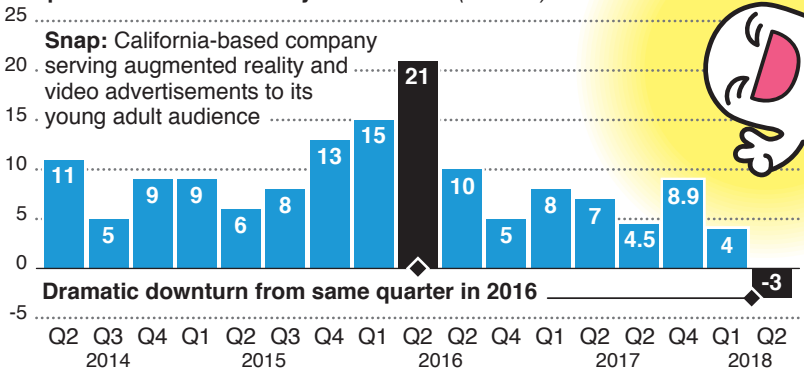


Snapchat's shrinking fortunes

Snapchat's active user base shrunk by three million people in the second quarter of 2018, the company's first ever such decline

WIN SOME, LOSE SOME

Snap's net additions to daily active users (millions)



BILLION DOLLAR BLUNDERS

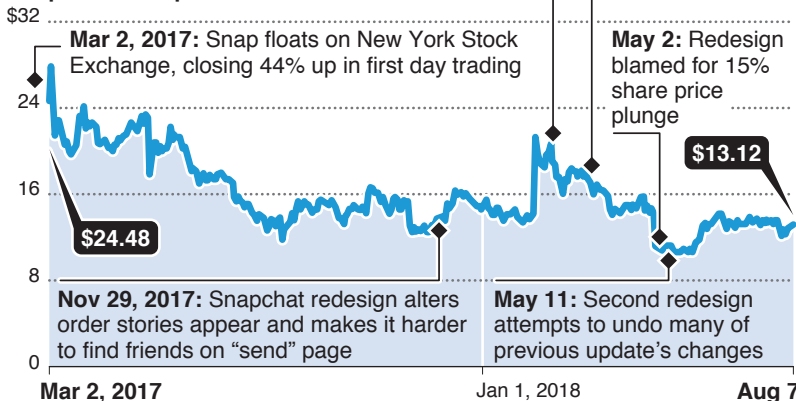


Feb 21, 2018: Reality TV star **Kylie Jenner** tweets her disapproval of Snapchat app redesign, knocking **\$1.3bn** off Snap's market value



Mar 15: Snapchat advert for "**Slap Rihanna**" game attracts singer's anger – market value falls **\$800m**

Snap Inc share price



Mar 2, 2017

Jan 1, 2018

Aug 7