Agenda

Presentation
Company and strategy overview
Bill Ready
Chief Executive Officer
Building an engaging product
Sabrina Ellis
Chief Product Officer
Driving growth through content
Malik Ducard
Chief Content Officer
The Pinterest shopping ecosystem
Martha Welsh
Chief Strategy Officer
Our advertisers and ads product innovation
Bill Watkins
Chief Revenue Officer
Matt Crystal
VP, Global Product Management

Break
Chief Marketing Officer perspectives
Andréa Mallard
Chief Marketing Officer
AI and Pinterest
Jeremy King
Chief Technology Officer
Financial overview
Julia Donnelly
Chief Financial Officer
Closing remarks
Bill Ready
Chief Executive Officer
Q&A session
Pinterest Management Team

Lunch
Forward Looking Statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Exchange Act of 1934, as amended, about us and our industry that involve substantial risks and uncertainties, including, among other things, statements about trend analyses, future events, future operational performance, financial performance, anticipated growth and industry prospects. Words such as "believe," "project," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," "plan," "target" and similar expressions are intended to identify forward-looking statements. These forward-looking statements are only predictions and may differ materially from actual results due to a variety of factors including: general economic and political uncertainty in global markets and a worsening of global economic conditions or low levels of economic growth, including inflation, fear of recession, foreign exchange fluctuations and supply-chain issues; our ability to provide useful and relevant content; our ability to attract and retain partners and other content creators that provide relevant and engaging content on our platform; risks associated with new products and changes to existing products as well as other new business initiatives; our ability to maintain and enhance our brand and reputation; compromises in security; our financial performance and fluctuations in operating results; our dependency on online application stores' and internet search engines' methodologies and policies; discontinuation, disruptions or outages in authentication by third-party login providers and changes by them that restrict our access or ability to identify users; competition; our ability to scale our business and revenue model; our reliance on advertising revenue and our ability to attract and retain advertisers and effectively measure advertising campaigns; our ability to effectively manage growth and expand and monetize our platform internationally; our lack of operating history and ability to attain and sustain profitability; decisions that reduce short-term revenue or profitability or do not produce expected long-term benefits; risks associated with government actions, laws and regulations that could restrict access to our products or impair our business; litigation and government inquiries; privacy, data and other regulatory concerns; real or perceived inaccuracies in metrics related to our business; disruption, degradation or interference with our hosting services and infrastructure; our ability to attract and retain personnel; the volatility of our stock; and the dual class structure of our common stock and its effect of concentrating voting control with stockholders who hold our capital stock prior to the completion of our initial public offering. These and other potential risks and uncertainties that could cause actual results to differ from the results predicted are more fully detailed in our Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2023, which is available on our investor relations website at investor.pinterestinc.com and on the SEC website at www.sec.gov. All information provided in this presentation is as of September 19, 2023, unless an earlier date is indicated. Undue reliance should not be placed on the forward-looking statements in this presentation, which are based on information available to us and management’s views as of the date hereof. We undertake no duty to update this information unless required by law.

Non-GAAP Financial Measures

To supplement our condensed consolidated financial statements, which are prepared and presented in accordance with generally accepted accounting principles in the United States ("GAAP"), we use the following non-GAAP financial measures: Adjusted EBITDA, Adjusted Gross Margin, Free Cash Flow, and non-GAAP costs and expenses (including non-GAAP cost of revenue, research and development, sales and marketing, and general and administrative). The presentation of these financial measures is not intended to be considered in isolation, or as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP. We compensate for these limitations by providing specific information regarding GAAP amounts excluded from these non-GAAP financial measures. We use these non-GAAP financial measures to analyze our financial performance and operating results, to understand trends affecting our business, to make strategic decisions, and to evaluate our financial operations internally. We believe these non-GAAP financial measures provide useful information to investors and others in understanding and evaluating our operating results and prospects in conjunction with GAAP financial measures. For example, the reconciliation of non-GAAP financial measures to their corresponding GAAP amounts can help investors evaluate our operating performance and underlying trends in our business, as well as assist in period-to-period comparisons.

We have not provided the forward-looking GAAP equivalents for forward-looking Adjusted Gross Margin, Adjusted EBITDA Margin and non-GAAP operating expenses or a GAAP reconciliation as a result of the uncertainty regarding, and the potential variability of, reconciling items such as share-based compensation expense, which is impacted by, among other things, employee retention and decisions around future equity grants to employees. Accordingly, a reconciliation of these non-GAAP guidance metrics to their corresponding GAAP equivalents is not available without unreasonable effort. However, it is important to note that material changes to reconciling items could have a significant effect on future GAAP results and, as such, we also believe that any reconciliations provided would imply a degree of precision that could be confusing or misleading to investors.
Limitation of Key Metrics

The numbers for our key metrics, which include our monthly active users (MAUs) and average revenue per user (ARPU), are calculated using internal company data based on the activity of user accounts. We define a monthly active user as an authenticated Pinterest user who visits our website, opens our mobile application or interacts with Pinterest through one of our browser or site extensions, such as the Save button, at least once during the 30-day period ending on the date of measurement. The number of MAUs do not include Shuffles users unless they would otherwise qualify as MAUs. We measure monetization of our platform through our average revenue per user metric. We define ARPU as our total revenue in a given geography during a period divided by average MAUs in that geography during the period. We calculate average MAUs based on the average of the number of MAUs measured on the last day of the current period and the last day prior to the beginning of the current period. We calculate ARPU by geography based on our estimate of the geography in which revenue-generating activities occur. We use these metrics to assess the growth and health of the overall business and believe that MAUs and ARPU best reflect our ability to attract, retain, engage and monetize our users, and thereby drive revenue. While these numbers are based on what we believe to be reasonable estimates of our user base for the applicable period of measurement, there are inherent challenges in measuring usage of our products across large online and mobile populations around the world. In addition, we are continually seeking to improve our estimates of our user base, and such estimates may change due to improvements or changes in technology or our methodology. All information provided in this presentation is as of September 19, 2023. We undertake no duty to update this information unless required by law. All information provided in this presentation is unaudited.
Company and strategy overview

Bill Ready
CEO
Pinterest’s mission

To bring everyone the inspiration to create a life they love
Significant growth and momentum since IPO driven by global user reach and deepening engagement

<table>
<thead>
<tr>
<th>IPO¹</th>
<th>Q2'23²</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>265M</strong></td>
<td><strong>465M</strong></td>
</tr>
<tr>
<td>Global monthly active users</td>
<td>Global monthly active users</td>
</tr>
<tr>
<td>Q4 2018</td>
<td>Q2 2023</td>
</tr>
</tbody>
</table>

|  |  |  |
|  |  |  |
| **$756M** | **$2.9B** | **$407M** |
| Revenue | Revenue | Adjusted EBITDA |
| FY 2018 | LTM ending Q2 2023 | LTM ending Q2 2023 |

|  |  |  |
|  |  |  |
| **$(39)M** | **$407M** |
| Adjusted EBITDA | Revenue |
| FY 2018 | LTM ending Q2 2023 |

¹ Pinterest IPO on 17-Apr-2019; FY2018 is the first available full fiscal year data at the time of IPO
² Pinterest Internal Data as of June 2023 | Note: LTM is an abbreviation for Last Twelve Months
Why I joined Pinterest

- Positioned at the intersection of search, social and commerce
- Dynamic multi-session user journeys
- Unique full funnel platform
- Building a more positive internet
- Opportunity to accelerate growth and monetization
Pinterest is a visual discovery platform at the intersection of search, social and commerce.
From inspiration to action
An advertiser’s view of a user journey

**Discover**
Get inspired by home feed

- 95% relevancy on recommendations¹

**Decide**
Search and save Pins for red dress and get inspired around the whole outfit

- 6B+ searches per month²

**Do**
Purchase the full outfit seamlessly across digital retailers

- >50% increase in click throughs and saves of buyable items in Q2’23⁴

---

¹ Pinterest Internal Data as of July 2023 | Note: Based on human review to determine perceived relevance on related Pins
² Pinterest Internal Data as of June 2023 | Note: Monthly average over last twelve months ending June 2023
³ Pinterest Internal Data as of June 2023 | Note: Weekly average over last twelve months
⁴ Pinterest Internal Data as of June 2023 | Note: Comparing Q2’23 vs. Q2’22
In real life, user journeys are non-linear and multi-session
Users provide highly valuable intent signals as they progress through their journey on Pinterest

**Searching**
Searching
Saving, collaging, creating a board

**Curating**
Curating
Saving, collaging, creating a board

**Collaborating**
Collaborating

**Clicking through to a site**
Clicking through to a site
The unique full funnel platform for users and advertisers

Aligning user mindset to advertiser objectives, brands can create content for every stage of their audiences’ journey.

>2x higher conversion rates when ads are seen across the upper and lower funnel vs one objective alone.

Pinterest Internal Data as of June 2023
With cookies going away, first party intent signals are a significant differentiator

**Key differentiator in today's advertising environment**
- Privacy-focused
- Permissioned cross-app tracking

**Pinterest provides advertisers unique 1st party signals**
- Searching and browsing-related items
- Saving Pins on curated boards
- Product associations

Advertisers soon left with few resources to effectively market

Google intends to begin phasing out third-party cookies in Chrome in the second half of 2024

*+45% increase in return on ad spend (ROAS) when using Pinterest first-party targeting signals, compared to retargeting alone*

Pinterest Ads Measurement Analysis conducted by Accenture (N=20,000+, Global, Jan 2021 – Dec 2022)
Highly differentiated user signals enhance our AI capabilities

+60% increase in saves per MAU from AI driven personalization

+30% improved ad relevance on Search YTD

1 Pinterest Internal Data as of August 2023 | Note: EU
2 Pinterest Internal Data as of June 2023
Our unique flywheel: ads are content on Pinterest

User signals + personalization + relevant ads increase user engagement

Users

- More unique intent signals
- Curation at scale
- Better personalization

Increased engagement

More advertisers

Advertisers

- More impressions, clicks, conversations
- Improving ad load
- Better ROAS

More highly effective & engaging ads

More users
We are building a positive place on the internet—and it's paying off for users and advertisers

8 out of 10 people who use Pinterest come to the platform to feel positive. 3 in 10 say that about other platforms¹

#1 place that people say “has a positive impact in my life” across seven peer platforms²

9 out of 10 Pinterest shoppers agree they trust the content on Pinterest, which is 70% higher than peer platforms³

¹TalkShoppe, US, Emotions, Attitudes & Usage Study, September 2018
²Pinterest and Advertiser Perceptions, Brand Equity Tracker, US, Q1 2023
³Reach3, US, The Retail & CPG Path to Purchase among weekly Pinterest users who save Retail and CPG content vs people on other social platforms, Aug 2021
Our business priorities

1. Growing users and deepening engagement
2. Improving monetization per user (ARPU)
3. Driving profitable growth
# Growing users and deepening engagement
How we are better engaging our users

<table>
<thead>
<tr>
<th>Category</th>
<th>Before</th>
<th>Today and go forward strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personalization</td>
<td>● Underutilized intent-based signals</td>
<td>● Comprehensive intent-based signals employing next generation AI to improve content and product recommendations</td>
</tr>
<tr>
<td>Web vs. Mobile</td>
<td>● Highly exposed to search engine optimization (SEO) changes, shallow usage patterns</td>
<td>● Engagement primarily driven by our mobile app, deeper and more actionable</td>
</tr>
<tr>
<td>Content</td>
<td>● Entertainment-based video</td>
<td>● Boards and Pins designed to inspire discovery, decision and action</td>
</tr>
<tr>
<td></td>
<td>● Creator ecosystem prioritized</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td>● Building Pinterest to be the retailer</td>
<td>● Partnering with retailers</td>
</tr>
<tr>
<td></td>
<td>● Shopping as a side feature</td>
<td>● Shopping to the core and more shoppable Pins</td>
</tr>
</tbody>
</table>

Company and strategy overview
Growing users and deepening engagement

Growing users and engagement outpacing MAU growth

Global MAU has returned to YoY growth

(Chart showing global MAU growth from 2016 to Q2'23 with bars and CAGR of 28%)

Engagement growth faster than user growth

(Chart showing engagement growth YoY from Q3'22 to Q2'23 with 0% to 14% growth)

Pinterest Internal Data as of June 2023 | Note: CAGR = (compound annual growth rate) by Q2 over a 4 year period; Engagement includes the basket of metrics: saves, impressions (include both paid and organic impressions), and engaged sessions (1min or greater)

Company and strategy overview
# Growing monetization

## How we are improving monetization

<table>
<thead>
<tr>
<th>Pace of Ad product innovation</th>
<th>Before</th>
<th>Today and go forward strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>● 12 ad products shipped 2020-2021</td>
<td>● 30+ ad products shipped 2022-2023</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ads vs. engagement</th>
<th>Before</th>
<th>Today and go forward strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>● Lower Ad relevance did not always match user intent → Lower Ad load</td>
<td>● Higher Ad relevance where Ads feel like content and match user intent → Higher Ad load</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategic focus on monetization</th>
<th>Before</th>
<th>Today and go forward strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>● Monetization was not designed into the product</td>
<td>● Prioritization of monetizable features on platform, including whole page optimization, AI for ads delivery and targeting, and 3P partners</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lower Funnel</th>
<th>Before</th>
<th>Today and go forward strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>● Limited focus on lower funnel solutions</td>
<td>● Driving an adoption curve with highly performant solutions (shopping ads, Mobile Deep Links, Direct Links, and API for Conversions), with largest, most sophisticated advertisers first to lean in and others to follow</td>
</tr>
</tbody>
</table>

Pinterest Internal Data as of September 2023
Growing monetization

Sustained growth in ad impressions has been driven by MAU growth, engagement gains and relevant ad load increases.

Highly relevant ads enable ad load increases

Q2'23 YoY

<table>
<thead>
<tr>
<th>Metric</th>
<th>Growth</th>
<th>Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAU</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Engagement</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

ARPU expansion by geography

Q2 2023 vs Q2 2019

- UCAN: 2.3x
- Europe: 5.1x
- RoW: 6.7x

Note: Comparing Q2'23 vs. Q2'22; Engagement includes the basket of metrics: saves, impressions (include both paid and organic impressions), and engaged sessions (1min or greater)

Note: Comparing Q2'23 vs. Q2'19

1 Pinterest Internal Data as of June 2023
2 Pinterest Internal Data as of June 2023
Driving profitable growth

**Before**

- **Growth**
  - Feature growth prioritized

- **COR\(^1\)**
  - Unfocused investments in competing product initiatives led to margin compression

- **OpEx\(^2\)**
  - Undefined capital allocation policy

**Today and go forward strategy**

- **Growth**
  - Focus on solving user needs to drive engagement and ARPU

- **COR\(^1\)**
  - Operational rigor driving disciplined innovation and margin expansion

- **OpEx\(^2\)**
  - Responsible capital allocation and disciplined approach to capital return

---

\(^1\) COR is defined as Cost of Revenue

\(^2\) OpEx is defined as Operating Expense inclusive of Research and Development, Sales and Marketing, General and Administrative Expenses
Executing against a massive opportunity

Digital advertising spend

$550B

US & Canada: $255B
Europe: $111B
RoW: $183B

$2.8B

US & Canada: $2.3B
Europe: $0.4B
RoW: $0.1B

Pinterest FY2022 revenue

Pinterest market share
(Based on 2022 revenue)

UCAN 0.9%
Europe 0.4%
RoW 0.1%
Global 0.5%

1 Insider Intelligence | eMarketer | Note: Worldwide Global Digital Advertising Spend Forecast as of Q1 2023; RoW is defined as Rest of World
Growth framework: our revenue model

1. Global MAU growth
2. Engagement growth outpacing MAU growth
3. Ad load is synergistic with engagement, and increasing
4. Ad pricing tailwinds driven by lower funnel solutions
5. 3P and international additional contributors to revenue growth

Users ×
Engagement ×
Ad Load ×
Ad Pricing =
Revenue
The next 3–5 years: accelerating growth + profitability

August ‘23 Earnings Call

- High single digit range (guidance for Q3 ‘23)

Our 3-5 Year Targets

- Mid-to-High teens CAGR
  - Expected to grow faster than market growth

- Low 30’s %
  - Committed to healthy profitability expansion while opportunistically reinvesting into longer-term growth

Revenue Growth

Adjusted EBITDA Margin

- ~400bps of YoY EBITDA Margin expansion
  - (expected for full year 2023)
Summary investment highlights

1. Unique visual discovery experience at the intersection of social media, search and commerce with highly valuable millennial and Gen Z populations

2. Tremendous ~$550B digital advertising spend opportunity with right to win as lower funnel increasingly monetizes, and under-penetrated in core geographies

3. Differentiated financial profile define by scale, growth, profitability, and cash generation

Note: Worldwide Global Digital Advertising Spend Forecast as of Q1 2023
Management team

Highly experienced and driven leadership team

Bill Ready
Chief Executive Officer
Joined Pinterest in 2022

Sabrina Ellis
Chief Product Officer
Joined Pinterest in 2023

Malik Ducard
Chief Content Officer
Joined Pinterest in 2021

Martha Welsh
Chief Strategy Officer
Joined Pinterest in 2023

Bill Watkins
Chief Revenue Officer
Joined Pinterest in 2014

Andréa Mallard
Chief Marketing Officer
Joined Pinterest in 2018

Jeremy King
Chief Technology Officer
Joined Pinterest in 2019

Julia Donnelly
Chief Financial Officer
Joined Pinterest in 2023

Wanji Walcott
Chief Legal Officer
Joined Pinterest in 2022

Christine Deputy
Chief People Officer
Joined Pinterest in 2021

Bill Ready
Chief Executive Officer
Joined Pinterest in 2022
Google
PayPal

Sabrina Ellis
Chief Product Officer
Joined Pinterest in 2023
Google

Malik Ducard
Chief Content Officer
Joined Pinterest in 2021
YouTube

Martha Welsh
Chief Strategy Officer
Joined Pinterest in 2023
Google

Bill Watkins
Chief Revenue Officer
 Joined Pinterest in 2014
yahoo!

Andréa Mallard
Chief Marketing Officer
Joined Pinterest in 2018
ATHLETA

Jeremy King
Chief Technology Officer
Joined Pinterest in 2019
Walmart

Julia Donnelly
Chief Financial Officer
Joined Pinterest in 2023
wayfair

Wanji Walcott
Chief Legal Officer
Joined Pinterest in 2022
DISCOVER

Christine Deputy
Chief People Officer
Joined Pinterest in 2021
NORDSTROM

Pinterest Investor Day

Company and strategy overview

28
Building an engaging product

Sabrina Ellis
Chief Product Officer
Agenda

1. Meet our audience
2. Product investments driving growth
Meet our audience

People come for a breadth of interests and with high commercial intent
Pinterest overview

How the product works

Discover
Browse personalized feeds for your passions and projects.

Decide
Save ideas from the app and around the web. Organize and evaluate items.

Do
Pick up where you left off at any time. Visit merchant websites to bring ideas to life.

Discover personalized feeds for your passions and projects.

Decide to save ideas from the app and around the web. Organize and evaluate items.

Do by picking up where you left off at any time. Visit merchant websites to bring ideas to life.
Ads are content on Pinterest

Social feed
Ads are an interruption to core content

Pinterest
Ads are content, highly relevant to a user’s intent

Video feed
Ads are an interruption to core content
Pinterest users are a highly valuable demographic

<table>
<thead>
<tr>
<th>Global audience</th>
<th>Representative audience</th>
<th>Household decision makers with purchasing power</th>
</tr>
</thead>
<tbody>
<tr>
<td>465M</td>
<td>67%</td>
<td>50%</td>
</tr>
<tr>
<td>Global Monthly Active Users¹</td>
<td>Female¹</td>
<td>Pinterest reach of US total digital population with a college degree</td>
</tr>
<tr>
<td>79%</td>
<td>42%</td>
<td>57%</td>
</tr>
<tr>
<td>International²</td>
<td>Gen Z³</td>
<td>Pinterest reach of US females with $200K+ annual income</td>
</tr>
<tr>
<td></td>
<td></td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>of all US Dads</td>
</tr>
</tbody>
</table>

¹ Pinterest Internal Data as of June 2023 | Note: Global
² Pinterest Internal Data as of June 2023 | Note: Excluding UCAN; Calculated as % of Q2'23 Global Monthly Active Users
³ Pinterest Internal Data as of June 2023 | Note: Calculated as % of Q2'23 Global Monthly Active Users
⁴ US Comscore Plan Metrix, June 2023 | Note: Digital Population Reach
International MAU is growing strongly and has headroom

Investments in personalization have driven growth – significant additional international opportunity

Europe and RoW MAU
(in millions)

- **Europe MAU 4 Year CAGR: 11%**
  - Q2'19: 126
  - Q2'23: 246

- **RoW MAU 4 Year CAGR: 18%**
  - Q2'19: 81
  - Q2'23: 124

Seeking inspiration to action resonates globally

Significant headroom with lower penetration of internet population

Personalization technology offers scaled impact across all markets

Note: Figures in Millions; CAGR = (compound annual growth rate) by Q2 over a 4 year period
Gen Z is Pinterest’s newest, most engaged, and fastest growing audience

Gen Z MAUs growing faster than total MAUs (in millions)

Q2 2023

20% YoY growth in Gen Z MAU
8% YoY growth in Total MAU

Gen Z saves the most per user compared to other generations

Q2'22 | Q2'23
--- | ---
161 | 193

2.4x

Pinterest Internal Data as of June 2023

Building an engaging product
Core use cases continuing to grow with demonstrated strength in emerging use cases

Improvements in content and actionability have driven healthy growth in MAUs who engage in core and emerging use cases

### Core use cases (YoY MAU Growth)
- Women’s Fashion: 13%
- Home Decor: 10%
- Food & Drink: 9%

### Emerging use cases (YoY MAU Growth)
- Men’s Fashion: 27%
- Auto: 22%
- Travel: 10%

Pinterest Internal Data as of 1H'23 vs. 1H'22
Pinterest has become a mobile app-centric platform

**Mobile app MAU over time**

Mobile app MAU as % of total MAU (in millions)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Mobile app MAU</th>
<th>Web MAU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2'19</td>
<td>300</td>
<td>113</td>
</tr>
<tr>
<td>Q2'20</td>
<td>416</td>
<td>168</td>
</tr>
<tr>
<td>Q2'21</td>
<td>454</td>
<td>154</td>
</tr>
<tr>
<td>Q2'22</td>
<td>433</td>
<td>108</td>
</tr>
<tr>
<td>Q2'23</td>
<td>465</td>
<td>88</td>
</tr>
</tbody>
</table>

19% 4 year CAGR

**Mobile app users have >2x saves per MAU of web users**

**Strategies we’ve employed to grow mobile app MAU:**

- Targeted acquisition efforts
- Improved onboarding & personalization
- Overhauled notifications
Strong product market fit: recent cohorts are our most engaged

Saves per user are sharply increasing in our more recent cohorts.

New users that joined in 2023 save in their first year 1.99x as often as new users that joined in 2018 did in their first year.

First year saves per user indexed to 2018.
Product investments to drive growth

- Re-investing in personalization
- Doubling down on saving
- Atomization and Collages
Leaning back into our unique value proposition has driven user growth & engagement - and we’re doubling down.

**Focus on Pinterest differentiators and user intent**

**Focus on entertainment video and creator driven ecosystem**

Note: Engagement includes the basket of metrics: saves, impressions (include both paid and organic impressions), and engaged sessions (1 min or greater).
Personalization

AI has improved home feed recommendations, surfacing new ideas and topics to explore, and driving a return to growth

+60% increase in saves per MAU driven by personalization

Note: EU
Personalization

Users want to see themselves represented in ideas. We’re leading the industry in building inclusive products powered by AI

Increasing representation within recommendations drives deeper engagement:

- Improved skin tone diversification by \(^1\) \(>4 \times\)
- Improved body type diversification by \(^2\) \(>5 \times\)

---

\(^1\) Pinterest Internal Data as of June 2023 | Note: US, CA, GB, IE, AU, NZ; comparing pre-launch to post-launch

\(^2\) Pinterest Internal Data as of June 2023 | Note: US; comparing pre-launch to post-launch
Personalization

We’ll leverage AI to help users explore and define their personal style, taking personalization to a whole new level.

Drives deeper sessions and shopping behavior - and unlock a whole new level of precision in ad targeting.

Explore your style

Insights generated to help with self-discovery and pivots to new topics.

Tailored recommendations

Provide feedback to build a personalized experience and tailored recommendations.
Saving

Saving is our differentiated intent signal

It is how users navigate their multi-session planning journeys – and drives the personalization of their experience

Investing heavily to make Pinterest an even more personal experience for every user

1.5B
saves per week

Pinterest Internal Data as of June 2023 | Note: Weekly average over last twelve months
Saving for yourself

We’re making it easier for users to save, retrieve and organize Pins – the stickiest retention loop on the platform

28% higher retention for users who save + revisit what they saved

Pinterest Internal Data as of May 2023
Saving with others: collaboration and sharing drives engagement

Making it easier for friends and family to share ideas and collaborate on projects or plans

Investing in collaboration and sharing ideas deepens engagement of existing users and brings net new users onto the platform

When a user plans with others:

+14% increase in engaged sessions

+33% increase in saves

Pinterest Internal Data as of July 2023

Collaborate
Invite a friend to collaborate on a board

Share
Share ideas with a friend on or off platform to get their advice

In beta
Atomization

Atomization is the technology that breaks complex scenes on Pins into their individual elements.

Users can create Cutouts of specific parts of images that inspire them and products within Pins they want to buy.

Early testing with users expected to roll out in the coming months.
Atomization powers the next generation of Pinterest content

Collages empower users to visualize, curate, personalize and share their ideas

Collages create new, native Pinterest content

Collages drive 2x more saves than other Pin types

Atomization unlocks a new understanding of the specific elements of a Pin that a user likes, leading to deeper purchase intent signals to power our AI

Pinterest Internal Data as of August 2023

Early testing with users expected to roll out in the coming months
<table>
<thead>
<tr>
<th>Key takeaways</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Users come to Pinterest with a breadth of interests and high commercial intent</td>
</tr>
<tr>
<td><strong>2</strong> Our audience is highly valuable and growing globally, with particular strength in Gen Z</td>
</tr>
<tr>
<td><strong>3</strong> Engagement outpacing user growth, evidenced by recent cohorts being the most engaged</td>
</tr>
<tr>
<td><strong>4</strong> User experience that allows for multi-session journeys due to personalization, saving, and atomization and collages (the ability to create new, compelling content from pieces of existing content)</td>
</tr>
</tbody>
</table>
Driving growth through content

Malik Ducard
Chief Content Officer
Agenda

1. Diverse content across verticals and formats

2. Highly scalable content strategy

1. Content drives engagement
Content through a wide spectrum of formats

475B Pins saved

175B ~25% CAGR

2018 (IPO) 2023

Actionable Content

Images

Videos

Products
via merchant catalogs

- Ruffle Ceramic Bowl by Regina Andrews
  $225.00

- Life and Gardens

Ads

Boards
A collection of content organized by users

- Mexico Trip
  13 Pins / 2 sections

- New Arrivals
  Promoted by Madison Home

Atomized content
Curation is a content superpower

User curation of content provides unique signals for our ecosystem contributing to personalization

~70% of monthly active users have created a board

# of boards

<table>
<thead>
<tr>
<th>2018 (IPO)</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;4B</td>
<td>&gt;10B</td>
</tr>
</tbody>
</table>

~25% CAGR

Direct to "Boards"

Boards
A collection of content organized by a user

Direct to "Highly personalized recommendations"

Highly personalized recommendations

Pinterest Internal Data as of June 2023 | Note: CAGR = (compound annual growth rate) by period ending Q2'23 over a 4 year period as of December 31, 2018

Pinterest Investor Day
Video plays a critical role in helping users discover ideas and shop their inspiration

Focusing on lean forward content, not lean back entertainment

Nearly **170%** increase in video content YoY as of Q2
Content with personality, not only personalities with content

Prioritization before

Prioritization today

How new content gets acquired
- Deals & partnerships
- Native publishing
- Scaled acquisition
- Ads
- Brand content
- Product catalogs
- Board & Collage creation
- Offsite saving to Pinterest
- Upload from camera roll

Driving growth through content
Content that is globally scalable and resonates across demographics

62% of saves is on content from outside of the user’s home market\(^1\)

Millennial users are over 30% more likely to save Gen Z-created images than images from their own generation\(^2\)

---

\(^1\) Pinterest Internal Data as of July 2023 | Note: Measured over a 30 day period
\(^2\) Pinterest Internal Data as of February 2023 | Note: US; data sampled over 7 day period; excluding product catalog; content created in 2022 only
Content lifespan and engagement are positively correlated

The best performing content has a half life of over a year and often finds new life as trends ebb and flow or seasonal moments arrive.

13 month

average half life of a Pin

Pinterest Internal Data as of June 2023 | Note: Measured over a 7 day period
Key takeaways

1. Content across a wide spectrum of formats is vital to our engagement proposition, including curation which creates a completely unique form of content on Pinterest.

2. We are growing globally scalable and evergreen content through an increasingly diverse set of suppliers.

3. Content strategy success leads to greater engagement across Pinterest.
The Pinterest shopping ecosystem

Martha Welsh
Chief Strategy Officer
Agenda

1. Introduction to our shopping experience
2. Our shopping strategy: historical and future
3. Shopping and ads are highly synergistic
Users come to Pinterest with active shopping intent

+50% of users think of Pinterest as a place to shop today\(^1\)

96% of searches are unbranded\(^2\)

---

\(^1\) Pinterest Internal Data as of June 2023 | Note: In-app survey results

\(^2\) Pinterest Internal Data as of June 2023 | Note: US; calculated as % of the top 1000 most popular searches
We fundamentally shifted our shopping strategy a year ago

Integrated shopping into core experiences

From being the retailer to partnering with retailers
Integrating shopping into core experiences

From shopping as a destination to pervasive throughout core experiences

Before

- Designated shopping tab
- Low engagement

Shop tab

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorful cups</td>
<td>$10.50</td>
</tr>
<tr>
<td>Amber stacking mug Indigo</td>
<td>$29.99</td>
</tr>
<tr>
<td>Emerald reactive cup</td>
<td>$18.99</td>
</tr>
<tr>
<td>Blue stacking flocked mug Indigo</td>
<td>$18.00</td>
</tr>
</tbody>
</table>

Today

- Shopping integrated across core platform
- +50% YoY increase in click throughs and saves of buyable items in Q2'23

Home feed

- Modular living area
- Interior design trends
- Based on your activity
- Continue shopping

Related pins

- Mid Century Modern Coffee Table
  - $556.00
  - Promoted by Jody灿烂
- Shop similar
- Modern Table in White
- Mid Century Modern Coffee Table
- Modern Stacked Tables in Beige

Search

- coffee table
- Ideas, Material, Style, Room
- Promoted by Modern home
- Modern Table in White
- Mid Century Modern Coffee Table
- Modern Stacked Tables in Beige

Pinterest Internal Data as of June 2023 | Note: Comparing Q2'23 vs. Q2'22
Shopping on the platform

**Shop the Look**

- **Shop the look**
  - Jenni Kayne Day Dress $365
  - evreven Leather Combat Boots $248
  - AYE YAI YAI Black Blazer $110

**Visual Search**

- **Shop purses**
  - $748 Green snakeskin purse AYE YAI YAI
  - $138 Leather snakeskin bag evreven
  - $378 Crossbody by Kloething

**Shopping Pin**

(Organic catalog)

- Panya Pendant Light Lulu and Georgia

**Shopping Ad Format**

(Promoted catalog)

- Waverly Pendant Light by Antleriors, Natural

The Pinterest shopping ecosystem
From being the retailer to partnering with retailers

Supporting a seamless handoff to our retail partners instead of driving transactions on Pinterest

**Before**

- Checkout experience on Pinterest
- Low checkouts per day
- Limited user engagement
- At odds with retail value proposition (finding next customer vs. next transaction)
- Costly to implement

**Today**

- Seamless handoff to checkout on merchant site or mobile app
- Brings more merchants and their products
- Scaled integration across the platform
- Makes more Pins shoppable across Pinterest
- Delivers value to retail partners
Go-forward shopping strategy

- Increasing shoppable content
- Improving shopping recommendations
- Connecting users and merchants seamlessly
- Scaling ads

The Pinterest shopping ecosystem
Increasing shoppable content

Making the content across Pinterest more shoppable

Shop the Look

70% of the products recommended first are rated as exact or highly relevant matches\(^1\)

And merchants are getting value

10% lift in conversion when users engage with Shop the Look module\(^2\)

Fully launched Q2 2023

---

\(^1\) Pinterest Internal Data as of August 2023

\(^2\) Pinterest Internal Data as of May 2023 | Note: Experiment results on iOS comparing control vs. treatment
Improving shopping recommendations

AI and signals from multi-session shopping journeys will supercharge personalization capabilities

+50% YoY increase in buyable items saved in Q2 2023
Connecting users and merchants seamlessly

Enabling a seamless handoff to our retail partners for checkout

Mobile Deep Linking drives a **235%**

lift in conversion rates compared to previous experience

Fully launched July 2023

Direct Links drives **88%**

increase in outbound clicks when we removed the intermediary click and streamline user to merchant connection

In Beta

Full rollout to lower funnel objectives by Q1’24

---

1 Pinterest Internal Data as of May 2023 | Note: Beta results from advertisers when comparing Shopping oCPM ads with mobile deep links vs Shopping oCPM Ads without mobile deep links. Conversions attributed using a 1 day click attribution window

2 Pinterest Internal Data as of September 2023 | Note: Beta results comparing Consideration CPC campaigns with direct links to Consideration CPC campaigns without direct links
Scaling ads

Ads are helpful content, when relevant

Shopping Ad format has 2.5x the average click through rate vs. other ad formats

Pinterest Internal Data as of June 2023
Scaling ads

Accelerating the ads opportunity with Amazon Ads as our first of many 3P partners

Amazon Ads is $41B¹ today, growing +22% YoY²

- Opportunity to unlock ad budgets from Amazon merchants who largely are not advertising on Pinterest today
- The most comprehensive product catalog
- Best-in-class, seamless online buying experience
- High quality measurement opportunities and performance for advertisers

How it works?

Amazon Merchants who buy Sponsored Product ads on Amazon are automatically opted in, and their ads can also show up on Pinterest.

Pinterest sees shopping intent, then requests relevant ads from Amazon

Pinterest places ad based on price and relevance, blended with 1P auction

Amazon sends ad candidates relevant to the intent

Pinterest & Amazon Revenue share upon ad engagement

¹ Amazon Q2’23 Earnings Release | Note: Last twelve months from Q2’23
² Amazon Q2’23 Earnings Release | Note: Comparing Q2’23 vs. Q2’22
Scaling ads

Amazon 3P demand is improving ad relevance across Pinterest surfaces

Increasing ad relevance enables a higher ad load where there is intent

Early results from testing:

+50% improvement in relevance of 3P ads on Search vs. current ads

+100% improvement in relevance on Related Pins vs. current ads

Opportunities to replace existing, less relevant ads and increase auction density

More contextually relevant

Ads appear like native content in feed

Higher engagement

Opportunities to increase ad load

Scaling 3P demand

Ongoing testing and performance optimization with Amazon

<table>
<thead>
<tr>
<th>Starting with</th>
<th>Expanding to Related Pins in US</th>
<th>Additional partners + international</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search in the US</td>
<td>Q4'23</td>
<td>2024+</td>
</tr>
</tbody>
</table>

1 Pinterest Internal Data as of July 2023 | Note: Across two rounds of relevance testing
2 Pinterest Internal Data as of June 2023 | Note: Compared against offline evaluation
Our unique flywheel: ads are content on Pinterest

Shopping accelerates our unique flywheel where relevant ads boosts user engagement
Opportunity to scale monetization across additional verticals

100% increase in YoY searches for dream vacation destinations

Pinterest Internal Data as of August 2023
Key takeaways

1. Users come to Pinterest with active shopping intent. We are enabling multi-session shopping journeys, providing users with opportunities to easily go from inspiration to action across the platform.

2. We pivoted our shopping efforts meaningfully last year, and brought shopping into the core experience and are now partnering with retailers, not trying to be the retailer. We are focused on scaling shoppable content across Pinterest, leveraging AI to improve shopping recommendations and personalization, creating seamless handoffs between users and merchants at the point of purchase and scaling ads on the platform with 3P partners.

3. Ads and shopping are highly synergistic. Because of the commercial intent on Pinterest, when we deliver on relevance, increasing ad load increases engagement.
Our advertisers and ads product innovation

Bill Watkins
Chief Revenue Officer

Matt Crystal
VP, Global Product Management
Agenda

1. Growth and increasing diversity of our advertiser base
2. The differentiated value we offer to advertisers
3. Key innovations that are driving our growth
4. Go forward advertiser solution priorities
Growing and diversified advertiser base

---

### # of Quarterly Active Advertisers (Global)

- Q2’19: [Graph showing ad spend increasing]
- Q2’23: [Graph showing ad spend increasing]

---

### Revenue growth across regions

- CAGR Q2 2019-Q2 2023, Constant Currency

<table>
<thead>
<tr>
<th>Region</th>
<th>4-Year CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCAN</td>
<td>+23%</td>
</tr>
<tr>
<td>Europe</td>
<td>+68%</td>
</tr>
<tr>
<td>RoW</td>
<td>+92%</td>
</tr>
</tbody>
</table>

*Note: Active advertiser is defined by >$0 ad spend in a given quarter; CAGR = (compound annual growth rate) by Q2 over a 4 year period*

### Revenue growth across verticals

- CAGR Q2 2019-Q2 2023, Constant Currency

<table>
<thead>
<tr>
<th>Vertical</th>
<th>4-Year CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>+28%</td>
</tr>
<tr>
<td>CPG</td>
<td>+28%</td>
</tr>
<tr>
<td>Other verticals</td>
<td>+32%</td>
</tr>
</tbody>
</table>

---

1 Pinterest Internal Data as of June 2023. Note: Active advertiser is defined by >$0 ad spend in a given quarter; CAGR = (compound annual growth rate) by Q2 over a 4 year period.
2 Insider Intelligence | eMarketer, Worldwide Global Digital Advertising Spend Forecast as of Q1 2023 | Note: Market share calculation based off FY2022 Total Revenue and 2022 Estimated $550B Digital Advertising TAM.
How we serve advertisers today

### Large advertisers

**Opportunity**
- Full-funnel solution serving multiple objectives

**Growth strategy**
- Increase share of wallet

**Sales and Partnership**
- **Full Time Salesforce** and vertical specific support teams across creative strategy, performance optimization, and measurement
- **85% of top 200** advertisers and majority of top 500 internet retailers actively spending (LTM)
- ‘Annual Deals’ sign that we’re becoming more substantial part of large advertiser budgets, revenue from deals is growing faster than overall revenue
- **Partnership with top agencies:** WPP, Omnicom, Publicis, Dentsu, IPG Mediabrands, and Havas

### SMB advertisers

**Opportunity**
- Full-funnel solution serving multiple objectives

**Growth strategy**
- Acquire, retain, and grow advertiser partners

**Sales and Partnership**
- **Full Time Salesforce** and scaled support across creative strategy, performance optimization, and measurement that services the head of SMB
- **Self-serve** for smallest advertisers
- **Efficient and scalable activation via independent agencies, systems & tools, and partnerships** (including Shopify, WooCommerce)

---

1 Pinterest Internal Data as of June 2023 | Note: Last twelve months ending June 2023
2 Pinterest Internal Data as of August 2023 YTD | Note: Year to date ending August 2023
Pinterest offers our advertisers a full-funnel solution that mirrors a user’s journey.

Global Revenue Breakdown
(LTM ending Q2’23)

- **Discover**
  34% optimized for brand awareness
  Upper funnel

- **Decide**
  66% optimized for clicks or conversions
  Lower funnel

**Over half** of large advertisers have multiple campaign objectives

**Increased lower-funnel functionality for advertisers**
- API for Conversions - GA in Sep '22
- Mobile Deep Linking - GA in Jul '23
- Direct Links - Beta Aug '23, GA Q1'24
- Increase in clicks & conversions

Note: Last twelve months ending June 2023

Pinterest Internal Data as of June 2023 | Note: Last twelve months ending June 2023
Comprehensive ads platform for our advertisers

User Journey

Discover

- Grow brand awareness

Decide

- Acquire new customers

Do

- Drive sales + conversion

Advertiser objectives

Upper funnel

- Advertiser objectives

Lower funnel

Al-powered ad serving

- Premiere Spotlight
- Max Width Video
- Showcase Ads
- Quiz Ads
- Travel Catalogs
- Lead Ads
- Shopping Ads

Representative Ad formats

- Conversion Reporting
- Conversion/ Sales Lift (1st and 3rd party)

Representative Measurement solutions

+ Full-Funnel: Standard Pins, Video Ads
+ Full-Funnel: Media Mix Modeling, Multi-Touch Attribution

AI-powered

Our advertisers and ads product innovation
Driving conversion visibility & attribution with API for Conversions

Product overview
A server-to-server integration (online and offline) enables advertisers to send conversion data to Pinterest in a secure, private, cookie-less manner.

Increased visibility on advertiser conversions leads to more optimized campaigns.

Industry context
As a cookieless future becomes a reality, conversion visibility is essential for advertiser buy-in.

Increased measurable performance

**+28%**
Lift in conversions for adopters¹

**+31%**
Q3’23 QTD YoY revenue growth from retailers who have adopted API for Conversions²

**28%**
of revenue from all advertisers now uses API for Conversions (Q3’23 QTD), up from 14% at end of 2022³

Advertiser implementation
Direct implementation or via partner integration (e.g., Shopify, Tealium).

---

¹ Pinterest Internal Data as of Sep 2022 | Note: compared to using Pinterest Tag only
² Pinterest Internal Data as of Q3’23 | Note: QTD ending September 2023
³ Pinterest Internal Data as of Q3’23 | Note: QTD ending August 2023
Our advertising solutions deliver clear, positive results

95% of large advertisers provided their goals to Pinterest when running an advertising campaign\(^1\)

+14% pts
YoY increase in advertiser campaigns meeting their goals (Q2’23 LTM)\(^1\)

+45%
increase in ROAS when using Pinterest first-party targeting signals, compared to retargeting alone\(^2\)

\(^1\) Pinterest Internal Data as of June 2023 | Note: Last 12 months ending June 2023; campaign success rate is defined as share of spend meeting campaign goals

\(^2\) Pinterest Ads Measurement Analysis conducted by Accenture (N=20,000+, Global, Jan 2021 – Dec 2022) | Note: ROAS (return on ad spend)
Key innovations that have driven growth
Ads product focus areas

- AI powered solutions
- Ad formats across full funnel
- Expanded measurement solutions
- Ease of use and automation
- Creative tools
Innovating with more velocity than ever

YTD in 2023 we’ve launched more products than in any year in our history

- AI powered solutions
- Ad formats across full funnel
- Expanded measurement solutions
- Ease of use and automation
- Creative tools

- Auto bidding (traffic & conversion)
- Collections ads
- Pinterest conversion upload
- Automatic enhanced match
- Pinterest Conversion Analysis
  - Verified Merchant Program

- Auto bidding (awareness)
- Campaign budget optimization
- Web sessions optimization
- Slideshow for Collections
- Shopify international
  - Ads expansion to LATAM

- Campaign budgets
- Flexible daily budgets
- Idea ads
- MDL (shopping ads)
- API for Conversions
- Pinterest Brand Lift
- Pinterest Conversion Lift
- Pinterest app for Woocommerce
- Business Access
- Trends 2.0
  - Ads expansion to Japan
- 3P ad demand auction integration
- Outbound click optimization
- Premiere Spotlight
- MDL (consideration, conversion, catalog sales)
- Native Browser Fallback
- Lead ads
- Showcase ads
- Quiz ads
- Travel catalogs
- Direct links
- Video in shopping catalogs
- Clean rooms
- 3P Sales Lift Measurement
- 3P MTA Measurement
- Business Manager
- Ad-only profiles
- Ecommerce integrations (Adobe/SF)
- Split testing
- Creative Studio Coming Soon!
AI powered solutions

AI investments driving significant gains in advertiser performance

Our advanced AI (including large-scale models—100x increase in size) and Whole Page Optimization enables us to flex ad load in high-intent moments

+30% YTD 1P search relevance
+33% YoY ad impressions

+18% YTD lift in the number of clicks
+9% YTD lift in conversions

1 Pinterest Internal Data as of June 2023 | Note: Based on cumulative experimental gains
2 Pinterest Internal Data as of June 2023 | Note: Comparing Q2’23 vs Q2’22 YoY
New formats driving performance for brand advertisers

Premiere Spotlight and Showcase Ads are new high-impact formats for upper funnel campaigns.

**Premiere Spotlight**
High-impact video ad placement to maximize reach on Pinterest for 24 hours across all devices.

**Showcase Ads**
Creative solution for brands to feature seasonal/trending products outside their own site.

---

**e.l.f. case study**
11% improvement in video completion rates by adding Premiere Spotlight to their Lash ‘N Roll Pinterest strategy.

**L’Oreal Paris case study**
65% higher engagement compared to other ad formats.

---

1 Pinterest Internal Data as of April 2023 | Note: Improvement is defined by the overall video completion rate increase across e.l.f.’s entire awareness strategy.

2 Pinterest Internal Data as of May 2023 | Note: Engagement is a composite measurement of clicks, saves, and swipes, compared to static ad formats.
Ad formats across full funnel

Lead Ads and Quiz Ads help brands move users from discovery to decision

New native formats helping advertisers acquire qualified prospects

Lead Ads
Help advertisers quickly capture high quality leads using native, low-friction forms

Quiz Ads
Interactive ad experience that drives deeper engagement with a brand's ideas

Marc O’Polo case study
+76%
Increase in generated leads vs. ad with link out to form

Hill’s Pet Nutrition case study
80%
Quiz completion rate

---

1 Pinterest Internal Data as of March 2023 | Note: US; comparing lead ads (native form) to ads linking out to a form over 2 months
2 Pinterest Internal Data as of April 2023 | Note: Quiz completion rate is defined by the percentage of users who clicked into the ad and completed the full quiz
Catalog innovations are driving increased performance for brands

We’re scaling our product catalog technology to more formats and verticals

---

**Video in shopping catalogs**
Enable video for shopping catalog ads

**Travel Catalogs**
Turn static travel ad into a dynamic (feed-based), actionable ad with the latest information

10% Lift in outbound click-through rate

3x Increase in click-through rates using Travel Catalog ad

---

1 Pinterest Internal Data as of July 2023 | **Note:** US, UK; Based on alpha results comparing identical shopping campaigns, one distributing only videos and one distributing only static image

2 Pinterest Internal Data as of June 2023 | **Note:** Results are compared against non-travel catalog campaigns that were optimizing for same objective
Ad formats across full funnel

Providing advertisers more lower funnel value through clicks and conversions

Seamless one-click handoff makes it easy for users to purchase

### Mobile Deep Linking

Allows merchants to direct users to a specific page in their app, enabling users to seamlessly buy on mobile or take a specific in app action

- **235%** Lift in conversion rates
- **35%** Improvement in cost per action

MDL Fully launched July 2023

### Direct Links

Catalog ads, consideration and conversion objectives go from the grid to the advertiser’s mobile site

- **+88%** Outbound click volume
- **39%** Improvement in cost per outbound click

Direct Links in beta with full rollout to lower funnel objectives by Q1'24

---

1. Pinterest Internal Data as of May 2023 | Note: Beta results from advertisers when comparing Shopping oCPM ads with mobile deep links vs Shopping oCPM Ads without mobile deep links, Conversions attributed using a 1 day click attribution window
2. Pinterest Internal Data as of September 2023 | Note: Beta results comparing Consideration CPC campaigns with direct links to Consideration CPC campaigns without direct links
Expanded measurement solutions

**Understanding performance via privacy-centric measurement**

We’re proving our performance to advertisers with a wide variety of new partnerships and solutions

We’ve added new solutions and partnerships to meet advertisers where they are and prove our full value

20 new partnerships YTD, up 5x YoY
Ease of use and automation

It’s now easier for advertisers and agencies to create and manage their campaigns

We sat down with key advertisers and agencies and committed to fixing their most reported points of friction

Ads Manager interface simplification and usability improvements

40% fewer clicks to create campaign in new simplified tool vs. old tool YTD

20% reduction error rate in bulk ad creation YTD

Business Manager suite enables agencies and advertisers to centralize and collaborate more efficiently by managing Pinterest the same way they manage their businesses

Dashboard

Forest Media Agency
Welcome back, Jane Smith!

Search

Date range: Last 30 days (MM/DD/YYYY - MM/DD/YYYY) | Currency display: Ad account currency ☐ | Conversion window: 30/10/30 ☐

<table>
<thead>
<tr>
<th>Ad account 1</th>
<th>Ad spend</th>
<th>Impressions</th>
<th>CPM</th>
<th>Pin clicks</th>
<th>Outbound clicks</th>
<th>CTR</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Ad account 2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Ad account 3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Ad account 4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Ad account 5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Pinterest Internal Data as of August 2023

Our advertisers and ads product innovation
Ease of use and automation

Investments in automation have improved performance and budget utilization

Auto-bidding efficiently spends budget while maintaining CPA

85% of global revenue runs on automated bidding and budgeting in Q2’23

Pinterest Internal Data as of June 2023
Creative tools

Split testing enables advertisers to optimize creative performance at scale

Enabling advertisers to test creatives to understand and scale what performs best
Creative Studio uses Generative AI to produce inspiring ad imagery

Helping advertisers create more engaging ads from their existing assets.

This product is currently in testing. Screens for illustrative purposes only.
Coming in 2024!

**Fully-automated end-to-end ad solution**

We'll launch a fully-automated ad product to enable advertisers to get even better results with less effort.
Go-forward advertiser priorities
Key advertiser solution priorities

- Increased lower funnel clicks & conversions
- Full funnel video solution
- Further vertical diversification
- International growth
- Greater partnership sales
Driving growth through a holistic lower-funnel advertiser solution

From selling individual products...

...to selling a holistic solution

Additional lower-funnel offerings gaining traction

1. [Format] Shopping Ads
   +47% YoY growth; 14% of total revenue (Q2'23)

2a. [Clicks & Conversions] Mobile Deep Linking (Jul'23)
   Results: 235% lift in conversion rate
   Adoption: Strong adoption by large advertisers for whom it is most applicable

2b. [Clicks & Conversions] Direct Links (beta Aug'23)
   Results: +88% increase in outbound clicks
   Adoption: Starting to automatically roll out to all lower-funnel advertisers

3. [Conversions Visibility] API for Conversions (Sep'22)
   Results: 28% lift in attributed conversions for adopters
   Adoption: Covering 28% of revenue (Q3'23 QTD), up from 14% at end of '22

Significant headroom

57% of revenue leveraging at least 1 new lower-funnel offering

13% of revenue leveraging all 3 new lower-funnel offerings

1 Pinterest Internal Data as of September 2023 | Note: Q3'23 Quarter to Date
2 Pinterest Internal Data as of June 2023
3 Pinterest Internal Data as of May 2023 | Note: Beta results from advertisers when comparing Shopping oCPM ads with mobile deep links vs Shopping oCPM Ads without mobile deep links, Conversions attributed using a 1 day click attribution window
4 Pinterest Internal Data as of September 2023 | Note: Beta results comparing Consideration CPC campaigns with direct links to Consideration CPC campaigns without direct links
Driving growth through a holistic full funnel video advertiser solution

Our full-funnel video ads solution

1. [Format] Standard Video and Max Width Video
   - Leverage these formats for all advertising objectives

2a. [Upper Funnel] Premiere Spotlight and 1P Brand Lift
   - Reach full Pinterest audience with high-impact video format
   - Measure lift in brand awareness

2b. [Lower Funnel] Shoppable Video and API for Conversions
   - Drive purchases with video ads
   - Measure all attributed conversions with API for Conversions

Large share of revenue, across the funnel

39% of revenue from video ads (Q2'23), vs. 32% for overall digital ad market

Nearly Half of video ads revenue from lower funnel (LTM)

1 Pinterest Internal Data as of June 2023
2 Insider Intelligence, eMarketer, March 2023 - May 2023 | Note: Full year 2023 forecast
Extending our impact across verticals
Extending from CPG & Retail to verticals beyond our traditional focus

Demonstrated traction
2022 US TAM\(^1\) and Pinterest Revenue YoY growth\(^2\)

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Pinterest</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Travel</strong></td>
<td>73%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Automotive</strong></td>
<td>43%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Financial Services</strong></td>
<td>35%</td>
<td>2%</td>
</tr>
</tbody>
</table>

New offerings highly applicable for non-Retail, non-CPG verticals

1. Insider Intelligence | eMarketer, United States Digital Advertising Spend Forecast
2. Pinterest Internal Data as of FY 2022

---

**Travel**
- Travel Catalogs

**Automotive**
- Auto Catalogs
- Premiere Spotlight
- Lead Ads

**Financial Services**
- Lead Ads
Expanding in Europe and Rest of World

Opportunity

Large opportunity

Addressable markets\(^1\)

2022 eMarketer Global Digital Advertising TAM by Country ($ in billions)

- Europe: $111
- RoW: $183
- UCAN: $255

Pinterest market share

Based on 2022 revenue\(^3\)

- Europe: 0.4%
- RoW: 0.1%
- UCAN: 0.9%

Demonstrated traction

Select markets demonstrate European ARPU potential\(^2\)

Q2'23

- Europe: $0.91
- UK: $2.50
- Germany: $2.24

Key markets growing rapidly\(^2\)

Japan (launched Q2'22)
- 426% YoY Revenue Growth
- 318% YoY Active Advertiser Growth

LatAm (launched Q1'21)
- 42% YoY Revenue Growth
- 120% YoY Active Advertiser Growth

Australia (launched Q1'19)
- 15% YoY Revenue Growth
- 20% YoY Active Advertiser Growth

1 Insider Intelligence | eMarketer, Global Digital Advertising, 2022 | Note: TAM by Region ($ in billions)
2 Pinterest Internal Data as of June 2023
3 Pinterest Internal Data as of FY 2022
Expanding in Europe and Rest of World

Growth strategy for existing budgets

**Applying UCAN winning strategies**

<table>
<thead>
<tr>
<th>Shopping Ads format</th>
<th>Europe</th>
<th>RoW</th>
<th>UCAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>(% of revenue)</td>
<td>9%</td>
<td>6%</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>API for Conversions</th>
<th>Europe</th>
<th>RoW</th>
<th>UCAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>(% of revenue from large advertisers)</td>
<td>18%</td>
<td>17%</td>
<td>26%</td>
</tr>
</tbody>
</table>

**Efficient growth and scale via partnerships**

**Third-Party Demand**

3P strategy expansion beyond US to bring additional demand

**Agencies**

- Agencies even more influential internationally than in US
  - 80% of digital ad spend flows thru agencies in Europe vs. 60% in US
- 53 commercial deals signed in Europe and Rest of World across WPP, Dentsu, IPG Mediabrands, Omnicom, Publicis, and Havas
  - Revenue from International Agency Deals growing at +39% YoY YTD
- **Strategy:** increase agency deals

---

1 Pinterest Internal Data as of June 2023
2 COMvergence as of 2022 | **Note:** Industry market shares are calculated on the total market studied by COMvergence
3 Pinterest Internal Data as of September 2023
Expanding in Europe and Rest of World

Growth strategy for new budgets

### Increasing demand in non-monetized markets

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Monetizing demand from new markets not yet accessed today, which represent 13% of global TAM¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth strategy</td>
<td>Export monetization to UCAN &amp; Europe</td>
</tr>
</tbody>
</table>

#### Sales and Partnership

- **Greater China Region** partners - e.g., Baidu, BlueMedia, Meetsocial Group
- **RoW resellers** - e.g., Aleph, Tyroo - to tap into demand from South Korea, South East Asia, the Middle East, etc.
- **Growing triple digit** YoY with much headroom²
- **Action**: sign more partners

- **RoW resellers** (Aleph, Tyroo, etc.) have a fully-staffed salesforce trained to sell Pinterest and ready to monetize in new markets such as South Korea, South East Asia, Israel, etc.
- **Action**: sign more partners and launch local monetization in new markets (timing TBD)

---

¹ Pinterest Internal data and Insider Intelligence | eMarketer, as of July 2023 (global digital ad spend excluding China)
² Pinterest Internal data as of September 2023
Key takeaways

1. We have a growing and diversified advertiser base.

2. Pinterest delivers a unique AI-powered full-funnel solution and we’re accelerating ads product velocity & success with all verticals.

3. We are delivering more clicks and conversions directly to all global advertisers.

4. We are focused on growing our international business.
Chief Marketing Officer perspectives

Andréa Mallard
Chief Marketing Officer
It's never been harder to be a CMO

It’s Time to Reimagine the Chief Marketing Officer Role

Average CMO Tenure Holds Steady at Lowest Level in Decade

The Year of the Tenacious CMO

The New Pressures Facing CMOs and How to Overcome Them

Harvard Business Review

Why CMOs Never Last

A CEO's Perspective On Why The CMO Job Is The Hardest To Get Right

Marketing When Budgets Are Down

The role of the CMO is changing. Here's what 6 experts had to say about marketing amid increased social awareness and new tech.
The Pinterest difference

- Only true full funnel solution
- Predictive insights into tastes, interests, and intent
- A uniquely positive online environment
Meet our panel

William White
Chief Marketing Officer
Walmart

Tracy-Ann Lim
Chief Media Officer
JPMorgan Chase & Co.

Morgan Brown
Head of Performance Marketing
Wayfair

Shenan Reed
SVP, Head of Media
L’Oreal
AI and Pinterest

Jeremy King
Chief Technology Officer
Agenda

1. Industry leading AI team
2. AI at Pinterest leverages unique signals
3. World-class AI platform
4. Delivering for users, advertisers and Pinterest
5. The next chapter: Generative AI
Our AI team is exceptional

In Visual AI, we have built for over a decade one of the best sandboxes in the world.

Leadership in Recommender Systems, Inclusive AI and especially in Visual AI (Computer Vision), one of the most prominent areas of AI advancement.

Recent awards

**2023**
Best Workplaces for Innovators

**2022**
Brands That Matter for inclusive AI and industry-leading policies

**2021**
100 Brilliant Women in AI Ethics

**2019**
Innovation by Design for personalized shopping recommendations

Requested to speak/chair at the most prestigious industry events on AI

- KDD (Ex-Chairs)
- ACM FAccT
- The Web Conf (Ex-Chair)
- Fortune Brainstorm AI

- The AI Conference
- Collision
- World Summit AI
- WIDS Conference

World-class builds world-class sandbox

World-class sandbox attracts talent
Our AI models leverage our truly unique signals

High-quality intent signals based on what users do on Pinterest and product associations they create

1.5B
saves per week by 465 million monthly active users

Pinterest Internal Data as of June 2023 | Note: Average saves per week last twelve months
World-class AI platform

Driving scale, speed to market and cost efficiency with our world-class AI Platform

Early movers in scaling AI model size with GPU-serving with minimal infra spend growth

+100x model size increase
1x infra cost increase (GPU)

Holding down costs via operational rigor, optimizing iteration speed and throughput, greater product focus, and leveraging AI for high intent use cases that drive monetization

Scaling AI without scaling cost

<table>
<thead>
<tr>
<th>Period</th>
<th>Non-GAAP COR YoY Growth</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3'22</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Q4'22</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Q1'23</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Q2'23</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

1 Pinterest Internal Data as of August 2022
2 Pinterest Internal Data as of June 2023 | Note: Cost of revenue is measured in non-GAAP; Engagement includes the basket of metrics: saves, impressions (include both paid and organic impressions), and engaged sessions (1min or greater)
Benefitting users

When our AI talent trains models using our unique user intent signals, we set industry standards

- We have seen >60% better lift in saves per user by incorporating our intent signals into our image understanding models vs. without those signals¹

When we apply to user needs:

- Our AI innovations have been industry-firsts — from skin tone ranges to hair pattern search to, just recently announced, body type technology

- We saw a 70% increase in users saving Pins from all four skin tone ranges in related feeds²

“…Pinterest’s new update is unprecedented, but we sure hope for the sake of wider representation, others follow suit”

¹ Pinterest Internal Data as of September 2023
² Pinterest Internal Data as of April 2023 | Note: US, CA, GB, IE, AU, NZ, comparing pre-launch to post-launch
Benefitting advertisers

AI-driven optimizations power our ads delivery funnel

Compared to 2022, we’ve grown our model size by 100x, allowing us to deliver more relevant and engaging ads to users\(^1\)

**Whole page optimization** (launched in Q4 2022) is our first step in personalizing and optimizing the user ad experience, unifying it across organic and paid content

In H1 2023, AI model improvements drove:

- **+30%** YTD 1P search relevance\(^2\)
- **+33%** YoY ad impressions\(^3\)
- **+18%** YTD lift in the number of clicks\(^2\)
- **+9%** YTD lift in conversions\(^2\)

---

\(^1\) Pinterest Internal Data as of August 2022

\(^2\) Pinterest Internal Data as of June 2023 | Note: Based on cumulative experimental gains

\(^3\) Pinterest Internal Data as of June 2023 | Note: Comparing Q2’23 vs Q2’22 YoY
Benefitting shopping

As we continue to develop boards and atomization, our unique product association advantage will make us further outperform

We have deployed large Visual AI models (billion+ variables) that drove +7% increase in visual shopping relevance\(^1\)

Leveraging the product catalog, using AI to build engaging recommendations for both organic and ad formats for our highest intent users

In Shop the Look module on fashion and home decor Pins, AI helped drive

+10% lift in conversions from visual shopping experiences\(^2\)

---

1 Pinterest Internal Data as of March 2023
2 Pinterest Internal Data as of May 2023 | Note: Experiment results on iOS comparing control vs. treatment
Enhancing the inspirational tools that are native to the Pinterest platform with Generative AI

Combining state-of-the-art industry models with our unique, high-quality signals to create differentiated experiences

**Gen AI improves Ads**

Creative Studio
Take product pins, render them in generated lifestyle images

**Gen AI improves user experience**

Generated search guides
Break down complex queries with LLM-written context

Personalized insights
Personalized style exploration and insights generated for your boards

Zen Industrialist
Your style is a harmonious blend of Scandinavian minimalism, Japanese modern, and a touch of industrial energy.

**Gen AI improves backend**

Improving backend search, content understanding

**Gen AI improves employee productivity**

GitHub copilot, scaled data labeling, etc.
Key takeaways

1. Pinterest has an industry leading AI team, especially in visual AI

2. AI at Pinterest leverages unique intent-based signals, which we use to train models to drive engagement and user satisfaction across products.

3. Our AI platform fuels Pinterest's ability to achieve scale, speed to market and cost efficiency.

4. AI models drive increased user engagement, improvements in clicks, conversions, and ad relevance for advertisers, and improve shoppability and therefore monetization for Pinterest.

5. Generative AI continues to unlock even more opportunity across search, content and ads, making our unique AI strength even more prominent.
Financial overview

Julia Donnelly
Chief Financial Officer
Our business priorities ...

Growing users and deepening engagement

Improving monetization per user (ARPU)

Driving profitable growth
... inform our financial framework

Growing users and deepening engagement

Improving monetization per user (ARPU)

Driving profitable growth

Durable revenue growth

Improving profitability

Disciplined capital allocation
Our financial profile since IPO: scale, growth and profitability

Revenue

-35% CAGR

IPO (FY'18) $756
LTM (Q2'23) $2.9B

Adjusted EBITDA

Adj. EBITDA Margin %

(5)%

IPO (FY'18) ($39)
LTM (Q2'23) 14%

Note: Pinterest IPO on 17-Apr-2019, FY2018 is the first available full fiscal year data at the time of IPO, $ in millions unless otherwise noted. See appendix for GAAP to non-GAAP reconciliation.
The next 3–5 years: accelerating growth + profitability

August ‘23 Earnings Call

Revenue Growth

High single digit range
(guidance for Q3 ‘23)

Adjusted EBITDA Margin

~400bps of YoY EBITDA Margin expansion
(expected for full year 2023)

Our 3-5 Year Targets

Mid-to-High teens CAGR

→ Expected to grow faster than market growth

Low 30’s %
achieved in 3-5 years

→ Committed to healthy profitability expansion while opportunistically reinvesting into longer-term growth
Durable revenue growth
Executing against a massive opportunity

Digital advertising spend¹

$550B

US & Canada: $255B
Europe: $111B
RoW: $183B

$2.8B

US & Canada: $2.3B
Europe: $0.4B
RoW: $0.1B

Pinterest FY2022 revenue

Pinterest market share
(Based on 2022 revenue)

UCAN
0.9%
Europe
0.4%
RoW
0.1%
Global
0.5%

¹ Insider Intelligence | eMarketer | Note: Worldwide Global Digital Advertising Spend Forecast as of Q1 2023; RoW is defined as Rest of World
The market is growing, and we are growing our share

### Digital advertising spend ($B)

- **2019:** $337
- **2020:** $390
- **2021:** $506
- **2022:** $550
- **2023:** $602
- **2024:** $668
- **2025:** $735

**Historical CAGR 2019-2022:** 18%

**Estimated future CAGR 2023E-2025E:** 10%

### Pinterest vs. market historical growth

(2019-2022 CAGR)

- **Digital advertising spend:** 18%
- **Pinterest revenue:** 35%

**Note:** Worldwide Global Digital Advertising Spend Forecast as of Q1 2023
Key growth drivers

Our Revenue Model

1. Users
2. Engagement
3. Ad Load
4. Ad Pricing
5. Revenue

1. Global MAU growth
2. Engagement growth outpacing MAU growth
3. Ad load is synergistic with engagement, and increasing
4. Ad pricing tailwinds driven by lower funnel solutions
5. 3P and international additional contributors to revenue growth
### Continued global user growth

<table>
<thead>
<tr>
<th>Region</th>
<th>MAU (Q2'23)</th>
<th>YoY Growth (Q2'23)</th>
<th>Forward trajectory</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCAN</td>
<td>95M</td>
<td>3%</td>
<td>Consistent with recent quarters</td>
</tr>
<tr>
<td>Europe</td>
<td>124M</td>
<td>6%</td>
<td>Faster than UCAN</td>
</tr>
<tr>
<td>RoW</td>
<td>246M</td>
<td>10%</td>
<td>Faster than Europe</td>
</tr>
<tr>
<td>Global</td>
<td>465M</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>
Growing users and deepening engagement

Growing users and engagement outpacing MAU growth

Global MAU has returned to YoY growth (in millions)

- COVID pull-forward and unwind
- Refined strategy and focus

- 2016: 160
- 2017: 216
- 2018: 265
- 2019: 335
- 2020: 459
- 2021: 431
- 2022: 450
- Q2'23: 465

Engagement growth faster than user growth

- Q3'22: 13%
- Q4'22: 12%
- Q1'23: 7%
- Q2'23: 8%

Note: Engagement includes the basket of metrics: saves, impressions (include both paid and organic impressions), and engaged sessions (1 min or greater)

Pinterest Internal Data as of June 2023
Our unique flywheel: ads are content on Pinterest

User signals + personalization + relevant ads increase user engagement

Users

- More unique intent signals
- Curation at scale
- Better personalization
- Increased engagement
- More users

Advertisers

- More advertisers
- More highly effective & engaging ads
- Improving ad load
- Better ROAS
- More impressions, clicks, conversations
- Financial overview
Ad load is synergistic with engagement, and increasing

Drivers of ad impressions

Global total impressions

Global ad load %

Global ad impressions

Ad impression growth driven by engagement growth and ad load growth

Q3'22

Q4'22

Q1'23

Q2'23

Y/Y Growth

Total impressions contribution to ad impression YoY Growth

Ad load increase contribution to ad impression YoY growth

Ad impression YoY growth

¹ Total Impressions (paid and organic) are defined as the number of Pins that are shown to a user.
Pricing drivers as we grow lower funnel solutions

Drivers

Grow lower funnel revenue mix

- US lower funnel pricing is **meaningfully higher**\(^1\) than upper funnel pricing, even as we are early in the adoption of our lower funnel solutions

Deliver more value (clicks, conversions) to advertisers in the lower funnel

- Direct links drive +88% outbound click volume (currently in Open Beta, GA by Q1’24)\(^2\)
- Mobile deep linking **235%** lift in conversion rates (MDL fully launched in July 2023)\(^3\)

Increase competition in our auction

- 3P strategy unlocks ad budgets and grows ad demand

---

\(^1\) Based on LTM Q2’23 eCPM values.

\(^2\) Pinterest Internal Data as of September 2023 | **Note:** Beta results comparing Consideration CPC campaigns with direct links to Consideration CPC campaigns without direct links

\(^3\) Pinterest Internal Data as of May 2023 | **Note:** Beta results from advertisers when comparing Shopping oCPM ads with mobile deep links vs Shopping oCPM Ads without mobile deep links. Conversions attributed using a 1 day click attribution window
Third party strategy drives additional upside

Improving ad relevance across Pinterest surfaces

+50% improvement in relevance of 3P Ads on Search vs. current ads

+100% improvement in relevance on Related Pins vs. current ads

Amazon the first of additional expected partners

Improved ad relevance enables increased ad loads, greater mix shift to shopping ads format, and higher engagement

Increased auction density

Accretive to revenue growth

Provides S&M leverage to help drive EBITDA Margin upside

---

1 Pinterest Internal Data as of July 2023 | Note: Across two rounds of relevance testing
2 Pinterest Internal Data as of June 2023 | Note: Compared against offline evaluation
Renewed focus on international strategy: Europe

**Significant increase in monetization in Europe**

- $0.26 (Q2'20)
- $0.72 (Q2'21)
- $0.86 (Q2'22)
- $0.91 (Q2'23)

3.5x ARPU expansion in 3 years

**Leading European markets monetize at premium ARPU**

- Europe: $0.91 (Q2'23)
- UK: $2.50
- Germany: 2.24

**Accelerate monetization of users on Pinterest today**

**3P strategy to grow ad demand**

**UCAN strategy applied in Europe: accelerate lower funnel, accelerate API for Conversions**

**Agency strategy to expand advertiser relationships**

**Export strategy to bring demand from non-monetized geographies to UCAN and Europe**

**Key geographies in Europe demonstrate monetization upside**

---

1 Pinterest Internal Data as of June 2023
Renewed focus on international strategy: Rest of World

Monetization early with demonstrated progress

- 6x+ ARPU expansion in 3 years
- $0.02 to $0.12

User growth and ARPU upside are key growth drivers

3P strategy to grow ad demand

UCAN strategy applied in RoW: accelerate lower funnel, accelerate API for Conversions

Reseller partnerships to drive increased budgets in non-monetized countries

Strategically target the largest market opportunities in RoW: Australia, Japan, LatAm

Significant upside remains (RoW ARPU Q2'23)

- $3.76
- $0.12

Note: Meta RoW ARPU is excluding APAC, UCAN and Europe whereas Pinterest is excluding UCAN and Europe.
Improving profitability
Delivering profitability with a renewed focus on cost discipline

Track record of profitability

$1.7B cumulative Adj. EBITDA generated since 2019

12 straight quarters of positive Adj. EBITDA

4/4 years as a public company with positive Adj. EBITDA

Renewed focus on cost discipline

Adjusted EBITDA Margins over time

- Demonstrated operating leverage and strong structural margins
- Renewed focus on cost discipline starting H2'22

Q2'23 was first quarter of YoY Adj. EBITDA Margin expansion since Q4'21

14% → 15%

Financial overview

Note: Cumulative Adj. EBITDA since IPO is calculated from Q1'19 to Q2'23. Pinterest IPO on 17-Apr-2019; FY2019 is the full fiscal year after IPO. See appendix for GAAP to non-GAAP reconciliation.
Increased recent focus on cost optimization

Gross Margin\(^1\) expansion through cost optimization

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>Q2'23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Margin</td>
<td>71%</td>
<td>74%</td>
<td>80%</td>
<td>76%</td>
<td>77%</td>
</tr>
</tbody>
</table>

Drivers of improving Cost of Revenue
- Optimized cloud infrastructure spend through efficiency initiatives
- Balanced AI investments driving improving user engagement and monetization

Non-GAAP Cost of Revenue growth vs. Engagement growth\(^2\)

- Non-GAAP COR YoY Growth
- Engagement

Note: Engagement includes the basket of metrics: saves, impressions (include both paid and organic impressions), and engaged sessions (tmin or greater)
Path to increased profitability at scale

Adjusted EBITDA Margin bridge

- **400 bps YoY Adj. EBITDA Margin expansion as guided from Q2 Earnings**
- **16%**
- **Low 30’s % Adj. EBITDA Margin in next 3-5 years**

**Cost of Revenue**
- Infrastructure optimization aided by more disciplined product development

**S&M**
- Better ad products lead to better sales productivity
- 3P revenue growth gives us further S&M leverage, particularly in SMB and international markets

**R&D**
- Continued discipline and focused product development
- Enhanced employee productivity

**G&A**
- Operating leverage with scale

**Note:** See appendix for GAAP to non-GAAP reconciliation.
## Our 3-5 year targets: building blocks to profitability expansion

<table>
<thead>
<tr>
<th>(all metrics are Non-GAAP)</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>Long Range target (at IPO)</th>
<th>LTM (Q2 2023)</th>
<th>3-5 year target (today)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross Margin</strong></td>
<td>68%</td>
<td>71%</td>
<td>74%</td>
<td>80%</td>
<td>76%</td>
<td>72 - 76%</td>
<td>76%</td>
<td>76 - 80%</td>
</tr>
<tr>
<td><strong>OpEx as % of revenue</strong></td>
<td>76%</td>
<td>72%</td>
<td>58%</td>
<td>49%</td>
<td>61%</td>
<td>47 - 53%</td>
<td>62%</td>
<td>45 - 51%</td>
</tr>
<tr>
<td><strong>EBITDA Margin %</strong></td>
<td>(5)%</td>
<td>1%</td>
<td>18%</td>
<td>32%</td>
<td>16%</td>
<td>25 - 29%</td>
<td>14%</td>
<td>30 - 34%</td>
</tr>
</tbody>
</table>

**Note:** Pinterest IPO on 17-Apr-2019; FY2018 is the first available full fiscal year data at the time of IPO. See appendix for GAAP to non-GAAP reconciliation.
Capex light model generates significant cash flow

Drivers of strong cash flow generation

- Asset light business model with minimal capex
- Minimal shifts in working capital

Note: Free cash flow is calculated as Net cash provided by operating activities less Purchase of property and equipment and intangible assets. See appendix for GAAP to non-GAAP reconciliation.
Disciplined capital allocation
Capital allocation framework

- Product and technology innovation
- Balance sheet optimization
- Disciplined dilution management
- Opportunistic, disciplined M&A
Optimizing our Balance Sheet

Cash balance over time (in millions)

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>Q2'23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$1,713</td>
<td>$1,760</td>
<td>$2,480</td>
<td>$2,698</td>
<td>$2,295</td>
</tr>
</tbody>
</table>

Robust cash balance

Undrawn revolver capacity of $400M

No financial debt

**Note:** $ in millions; Cash includes cash and cash equivalents and marketable securities.
Disciplined in managing dilution

Recent increased focus on managing dilution

Fully Diluted Shares (in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Share Count (in millions)</th>
<th>% YoY Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>YE2019</td>
<td>684</td>
<td></td>
</tr>
<tr>
<td>YE2020</td>
<td>704</td>
<td>3%</td>
</tr>
<tr>
<td>YE2021</td>
<td>709</td>
<td>1%</td>
</tr>
<tr>
<td>YE2022</td>
<td>754</td>
<td>6%</td>
</tr>
<tr>
<td>Q2’23</td>
<td>740</td>
<td>(2)%</td>
</tr>
</tbody>
</table>

3.5 Year CAGR: 2%

Future outlook

Forward target: 2-3% average annual dilution over time

- Disciplined dilution management, including net share settlement implemented since Q2’22

New repurchase authorization of $1B to manage dilution over time if needed, or to opportunistically buy back shares

Key dilution management strategies

- Net share settlement implemented in Q2’22
- $500M share repurchase authorized in Q4’22 and completed in Q2’23

Note: $ in millions; Calculated as the sum of total shares, stock options, RSUs, and RSAs.
Key takeaways

1. Multiple levers for growth, including users, ARPU, 3P, and international opportunities

2. Re-accelerate revenue growth to mid-to-high teens CAGR over the next 3-5 years

3. Operational rigor to continue expanding profitability to low 30% Adjusted EBITDA Margin in the next 3-5 years

4. Disciplined capital allocation framework focused on product investment, dilution management, opportunistic M&A, and strong balance sheet
Closing remarks
Closing remarks

1. Pinterest has truly unique content because of the curation at scale on our platform, which provides deep signal on user intent.

2. Users come to Pinterest to shop, which should drive engagement and higher monetization, especially as we open up the platform to 3P partners.

3. We’ve significantly increased our monetization product velocity and are focused on selling solutions across the full funnel, particularly the lower funnel.

4. Large advertisers are responding to our innovative new ad products and brand safe, positive platform, which positions us to grow our wallet share with them.

5. AI is core to the Pinterest experience, leveraging our unique intent-based signals to train models that drive engagement and improve monetization across our platform.

6. By leaning into our core differentiators, we’ve grown a highly valuable global audience with distinct strength from Gen Z.
Appendix
## Consolidated Quarterly Statement of Operations

<table>
<thead>
<tr>
<th></th>
<th>Q1'22</th>
<th>Q2'22</th>
<th>Q3'22</th>
<th>Q4'22</th>
<th>Q1'23</th>
<th>Q2'23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>$ 574,885</td>
<td>$ 665,930</td>
<td>$ 684,550</td>
<td>$ 877,209</td>
<td>$ 602,581</td>
<td>$ 708,025</td>
</tr>
<tr>
<td><strong>Costs and expenses:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of revenue</td>
<td>146,070</td>
<td>164,896</td>
<td>182,603</td>
<td>185,028</td>
<td>170,926</td>
<td>168,740</td>
</tr>
<tr>
<td>Research and development</td>
<td>195,548</td>
<td>233,508</td>
<td>254,684</td>
<td>265,240</td>
<td>266,346</td>
<td>269,391</td>
</tr>
<tr>
<td>Sales and marketing</td>
<td>173,953</td>
<td>212,037</td>
<td>229,873</td>
<td>317,270</td>
<td>201,131</td>
<td>243,239</td>
</tr>
<tr>
<td>General and administrative</td>
<td>62,979</td>
<td>89,994</td>
<td>86,765</td>
<td>103,803</td>
<td>207,864</td>
<td>99,898</td>
</tr>
<tr>
<td><strong>Total costs and expenses</strong></td>
<td>578,550</td>
<td>700,435</td>
<td>753,925</td>
<td>871,341</td>
<td>846,267</td>
<td>781,268</td>
</tr>
<tr>
<td><strong>Income (loss) from operations</strong></td>
<td>(3,665)</td>
<td>(34,505)</td>
<td>(69,375)</td>
<td>5,868</td>
<td>(243,868)</td>
<td>(73,243)</td>
</tr>
<tr>
<td>Interest income (expense), net</td>
<td>712</td>
<td>4,009</td>
<td>8,928</td>
<td>16,586</td>
<td>24,901</td>
<td>24,888</td>
</tr>
<tr>
<td>Other income (expense), net</td>
<td>(1,200)</td>
<td>(9,896)</td>
<td>(9,726)</td>
<td>6,320</td>
<td>322</td>
<td>2,180</td>
</tr>
<tr>
<td><strong>Income (loss) before provision for (benefit from) income taxes</strong></td>
<td>(4,153)</td>
<td>(40,392)</td>
<td>(70,173)</td>
<td>28,774</td>
<td>(218,463)</td>
<td>(46,175)</td>
</tr>
<tr>
<td>Provision for (benefit from) income taxes</td>
<td>1,128</td>
<td>2,684</td>
<td>(4,992)</td>
<td>11,283</td>
<td>(9,884)</td>
<td>(11,233)</td>
</tr>
<tr>
<td><strong>Net income (loss)</strong></td>
<td>$ (5,281)</td>
<td>$ (43,076)</td>
<td>$ (65,181)</td>
<td>$ 17,491</td>
<td>$ (208,579)</td>
<td>$ (34,942)</td>
</tr>
</tbody>
</table>

**Note:** $ in thousands, unaudited
## GAAP to Non-GAAP Costs and Expenses reconciliation quarterly

### Share-based compensation by function:

<table>
<thead>
<tr>
<th></th>
<th>Q1'22</th>
<th>Q2'22</th>
<th>Q3'22</th>
<th>Q4'22</th>
<th>Q1'23</th>
<th>Q2'23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of revenue</td>
<td>$1,194</td>
<td>$1,417</td>
<td>$2,189</td>
<td>$2,829</td>
<td>$2,309</td>
<td>$2,740</td>
</tr>
<tr>
<td>Research and development</td>
<td>52,890</td>
<td>81,436</td>
<td>89,669</td>
<td>100,166</td>
<td>94,265</td>
<td>108,580</td>
</tr>
<tr>
<td>Sales and marketing</td>
<td>11,769</td>
<td>18,501</td>
<td>23,294</td>
<td>45,903</td>
<td>19,189</td>
<td>26,398</td>
</tr>
<tr>
<td>General and administrative</td>
<td>7,387</td>
<td>16,059</td>
<td>21,006</td>
<td>21,414</td>
<td>27,359</td>
<td>31,912</td>
</tr>
<tr>
<td><strong>Total share-based compensation</strong></td>
<td>$73,240</td>
<td>$117,413</td>
<td>$136,158</td>
<td>$170,312</td>
<td>$143,122</td>
<td>$169,630</td>
</tr>
</tbody>
</table>

### Amortization of acquired intangible assets by function:

<table>
<thead>
<tr>
<th></th>
<th>Q1'22</th>
<th>Q2'22</th>
<th>Q3'22</th>
<th>Q4'22</th>
<th>Q1'23</th>
<th>Q2'23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of revenue</td>
<td>$699</td>
<td>$938</td>
<td>$1,972</td>
<td>$4,974</td>
<td>$1,508</td>
<td>$1,508</td>
</tr>
<tr>
<td>Sales and marketing</td>
<td>135</td>
<td>1,893</td>
<td>3,377</td>
<td>10,135</td>
<td>135</td>
<td>135</td>
</tr>
<tr>
<td>General and administrative</td>
<td>197</td>
<td>197</td>
<td>197</td>
<td>197</td>
<td>197</td>
<td>197</td>
</tr>
<tr>
<td><strong>Total amortization of acquired intangible assets</strong></td>
<td>$1,031</td>
<td>$3,028</td>
<td>$5,546</td>
<td>$15,306</td>
<td>$1,840</td>
<td>$1,840</td>
</tr>
</tbody>
</table>

### Restructuring charges by function:

<table>
<thead>
<tr>
<th></th>
<th>Q1'22</th>
<th>Q2'22</th>
<th>Q3'22</th>
<th>Q4'22</th>
<th>Q1'23</th>
<th>Q2'23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research and development</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$4,093</td>
<td>$603</td>
</tr>
<tr>
<td>Sales and marketing</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>2,677</td>
<td>$ -</td>
<td>72</td>
</tr>
<tr>
<td>General and administrative</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>114,551</td>
<td>$ -</td>
<td>4,886</td>
</tr>
<tr>
<td><strong>Total restructuring charges</strong></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$121,321</td>
<td>$ -</td>
<td>$5,561</td>
</tr>
</tbody>
</table>

### Reconciliation of total costs and expenses to non-GAAP costs and expenses:

<table>
<thead>
<tr>
<th></th>
<th>Q1'22</th>
<th>Q2'22</th>
<th>Q3'22</th>
<th>Q4'22</th>
<th>Q1'23</th>
<th>Q2'23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total costs and expenses</td>
<td>$578,550</td>
<td>$700,435</td>
<td>$753,925</td>
<td>$871,341</td>
<td>$846,267</td>
<td>$781,268</td>
</tr>
<tr>
<td>Share-based compensation</td>
<td>(73,240)</td>
<td>(117,413)</td>
<td>(136,158)</td>
<td>(170,312)</td>
<td>(143,122)</td>
<td>(169,630)</td>
</tr>
<tr>
<td>Amortization of acquired intangible assets</td>
<td>(1,031)</td>
<td>(3,028)</td>
<td>(5,546)</td>
<td>(15,306)</td>
<td>(1,840)</td>
<td>(1,840)</td>
</tr>
<tr>
<td>Non-cash charitable contributions</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Termination of future lease contract</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Restructuring charges</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(121,321)</td>
<td>(5,561)</td>
</tr>
<tr>
<td><strong>Total non-GAAP costs and expenses</strong></td>
<td>$504,279</td>
<td>$579,994</td>
<td>$612,221</td>
<td>$685,723</td>
<td>$579,984</td>
<td>$604,237</td>
</tr>
</tbody>
</table>

Company Filings | Note: $ in thousands, unaudited

Appendix
## GAAP to Non-GAAP Adjusted EBITDA and Free Cash Flow reconciliation quarterly

### Reconciliation of net income (loss) to Adjusted EBITDA:

<table>
<thead>
<tr>
<th></th>
<th>Q1’22</th>
<th>Q2’22</th>
<th>Q3’22</th>
<th>Q4’22</th>
<th>Q1’23</th>
<th>Q2’23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income (loss)</td>
<td>$ (5,281)</td>
<td>$ (43,076)</td>
<td>$ (65,181)</td>
<td>$ 17,491</td>
<td>$ (208,579)</td>
<td>$ (34,942)</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>7,220</td>
<td>9,135</td>
<td>10,529</td>
<td>19,605</td>
<td>6,212</td>
<td>5,071</td>
</tr>
<tr>
<td>Share-based compensation</td>
<td>73,240</td>
<td>117,413</td>
<td>136,158</td>
<td>170,312</td>
<td>143,122</td>
<td>169,630</td>
</tr>
<tr>
<td>Interest income (expense), net</td>
<td>(712)</td>
<td>(4,009)</td>
<td>(8,928)</td>
<td>(6,320)</td>
<td>(322)</td>
<td>(2,180)</td>
</tr>
<tr>
<td>Other income (expense), net</td>
<td>1,200</td>
<td>9,896</td>
<td>9,726</td>
<td>(6,320)</td>
<td>(322)</td>
<td>(2,180)</td>
</tr>
<tr>
<td>Provision for (benefit from) income taxes</td>
<td>1,128</td>
<td>2,684</td>
<td>(4,992)</td>
<td>11,283</td>
<td>(9,884)</td>
<td>(11,233)</td>
</tr>
<tr>
<td>Restructuring charges</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>121,321</td>
<td>5,561</td>
</tr>
<tr>
<td>Non-cash charitable contributions</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Termination of future lease contract</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$ 76,795</td>
<td>$ 92,043</td>
<td>$ 77,312</td>
<td>$ 195,785</td>
<td>$ 26,969</td>
<td>$ 107,019</td>
</tr>
</tbody>
</table>
## Consolidated Annual Statement of Operations

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>LTM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$755,932</td>
<td>$1,142,761</td>
<td>$1,692,658</td>
<td>$2,578,027</td>
<td>$2,802,574</td>
<td>$2,872,365</td>
</tr>
<tr>
<td>Costs and expenses:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of revenue</td>
<td>241,584</td>
<td>358,903</td>
<td>449,358</td>
<td>529,320</td>
<td>678,597</td>
<td>707,297</td>
</tr>
<tr>
<td>Research and development</td>
<td>251,662</td>
<td>1,207,059</td>
<td>606,194</td>
<td>780,264</td>
<td>948,980</td>
<td>1,055,661</td>
</tr>
<tr>
<td>Sales and marketing</td>
<td>259,929</td>
<td>611,590</td>
<td>442,807</td>
<td>641,279</td>
<td>933,133</td>
<td>991,513</td>
</tr>
<tr>
<td>General and administrative</td>
<td>77,478</td>
<td>354,075</td>
<td>336,803</td>
<td>300,977</td>
<td>343,541</td>
<td>498,330</td>
</tr>
<tr>
<td>Total costs and expenses</td>
<td>830,653</td>
<td>2,531,627</td>
<td>1,835,162</td>
<td>2,251,840</td>
<td>2,904,251</td>
<td>3,252,801</td>
</tr>
<tr>
<td>Income (loss) from operations</td>
<td>(74,721)</td>
<td>(1,388,866)</td>
<td>(142,504)</td>
<td>326,187</td>
<td>(101,677)</td>
<td>(380,436)</td>
</tr>
<tr>
<td>Interest income (expense), net</td>
<td>12,606</td>
<td>28,096</td>
<td>14,647</td>
<td>3,075</td>
<td>30,235</td>
<td>75,303</td>
</tr>
<tr>
<td>Other income (expense), net</td>
<td>(449)</td>
<td>(69)</td>
<td>837</td>
<td>(8,291)</td>
<td>(14,502)</td>
<td>(904)</td>
</tr>
<tr>
<td>Income (loss) before provision for (benefit from) income taxes</td>
<td>(62,564)</td>
<td>(1,360,839)</td>
<td>(127,020)</td>
<td>320,971</td>
<td>(85,944)</td>
<td>(306,037)</td>
</tr>
<tr>
<td>Provision for (benefit from) income taxes</td>
<td>410</td>
<td>532</td>
<td>1,303</td>
<td>4,533</td>
<td>10,103</td>
<td>(14,826)</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>$ (62,974)</td>
<td>$ (1,361,371)</td>
<td>$ (128,323)</td>
<td>$ 316,438</td>
<td>$ (96,047)</td>
<td>$ (291,211)</td>
</tr>
</tbody>
</table>
## GAAP to Non-GAAP Costs and Expenses reconciliation annually

<table>
<thead>
<tr>
<th>Year Ended</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>LTM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share-based compensation by function:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of revenue</td>
<td>$83</td>
<td>$31,758</td>
<td>$7,865</td>
<td>$7,438</td>
<td>$7,629</td>
<td>$10,067</td>
</tr>
<tr>
<td>Research and development</td>
<td>13,155</td>
<td>867,191</td>
<td>218,718</td>
<td>309,715</td>
<td>324,161</td>
<td>392,680</td>
</tr>
<tr>
<td>Sales and marketing</td>
<td>784</td>
<td>239,315</td>
<td>35,645</td>
<td>52,691</td>
<td>99,467</td>
<td>114,784</td>
</tr>
<tr>
<td>General and administrative</td>
<td>837</td>
<td>239,517</td>
<td>58,792</td>
<td>45,538</td>
<td>65,866</td>
<td>101,691</td>
</tr>
<tr>
<td>Total share-based compensation</td>
<td>$14,859</td>
<td>$1,377,781</td>
<td>$321,020</td>
<td>$415,382</td>
<td>$497,123</td>
<td>$619,222</td>
</tr>
<tr>
<td>Amortization of acquired intangible assets by function:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of revenue</td>
<td>$199</td>
<td>$329</td>
<td>$377</td>
<td>$579</td>
<td>$8,583</td>
<td>$9,962</td>
</tr>
<tr>
<td>Sales and marketing</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>15,540</td>
<td>13,782</td>
</tr>
<tr>
<td>General and administrative</td>
<td>526</td>
<td>1,166</td>
<td>636</td>
<td>711</td>
<td>789</td>
<td>788</td>
</tr>
<tr>
<td>Total amortization of acquired intangible assets</td>
<td>$725</td>
<td>$1,495</td>
<td>$1,013</td>
<td>$1,335</td>
<td>$24,912</td>
<td>$24,532</td>
</tr>
<tr>
<td>Restructuring charges by function:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research and development</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4,696</td>
</tr>
<tr>
<td>Sales and marketing</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,749</td>
</tr>
<tr>
<td>General and administrative</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>119,437</td>
</tr>
<tr>
<td>Total restructuring charges</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$126,882</td>
</tr>
</tbody>
</table>

### Reconciliation of total costs and expenses to non-GAAP costs and expenses:

<table>
<thead>
<tr>
<th>Description</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>LTM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total costs and expenses</td>
<td>$830,653</td>
<td>$2,531,627</td>
<td>$1,835,162</td>
<td>$2,251,840</td>
<td>$2,904,251</td>
<td>$3,252,801</td>
</tr>
<tr>
<td>Share-based compensation</td>
<td>(14,859)</td>
<td>(1,377,781)</td>
<td>(321,020)</td>
<td>(415,382)</td>
<td>(497,123)</td>
<td>(619,222)</td>
</tr>
<tr>
<td>Amortization of acquired intangible assets</td>
<td>(725)</td>
<td>(1,495)</td>
<td>(1,013)</td>
<td>(1,335)</td>
<td>(24,912)</td>
<td>(24,532)</td>
</tr>
<tr>
<td>Non-cash charitable contributions</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(45,300)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Termination of future lease contract</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(89,500)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Restructuring charges</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(126,882)</td>
<td>-</td>
</tr>
<tr>
<td>Total non-GAAP costs and expenses</td>
<td>$815,069</td>
<td>$1,152,351</td>
<td>$1,423,629</td>
<td>$1,789,823</td>
<td>$2,382,216</td>
<td>$2,482,165</td>
</tr>
</tbody>
</table>

Company Filings | Note: $ in thousands, unaudited
Non-cash charitable contributions of $2.7 million were not excluded for non-GAAP purposes for FY2020 as these were not material.
### Reconciliation of net income (loss) to Adjusted EBITDA:

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>LTM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income (loss)</td>
<td>$(62,974)</td>
<td>$(1,361,371)</td>
<td>$(128,323)</td>
<td>$316,438</td>
<td>$(96,047)</td>
<td>$(291,211)</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>20,859</td>
<td>27,791</td>
<td>36,988</td>
<td>27,500</td>
<td>46,489</td>
<td>41,417</td>
</tr>
<tr>
<td>Share-based compensation</td>
<td>14,859</td>
<td>1,377,781</td>
<td>321,020</td>
<td>415,382</td>
<td>497,123</td>
<td>619,222</td>
</tr>
<tr>
<td>Interest income (expense), net</td>
<td>$(12,606)</td>
<td>$(28,096)</td>
<td>$(14,647)</td>
<td>$(3,075)</td>
<td>$(30,235)</td>
<td>$(75,303)</td>
</tr>
<tr>
<td>Other income (expense), net</td>
<td>449</td>
<td>69</td>
<td>837</td>
<td>8,291</td>
<td>14,502</td>
<td>904</td>
</tr>
<tr>
<td>Provision for (benefit from) income taxes</td>
<td>410</td>
<td>532</td>
<td>1,303</td>
<td>4,533</td>
<td>10,103</td>
<td>$(14,826)</td>
</tr>
<tr>
<td>Restructuring charges</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>126,882</td>
</tr>
<tr>
<td>Non-cash charitable contributions</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>45,300</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Termination of future lease contract</td>
<td>-</td>
<td>-</td>
<td>89,500</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$(39,003)</td>
<td>$16,706</td>
<td>$305,004</td>
<td>$814,369</td>
<td>$441,935</td>
<td>$407,085</td>
</tr>
</tbody>
</table>

### Free cash flow reconciliation:

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>LTM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net cash provided by operating activities</td>
<td>$752,907</td>
<td>$469,202</td>
<td>$381,921</td>
</tr>
<tr>
<td>Purchases of property and equipment and intangible assets</td>
<td>$(9,031)</td>
<td>$(28,984)</td>
<td>$(11,868)</td>
</tr>
<tr>
<td>Free cash flow</td>
<td>$743,876</td>
<td>$440,218</td>
<td>$370,053</td>
</tr>
</tbody>
</table>

Note: $ in thousands, unaudited

Non-cash charitable contributions of $2.7 million were not excluded for non-GAAP purposes for FY2020 as these were not material.