

AMENDED Exhibit 902

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

DOCUMENT SLIPSHEET

Bates Number: SNAP1368439-SNAP1368524

Custodian: ZICAFOOSE_KALE

Author:

Filename: BTS NARRATIVE_WIP.PPTX

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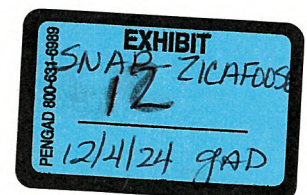
TNAG BEGBATES:

TNAG ENDBATES:

MAAG BEGBATES:

MAAG ENDBATES:

File Path: /BTS NARRATIVE_WIP.PPTX



BTS Narrative

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Back-to-school 2020 on Snapchat



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SNAP1368440

Table of Contents

1. Snapchat and BTS
2. Back to School Personas
3. Success Stories

1) Snapchat + BTS



Snapchat is part of the family during back-to-school

High schoolers

3

Reach
90% of 13-24
year olds in the
US

College students

1

80%+

Of full-time college
students in the US are on
Snapchat

Parents

20M+

Parents on Snapchat
according to Datalogix

Data from Snap Ads Manager as of April 19, 2019. Percentages calculated by dividing addressable reach by relevant census figures. Addressable reach and age data are subject to limitations. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details.
Latest population estimates from UN Data as of April 19, 2019
Source: Snap Inc. Internal Data, May 2019

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5

SNAP1368443

High Schoolers on Snapchat influence their parents' purchase decisions

92% of parents say their children influence their purchase decisions

1
PK TO PUT THE NUMBER
OF ITEMS PURCHASED
AFTER EXPOSURE TO
SNAPCHAT AD/REVENUE
for IPSOS STUDY

+63%

Incremental sales from households
where only purchase influencers (GEN
Z) saw advertising

**Snapchat, an eligible company, 2020 survey of 1,500 Gen Zers aged 13-17. This sample is nationally representative based on age, gender, region, and race/ethnicity.
Snapchat also includes a nationally representative sample of 2019 Gen Zers aged 18-24. Demographics are similar for comparison.
+63% incremental sales from households where only purchase influencers (Gen Z) saw advertising for 2020. 1/22/2020

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Slide 16 Notes

Households make joint purchase decisions. Some purchase decisions affect everyone in the household and some purchases are made by some on behalf of others. Gen Z has a loud voice in these household purchase decisions. According to Cassandra Research, 87% of Gen Z say they have influence on their family's purchase decisions. This is confirmed by their parents. 92% of parents say their children influence the purchase decisions. When we look at the household purchasing power over which Gen Z has influence, it presents a compelling business opportunity for marketers: a result from exposure to Snap Ads, Story Ads, Lenses, and Filters, 75% of sales driven by Snapchat were from households where a Purchase Influencer had been exposed, and 63% of incremental sales came from households where only Purchase Influencers saw advertising.

Exposing to both purchase influencer and purchaser drove 2x likelihood of over-indexing sales contribution

Background on this study:

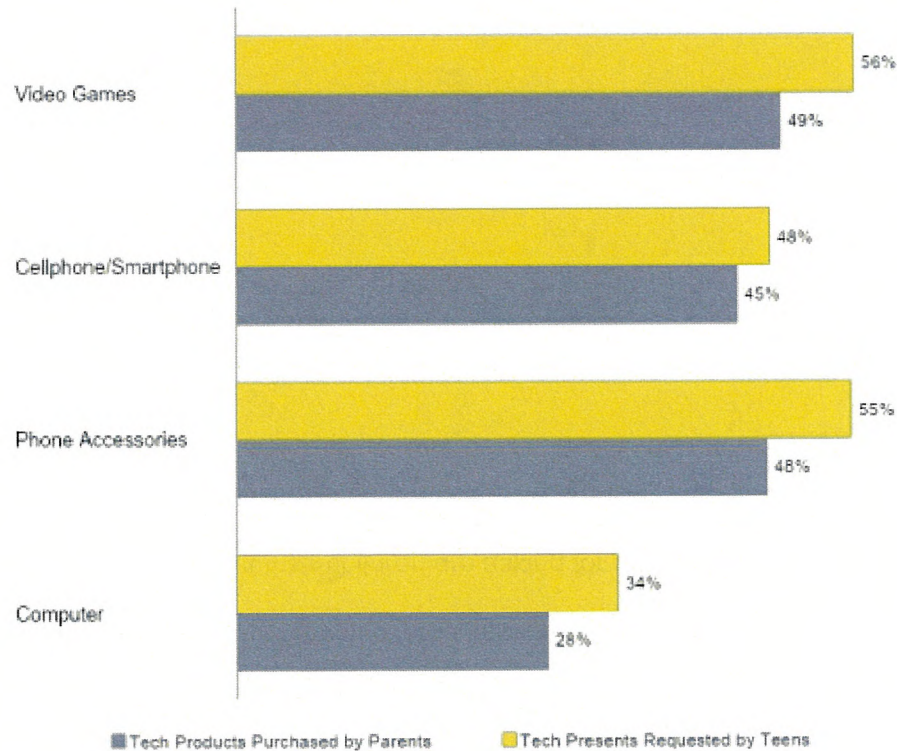
We analyzed historical US CPG campaigns that ran on Snapchat. 32 brand reads. 19 campaigns during 2018 for care, beauty and consumptions brands that used creative tools and snap ads. +17 Snapchat sales lift compared to NCS's average norm for mobile advertising

Slide 16 Comments

1 + [REDACTED] i believe you said they were going to come back to us with a specific number

[REDACTED]
Deleted user, 3/2/2020 11:46 AM

Teens Directly Influence their Parents' Purchases



Slide 17 Notes

We've seen this in a number of studies. Ipsos ran a study to measure the influence that advertising has on teens and their requests to parents for holiday gift purchasing. They interviewed **300 people among parent/teen pairs in a household**

- ✓ Teens use Snapchat regularly
- ✓ Parent/teen combos have to be planning on purchasing large ticket electronics during the holiday season

As you can see, parents are taking into account what their children are asking for when it comes to the products they are buying.

Units sold over the holidays out of 19.5M Snapchat Users:

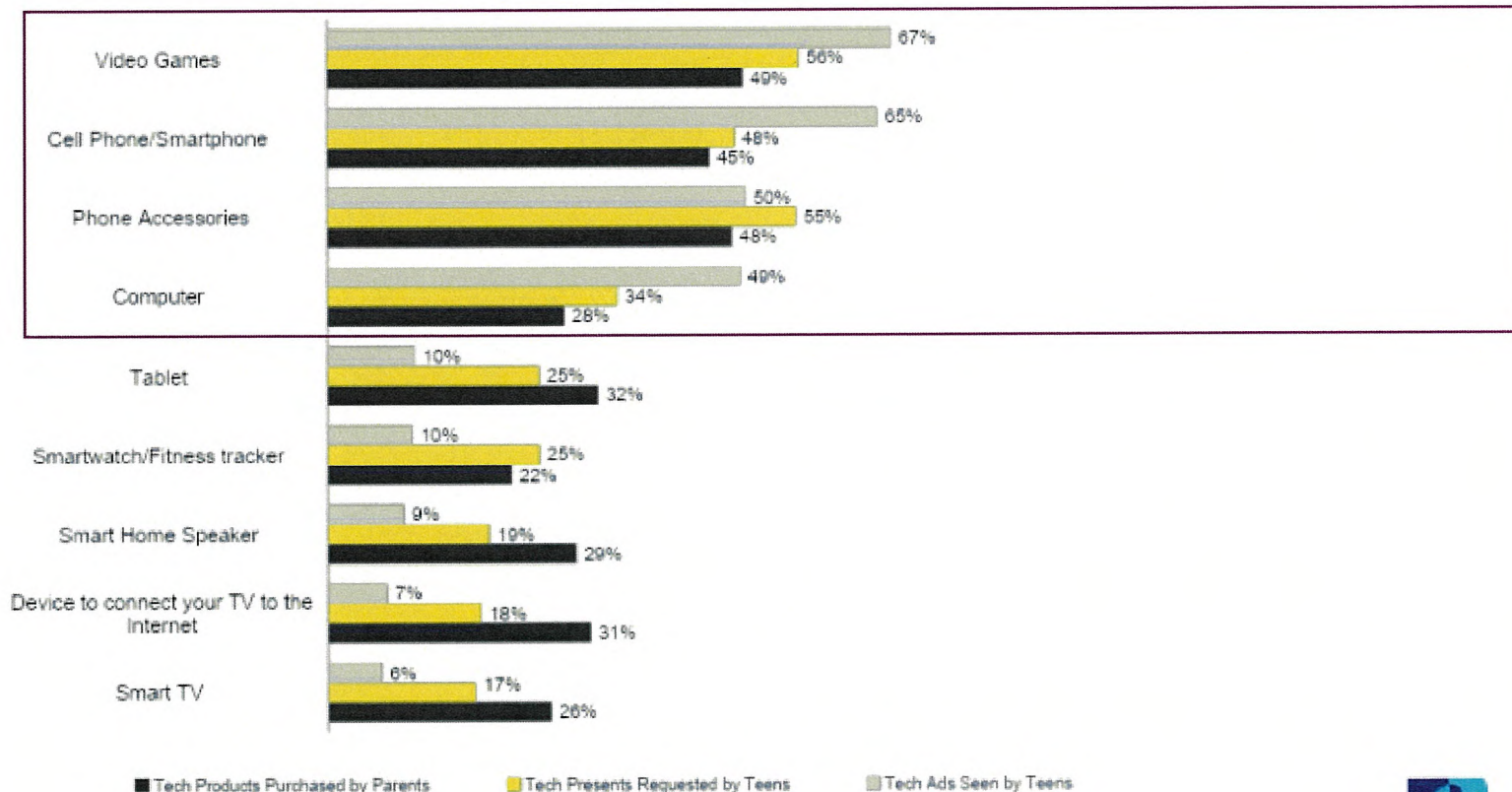
9.6M Video Games

8.8M Cellphone/Smartphones

9.4M Phone Accessories

5.5M Computers

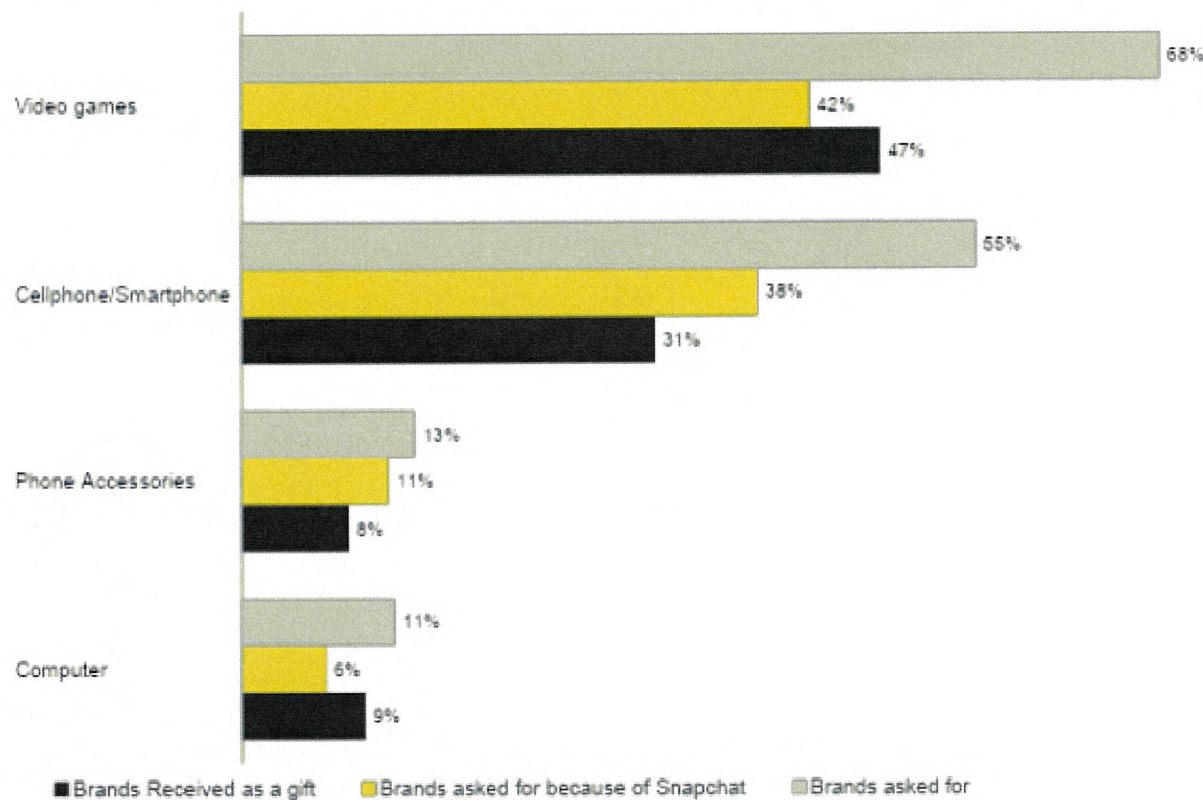
The ads they are seeing are driving awareness and interest... directly leading to parents' purchase



Slide 18 Notes

Higher tech category advertising corresponds with higher teen-parent influence.
Teen demand and parental purchases maintain a lower baseline with lower advertising.

Specifically, Ads they saw on Snapchat influenced what they asked for and what their parents' purchased



Slide 19 Notes

Teens reported that Snapchat had an influence on their requesting habits for the following categories

1.8M Brand Named Computer Sales

1.6M Brand Named Cellphone/Smartphone Sales

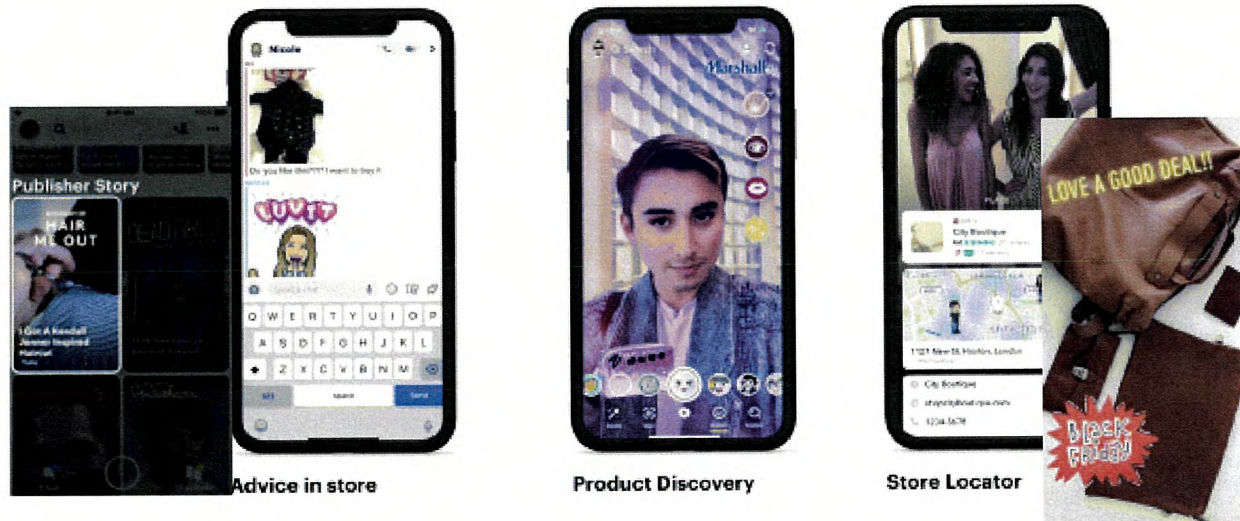
1.4M Brand Named Phone Accessories Sales

1.8M Brand Named Computer Sales

Slide 19 Comments

1 + [REDACTED] can you check if my headers that I put actually summarize the data correctly. I tried to capture the main idea but
lmk
_Assigned to [REDACTED]
Deleted user, 3/2/2020 11:47 AM

High Schoolers are using Snapchat for every action leading up to their back to school purchase



21% look for
inspiration in Stories
and Shows

33%+ use Snapchat to
get advice from friends
and family

Nearly 75%+ are
interested in 'trying'
new products using AR
before buying

27%+ take Snaps
using in-store Filters