



# **Pinterest**

## **Q219 Earnings Report**

# 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 EBITDA margin, 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. Investors are cautioned that there are material limitations associated with the use of non-GAAP financial measures as an analytical tool. In addition, these measures may be different from non-GAAP financial measures used by other companies, limiting their usefulness for comparative purposes. We compensate for these limitations by providing specific information regarding GAAP amounts excluded from these non-GAAP financial measures.

For a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measures, please see the Appendix.

## Limitation of Key Metrics and Other Data

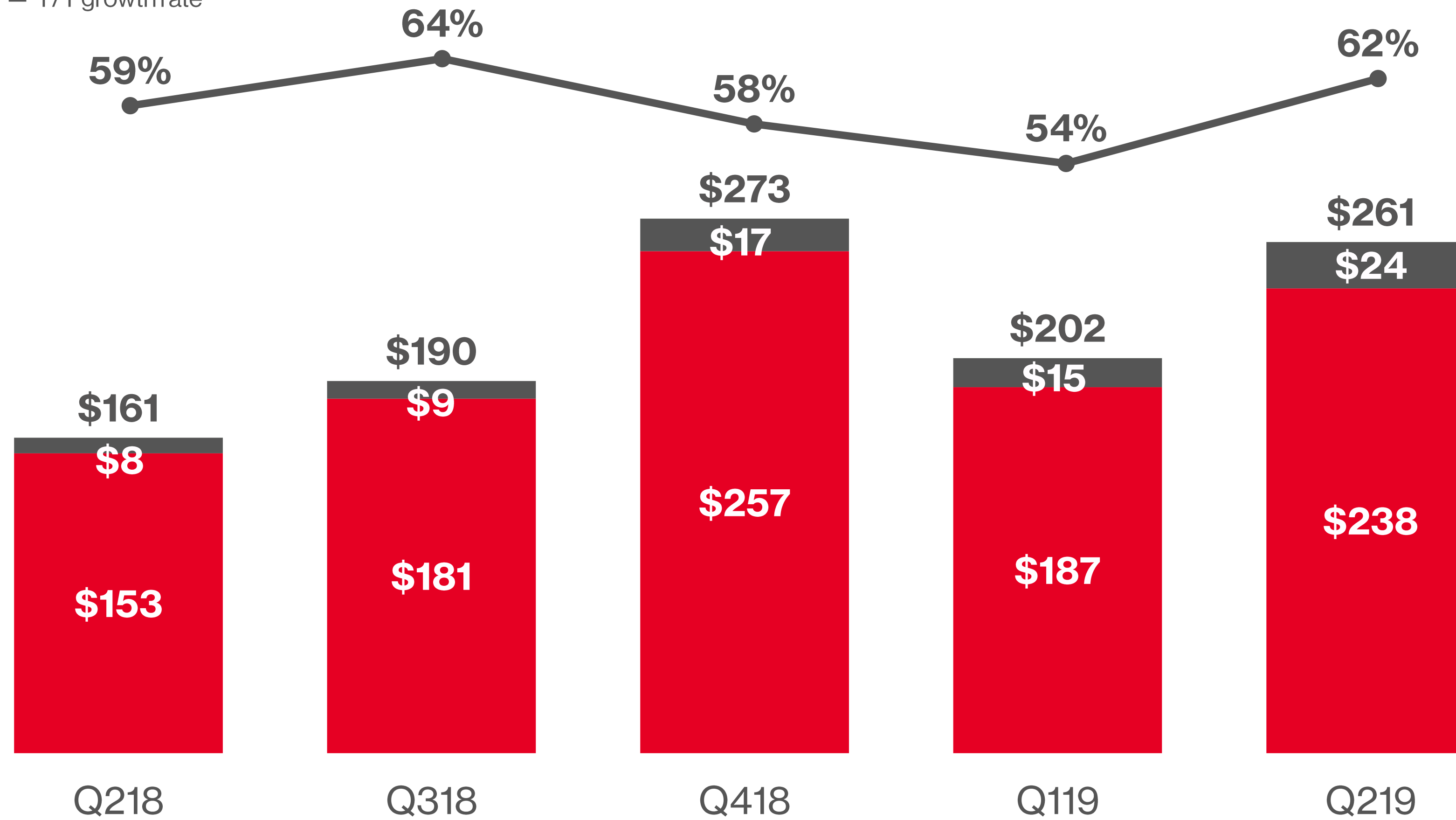
The numbers for our key metrics, which include our monthly active users (MAUs) and average revenue per user (ARPU), are calculated using internal company data based on the activity of user accounts. We define a monthly active user as a logged-in Pinterest user who visits our website or opens our mobile application at least once during the 30-day period ending on the date of measurement. We present MAUs based on the number of MAUs measured on the last day of the current period. 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 the average of the number of MAUs in that geography during the period. We calculate average MAUs based on the average between 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 our methodology.

All information provided in this presentation is as of August 1, 2019. We undertake no duty to update this information unless required by law. All information provided in this presentation is unaudited.

# Revenue

(in millions)

- International
- US
- Y/Y growth rate



**+62%**  
Global Y/Y

**+199%**  
International Y/Y

**+55%**  
US Y/Y

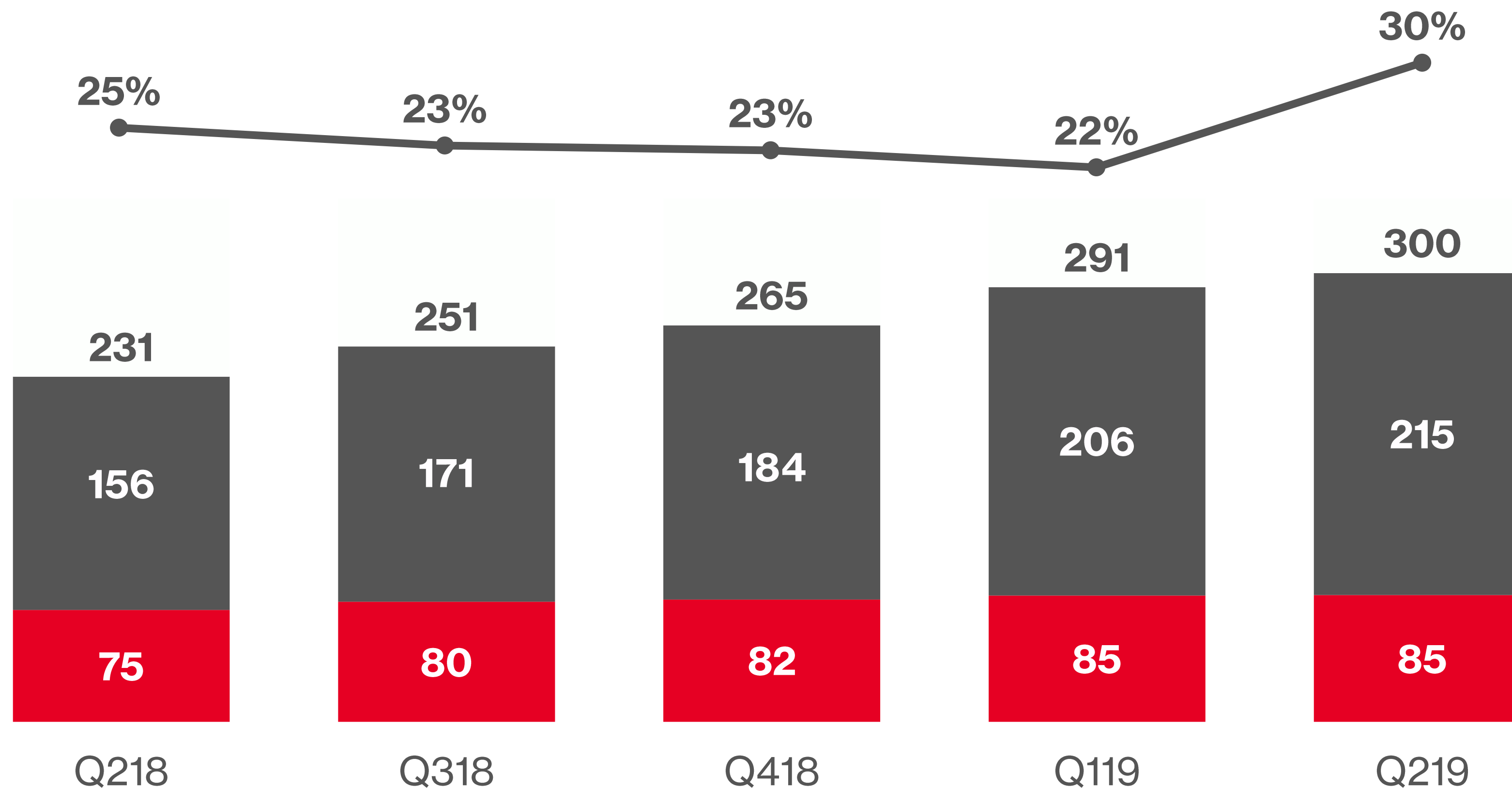
Note: Revenue is geographically apportioned based on our estimate of the geographic location of our users when they perform a revenue-generating activity. US and International may not sum to Global due to rounding; quarterly amounts may not sum to annual due to rounding.

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# Monthly active users

(in millions)

- International
- US
- Y/Y growth rate



**+30%**  
Global Y/Y

**+38%**  
International Y/Y

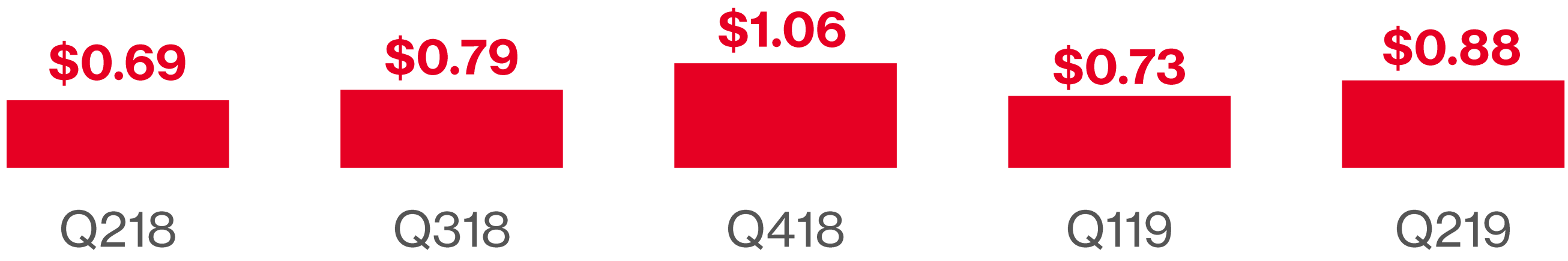
**+13%**  
US Y/Y

Note: We define a monthly active user as a logged-in Pinterest user who visits our website or opens our mobile application at least once during the 30-day period ending on the date of measurement. We present MAUs based on the number of MAUs measured on the last day of the current period. US and International may not sum to Global due to rounding.

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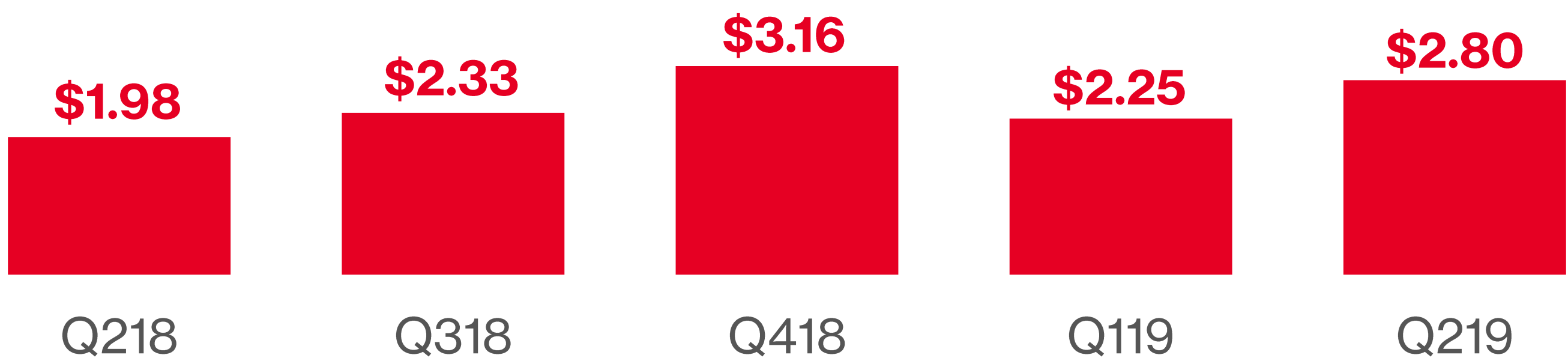
# Average revenue per user

## Global



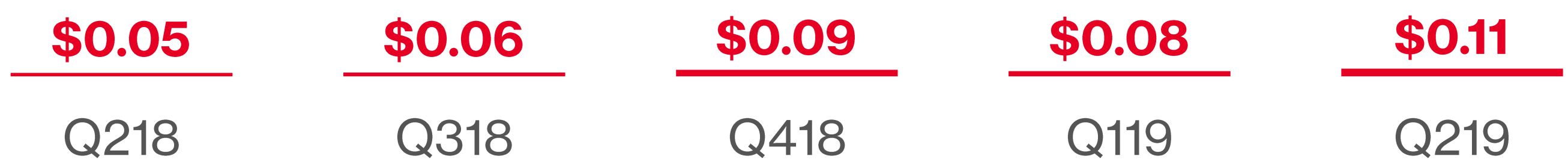
**+29%**  
Global Y/Y

## US



**+41%**  
US Y/Y

## International



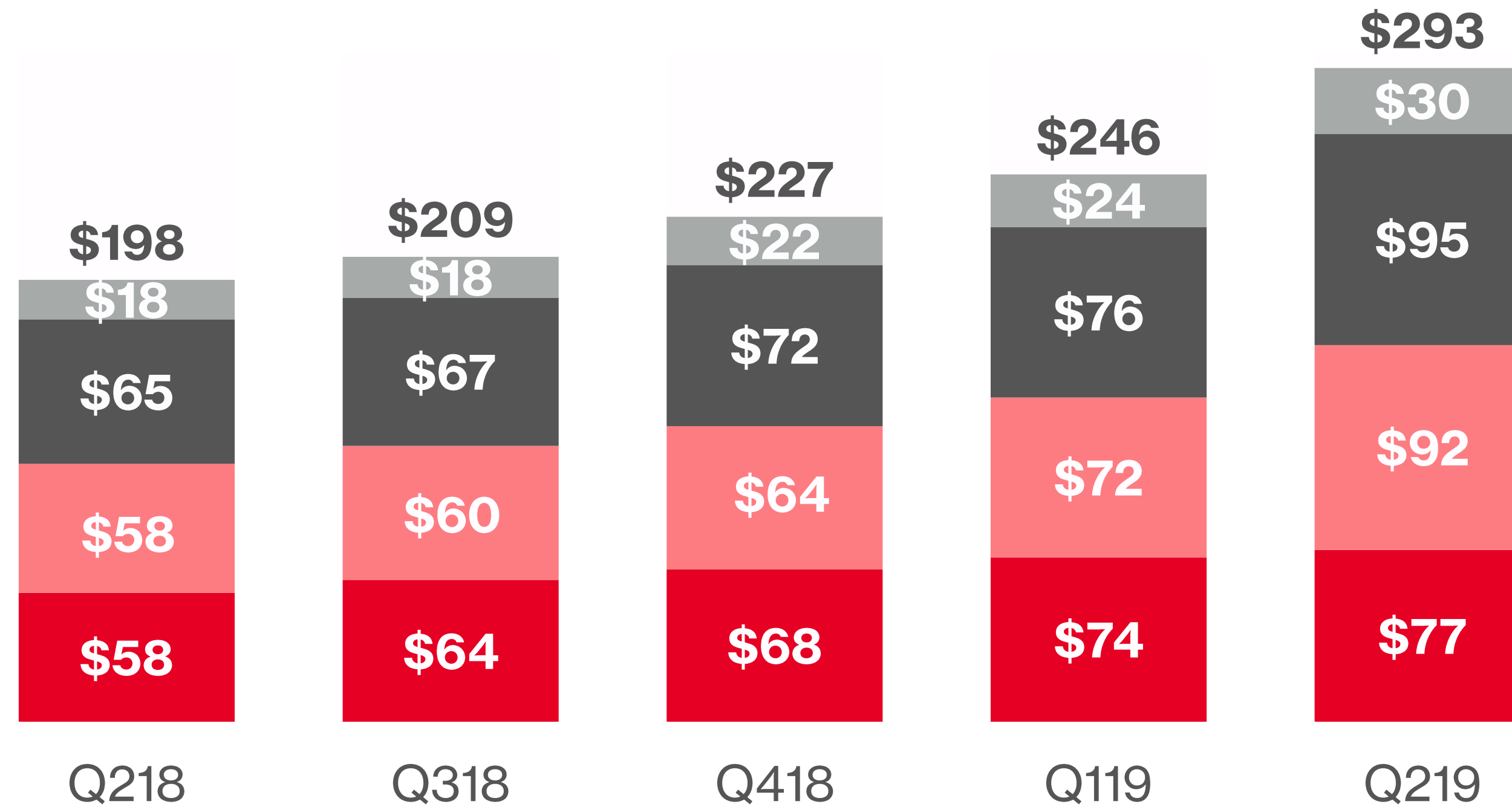
**+123%**  
International Y/Y

Note: 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 the average of the number of MAUs in that geography during the period. We calculate average MAUs based on the average between 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.  
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# Non-GAAP costs and expenses

(in millions)

- G&A
- S&M
- R&D
- Cost of Revenue



**+33%**  
COR Y/Y

**+54%**  
OpEx Y/Y

## % of Revenue

	Q218	Q318	Q418	Q119	Q219
<b>Cost of Revenue</b>	36%	33%	25%	36%	30%
<b>R&amp;D</b>	36%	32%	24%	36%	35%
<b>S&amp;M</b>	40%	35%	26%	38%	36%
<b>G&amp;A</b>	11%	10%	8%	12%	11%

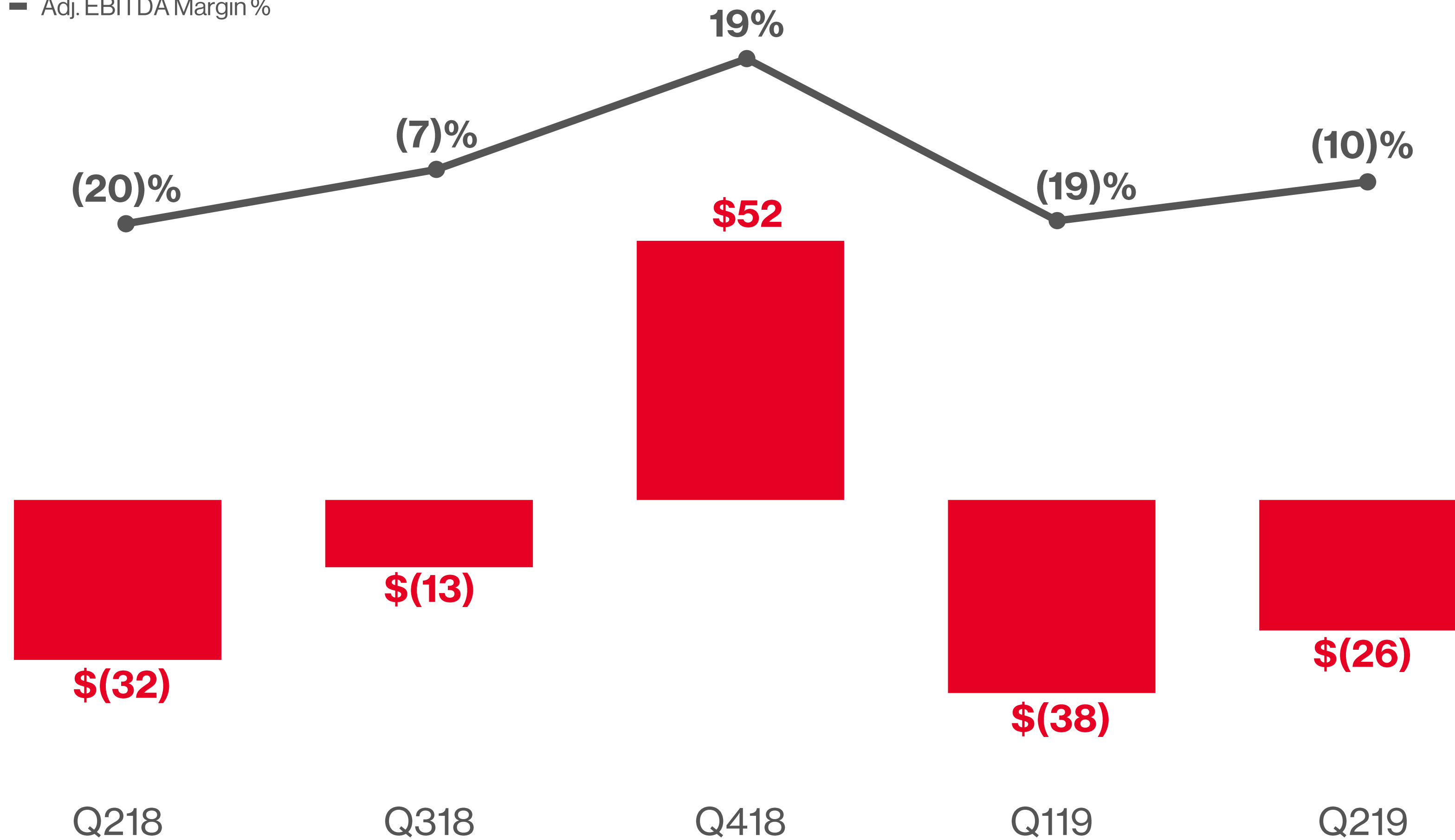
Note: Costs and expenses are non-GAAP financial measures, which exclude share-based compensation (SBC) and amortization of acquired intangible assets. For a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measures, please see the tables included in the Appendix at the end of this release.

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# Adjusted EBITDA

(in millions)

■ Adj. EBITDA  
— Adj. EBITDA Margin %



**+18%**  
Global Y/Y

Note: Adjusted EBITDA is a non-GAAP financial measure. We define adjusted EBITDA as net loss adjusted to exclude depreciation and amortization expense, share-based compensation expense, interest and other income (expense), net and provision for income taxes. For a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measures, please see the tables included in the Appendix at the end of this release.

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# Appendix



# GAAP to non-GAAP costs and expenses reconciliation

(in millions)

## Quarter ended June 30, 2019

	GAAP	Share-based compensation	Amortization	Non-GAAP
Cost of revenue	\$105.4	\$28.2	\$0.1	\$77.1
Research and development	801.9	710.0	0.0	91.9
Sales and marketing	296.9	202.1	0.0	94.8
General and administrative	224.2	194.3	0.2	29.6
<b>Total costs and expenses</b>	<b>\$1,428.4</b>	<b>\$1,134.6</b>	<b>\$0.4</b>	<b>\$293.4</b>

## Quarter ended March 31, 2019

	GAAP	Share-based compensation	Amortization	Non-GAAP
Cost of revenue	\$73.7	\$0.0	\$0.0	\$73.7
Research and development	72.4	0.6	0.0	71.8
Sales and marketing	76.4	0.0	0.0	76.4
General and administrative	24.2	0.0	0.3	23.8
<b>Total costs and expenses</b>	<b>\$246.7</b>	<b>\$0.7</b>	<b>\$0.3</b>	<b>\$245.7</b>

Note: Totals may not sum due to rounding.  
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# GAAP to non-GAAP costs and expenses reconciliation

(in millions)

## Quarter ended December 31, 2018

	GAAP	Share-based compensation	Amortization	Non-GAAP
Cost of revenue	\$68.3	\$0.0	\$0.0	\$68.3
Research and development	66.5	2.1	0.0	64.4
Sales and marketing	72.3	0.0	0.0	72.3
General and administrative	22.1	0.1	0.3	21.7
<b>Total costs and expenses</b>	<b>\$229.1</b>	<b>\$2.2</b>	<b>\$0.3</b>	<b>\$226.6</b>

## Quarter ended September 30, 2018

	GAAP	Share-based compensation	Amortization	Non-GAAP
Cost of revenue	\$63.6	\$0.0	\$0.0	\$63.6
Research and development	63.5	3.4	0.0	60.2
Sales and marketing	66.7	0.2	0.0	66.5
General and administrative	18.7	0.3	0.1	18.3
<b>Total costs and expenses</b>	<b>\$212.6</b>	<b>\$3.9</b>	<b>\$0.1</b>	<b>\$208.7</b>

Note: Totals may not sum due to rounding.  
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# GAAP to non-GAAP costs and expenses reconciliation

(in millions)

Quarter ended June 30, 2018

	GAAP	Share-based compensation	Amortization	Non-GAAP
Cost of revenue	\$58.0	\$0.0	\$0.2	\$57.8
Research and development	61.6	3.6	0.0	58.0
Sales and marketing	65.1	0.3	0.0	64.8
General and administrative	17.8	0.0	0.1	17.8
<b>Total costs and expenses</b>	<b>\$202.6</b>	<b>\$4.0</b>	<b>\$0.3</b>	<b>\$198.3</b>

# Adjusted EBITDA reconciliation

## Reconciliation of net loss to adjusted EBITDA

(in millions)

	Three months ended				
	June 30, 2018	September 30, 2018	December 31, 2018	March 31, 2019	June 30, 2019
<b>Net loss</b>	<b>\$(38.4)</b>	<b>\$(18.9)</b>	<b>\$47.0</b>	<b>\$(41.4)</b>	<b>\$(1,159.5)</b>
Depreciation and amortization	5.5	5.1	5.4	5.7	6.5
Share-based compensation	4.0	3.9	2.2	0.7	1,134.6
Interest income	(3.2)	(3.5)	(3.8)	(4.1)	(8.1)
Interest and other expense (income), net	0.2	(0.1)	0.6	0.5	0.4
Provision for income taxes	0.0	0.1	0.2	0.2	0.0
<b>Adjusted EBITDA</b>	<b>\$(31.9)</b>	<b>\$(13.4)</b>	<b>\$51.7</b>	<b>\$(38.4)</b>	<b>\$(26.0)</b>

Note: Adjusted EBITDA is a non-GAAP financial measure. We define adjusted EBITDA as net loss adjusted to exclude depreciation and amortization expense, share-based compensation expense, interest and other income (expense), net and provision for income taxes.

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