

# The Data Behind Snap's Huge Q2 Growth



## What Happened

# Snap Inc.

17.19 USD +2.36 (15.91%) ↑

Jul 24, 11:00 AM EDT · Disclaimer

1 day 5 days 1 month 6 months YTD 1 year 5 years Max



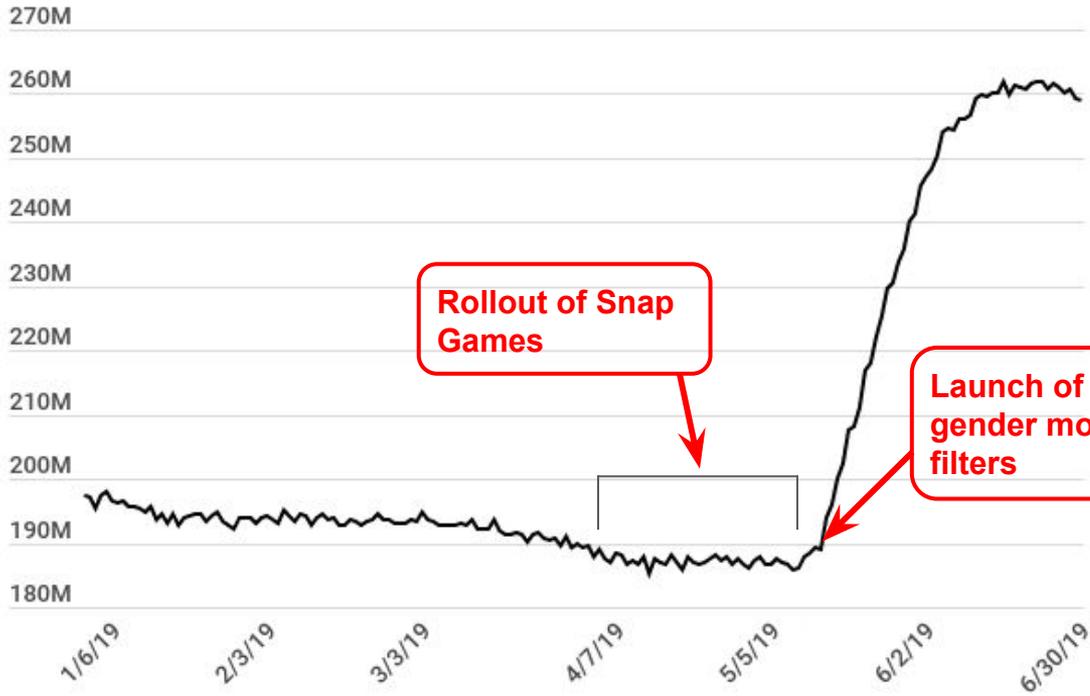
-- Beat revenue expectations by 8.2%

-- **Largest quarterly gain in average daily active users in 3 years**

-- Stock jumped over 12% in after-hours trading

## Apptopia's data was a strong leading indicator of growth for Q2

Global Daily Active Users (iOS + Google Play), per day



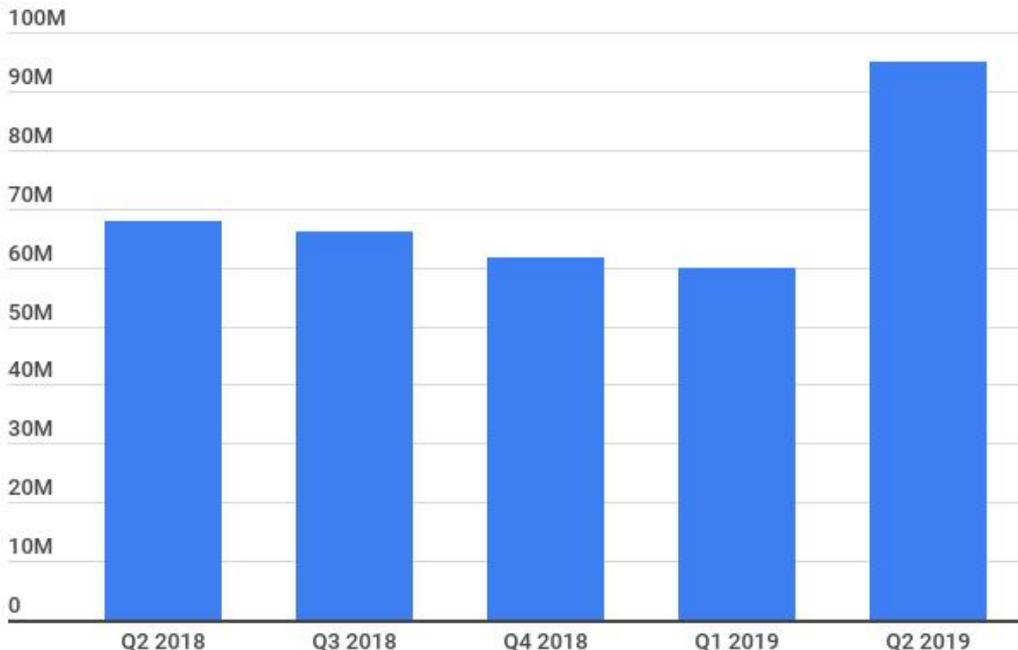
-- Snapchat's average DAU for the second quarter **increased 8%** over Q1.

-- Often big spikes correlate with big drop offs, but Snapchat has shown real promise and maintained a high % of new users for two months running.

-- Snap's investment into major product launches helped them gain meaningful marketshare back from new competitors like TikTok, which they lost in proceeding 3-6 months.

## Apptopia Indicators of Snap Inc. Beating Q2 Expectations

Global Downloads of Snapchat (iOS + Google Play)



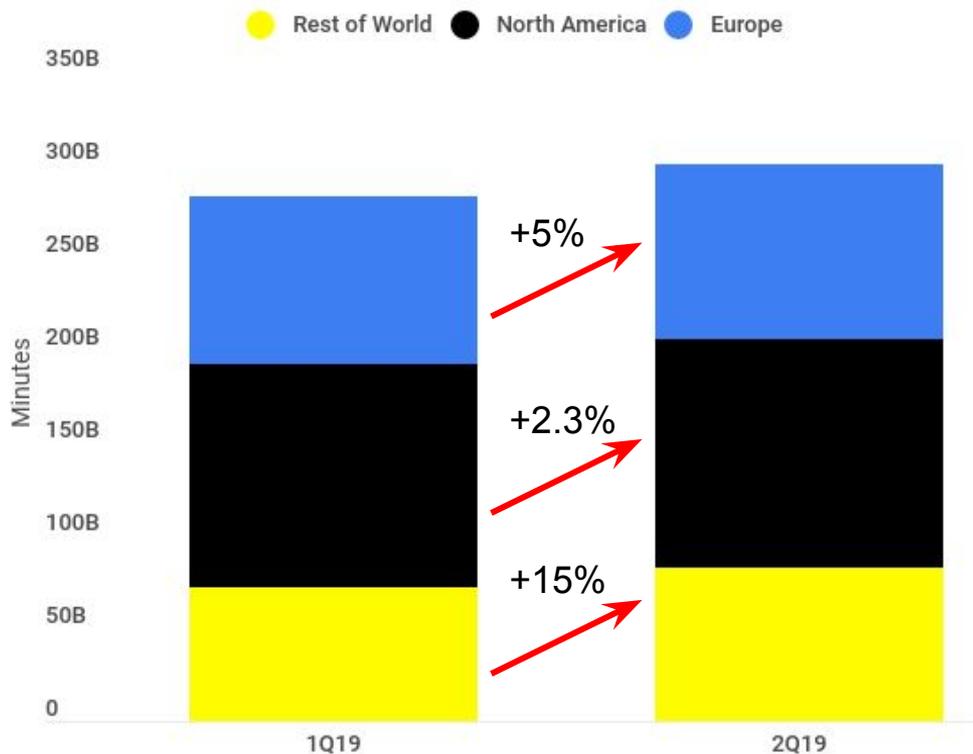
Globally, downloads and net new users gained significantly in Q2.

Global mobile downloads were **up 58%** from Q1 to Q2 2019. Countries outside of North America and Europe contributed significantly.

On May 17th, Snapchat ranked **#4** Overall in China's iOS App Store, its highest rank there in more than four years.

# Apptopia Indicators of Snap Inc. Beating Q2 Expectations

Total Time Spent In App (iOS + Google Play)



-- Snap reported that its highest growth percentage region in Q2 was outside of the US & Europe, which you can clearly see in our data.

-- We attribute this high growth to Brazil, Indonesia, Philippines, Thailand and other APAC countries.

-- The growth of time spent in app also indicates growth in features like "Discover" (up 35% QoQ), meant to keep users in app longer.

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PAPA JOHN'S INTL INC	STARBUCKS CORP

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