15		
Reconciliation of Net Loss to Adjusted EBITDA													
Net Loss	(27,026)	(42,225)	(64,601)	(511,471)	(132,362)	(144,642)	(175,464)	(125,352)	(162,442)	(136,663)	(131,690)	(645,323)	(577,820)
Stock-based Compensation Expense	12,922	22,646	43,602	521,197	126,369	158,411	169,602	177,215	182,805	175,143	165,921	600,367	631,597
Depreciation and amortization expense	22,730	25,917	29,023	33,224	39,951	45,631	60,155	62,428	67,864	76,049	81,464	110,894	208,165
Interest and other expense (income)	2,762	2,532	909	5,112	1,769	330	13,874	23,512	15,194	25,132	23,291	11,315	39,485
Provision (benefit) for income taxes	357	777	360	(3,317)	1,222	(5,599)	159	3,687	632	(19,473)	3,162	(1,823)	(531)
Adjusted EBITDA	11,745	9,647	9,293	44,745	36,949	54,131	68,326	141,490	104,053	120,188	142,148	75,430	300,896
Reconciliation of Net Loss to Non-GAAP Net Loss													
Net Loss	(27,026)	(42,225)	(64,601)	(511,471)	(132,362)	(144,642)	(175,464)	(125,352)	(162,442)	(136,663)	(131,690)	(645,323)	(577,820)
Stock-based Compensation Expense	12,922	22,646	43,602	521,197	126,369	158,411	169,602	177,215	182,805	175,143	165,921	600,367	631,597
Amortization of acquired intangible assets	3,876	3,302	3,783	5,569	6,176	8,099	11,869	10,419	10,795	13,965	14,481	16,530	36,563
Non-cash interest expense related to convertible notes	0	0	0	0	0	0	2,411	16,412	16,638	17,006	17,495	0	18,823
Non-cash expense related to acquisition	0	0	0	0	0	0	0	0	0	926	0	0	0
Income tax effects related to acquisitions	(296)	(87)	0	(5,521)	0	(7,272)	(1,446)	626	(1,288)	(21,859)	777	(5,904)	(8,092)
Non-GAAP net income (loss)	(10,524)	(16,364)	(17,216)	9,774	183	14,596	6,972	79,320	46,508	48,518	66,984	(34,330)	101,071
Stock-based compensation expense by function													
Total Stock-based Compensation expense	12,922	22,646	43,602	521,197	126,369	158,411	169,602	177,215	182,805	175,143	165,921	600,367	631,597
Cost of revenue	484	1,471	3,060	45,927	9,831	13,869	13,596	13,240	12,886	10,486	8,973	50,942	50,536
Research and development	8,425	15,772	29,180	326,536	78,318	92,493	93,973	95,942	103,036	103,121	100,673	379,913	360,726
Sales and marketing	2,065	2,549	5,742	104,084	27,801	37,547	42,884	49,031	42,658	39,607	37,889	114,440	157,263
General and administrative	1,948	2,854	5,620	44,650	10,419	14,502	19,149	19,002	24,225	21,929	18,386	55,072	63,072