

AMENDED Exhibit 921

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

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

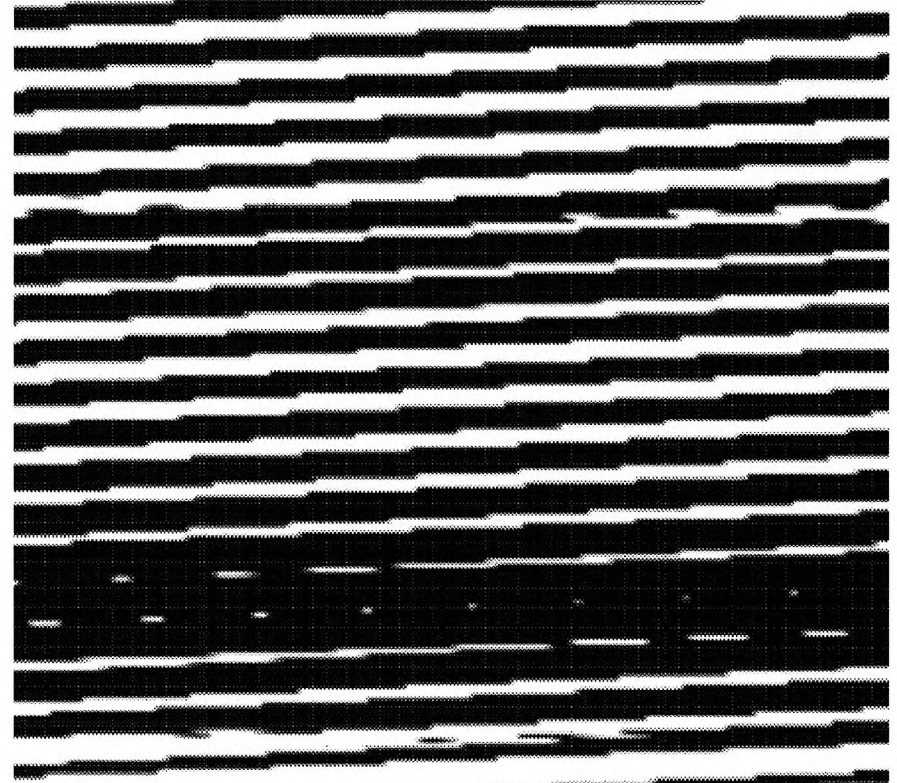
MDL No. 3047

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

Revenue Update

Peter Sellis

1 October 2018



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Details: <https://wiki.sc-corp.net/pages/viewpage.action?spaceKey=standards&title=Insider+Trading>



HIGHLY CONFIDENTIAL (COMPETITOR)

SNAP3791003

EXHIBIT	5
WIT:	Sellis
DATE:	2/16/25
Maureen O. Pollard, RDR	

Slide 1 Notes

Testing Speaker Notes

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SNAP3791004

Summary of Monetization 2018 Priorities

Goal

\$1.2B in Revenue on 216M Q4 DAU

Overall Objective

“In 2018, we are going to drive measurable return on investment for advertisers regardless of their level of sophistication in order to become one of the top 3 digital ad platforms.”

Team Objectives

O1: Make Snap an imperative for performance marketers

O2: Focus on “digital native” advertisers

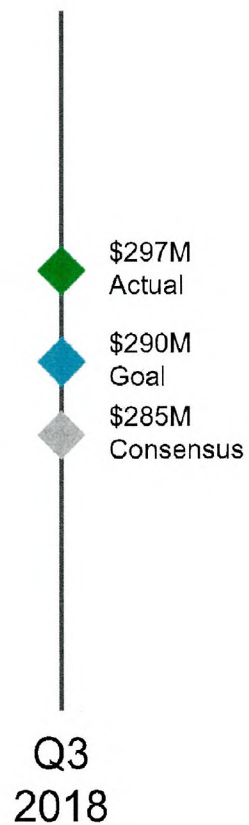
O3: Elevate measurement

O4: Win at location, context, and A/R

O5: Ruthlessly simplify

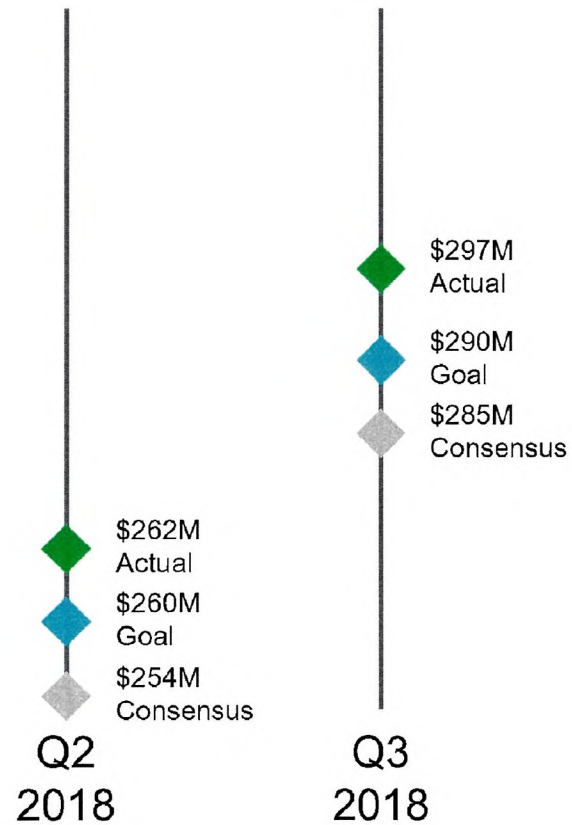
Summary of Q2-Q4 2018 Revenue Goals

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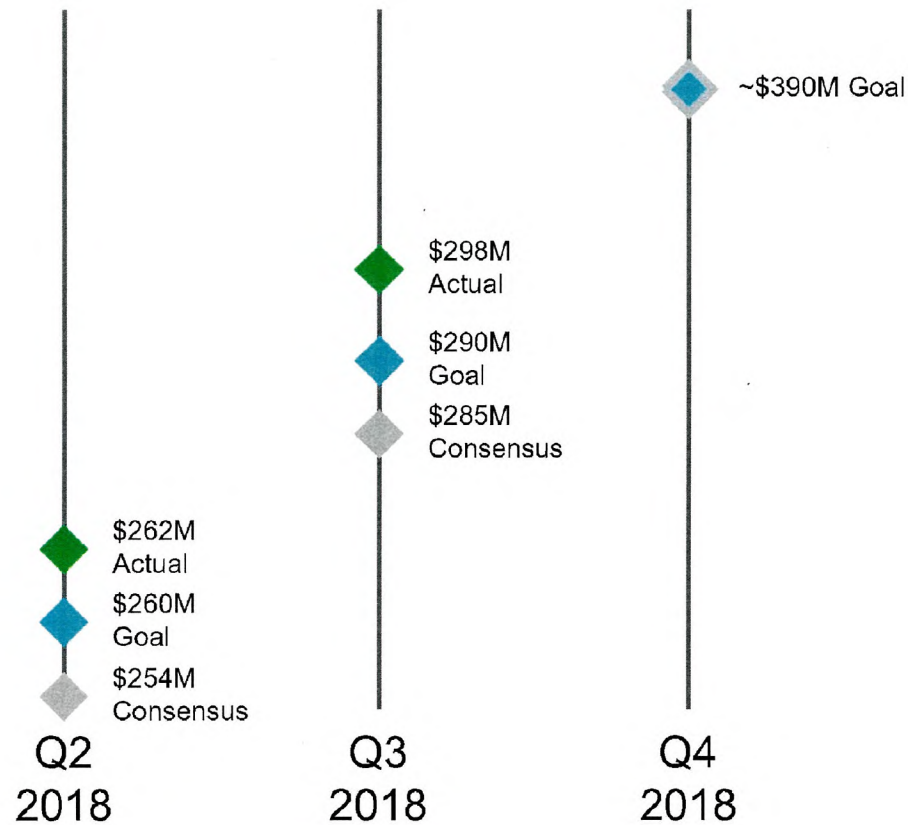
Summary of Q2-Q4 2018 Revenue Goals

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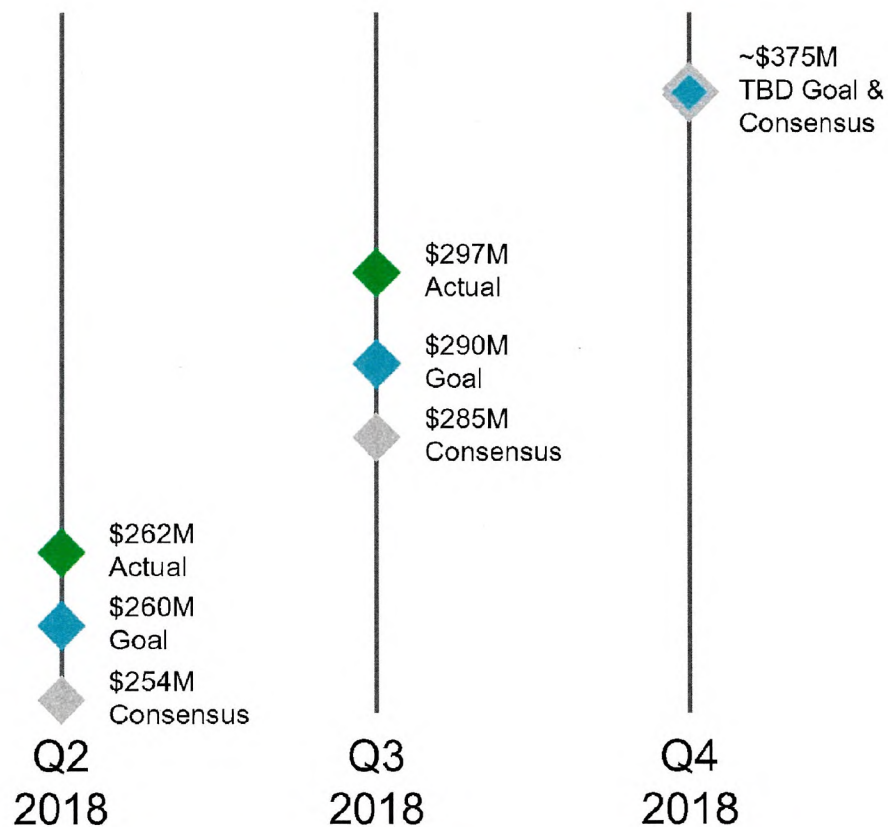
Summary of Q2-Q4 2018 Revenue Goals

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Summary of Q2-Q4 2018 Revenue Goals

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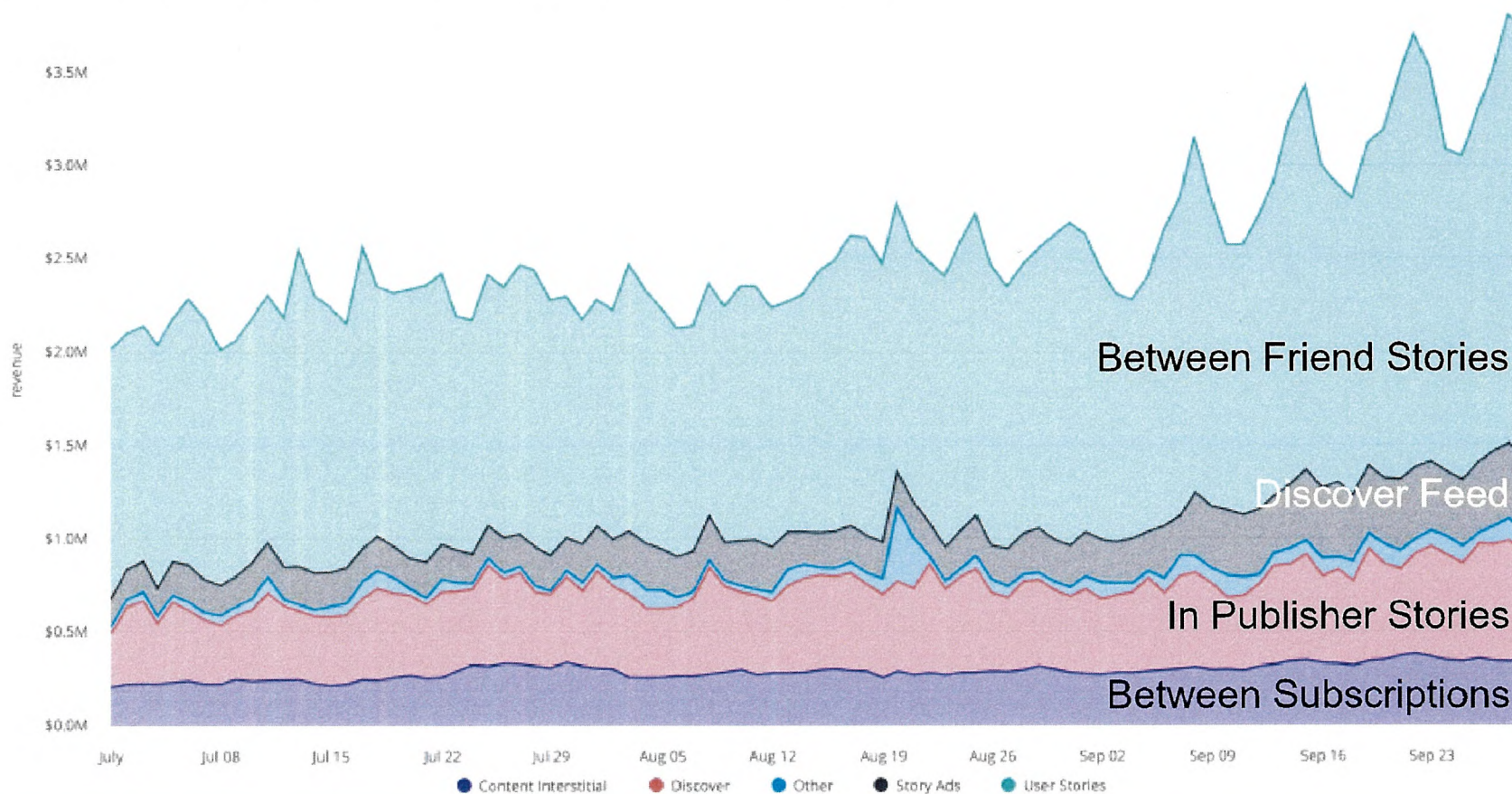


- Overall revenue goal of \$1.15-\$1.2B for the year
 - Slight miss in Q1
- Outperformance in Q2 and Q3
- Q3 = 43% YoY growth in Revenue
 - 24% ARPU growth YoY
- Revenue goal for Q4 is TBD
- Approximately 5-7% is non-advertising revenue (Placed, Metamarkets, Spectacles)
- \$375M in Q4 represents significant acceleration over Q3

Looking at Snap + Story Ads for Q3—where do they run?

23

\$ of revenue per day, Q3, Snap Ads and Story Ads by placement



Evan's Letter—Three Priorities

30

There are three primary ways that we are working on growing revenue:

- 1) Increasing DAU and engagement
- 2) Improving measurement and optimization
- 3) Increasing the number of active advertisers

DOCUMENT SLIPSHEET

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