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Press note:

Snap Inc. Establishes APAC Hub in Singapore

Snap Inc. announced that it has established a regional hub in Singapore to further serve its partners and community across the APAC region. The establishment of this new hub in Singapore underscores the company's commitment to drive continued growth across the APAC region.

In line with the company's expansion initiatives, Snap has increased its local hires this year, spanning various key regional leadership roles such as sales operations, marketing science, product marketing, advertising support and revenue strategy. This is in addition to hiring senior roles across APAC including a Managing Director for Australia and New Zealand, Tony Keusgen, and India's first Managing Director, Pulkit Trivedi, both coming from Google.

"Establishing our APAC hub in Singapore represents an exciting next step in our continued commitment to the dynamic and culturally diverse region. Singapore, renowned as a technology and business hub, has long served as a gateway to Asia and is the perfect location for Snap to build a world-class team to service our customers and community," said **Ajit Mohan, APAC President, Snap Inc.**

Supporting Snap Inc.'s Singapore office opening, **Ms. Elaine Teo, Senior Vice President, Investment Facilitation Division, Singapore Economic Development Board** added, *"EDB is delighted to welcome the establishment of Snap's APAC hub in Singapore. As a location of choice for global technology giants and startups, Singapore has been a launchpad for companies seeking to adopt and scale new technologies, and drive growth in the region. We look forward to Snap introducing emerging technologies such as Artificial Intelligence and Augmented Reality to the region, and the exciting job opportunities that will be created."*

Innovatively Designed APAC Hub Spanning 13,000 sq ft

Taking into account the latest trends in collaborative workspace design, the new APAC hub, covering around 13,000 square feet, is meticulously crafted to cultivate a culture of collaboration. Situated in the Marina Bay Financial Centre with a captivating, unobstructed view of the Marina Bay Sands area, the office is thoughtfully laid out. It encompasses dedicated meeting rooms, a versatile multi-purpose space featuring comfortable seating and various entertainment options.

Snap Singapore as the regional hub for our Asia customers

In continuation of Snap's investment in the APAC region and the company's overarching mission to operate as a responsible global business locally, Snap's Singapore office will now serve as Snap's legal entity directly engaging with our customers in APAC, with the exception of markets where local APAC Snap teams provide even more localized services like Australia and New Zealand. The conversion allows Snap to serve local partners and advertisers more responsively.

Snap's potential for growth in APAC

Currently boasting a global community of over 750¹ million monthly Snapchatters, Snapchat sees a path to reach over 1 billion people in the next two to three years. In the APAC region specifically, the platform already reaches hundreds of millions of Snapchatters, and is one of the fastest growing regions for Snap.

Looking to the future, the establishment of the APAC regional hub in Singapore will enable Snap to rapidly expand its presence and engagement in the APAC market. The Singapore office will also serve to facilitate further expansion and integration of its capabilities in visual communication and emerging technologies such as AR and AI in the region.

About Snap Inc.

Snap Inc. is a technology company. We believe the camera presents the greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. For more information, visit <http://snap.com>.

¹ Snap Inc. Internal Data Q1 2023