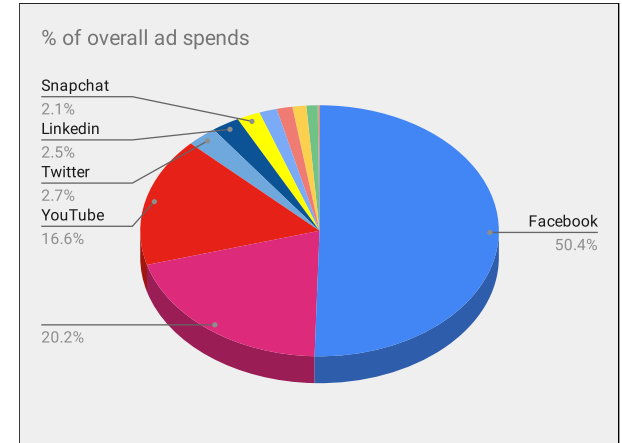
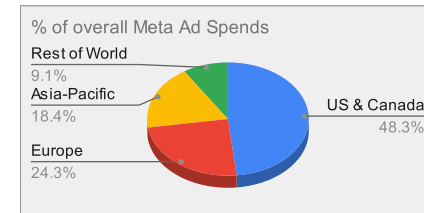


For Year 2020

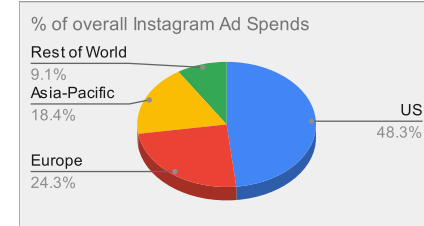
| Social Media Ad Network | Yearly Ad Spends on the Social Media Ad Network | % of overall ad spends |
|-------------------------|---|------------------------|
| Meta | \$ 84.17 billion | 66.67% |
| Facebook | \$ 60 billion | 47.62% |
| Instagram | \$ 24 billion | 19.05% |
| YouTube | \$ 19.77 billion | 15.69% |
| Twitter | \$ 3.2 billion | 2.54% |
| Linkedin | \$ 3 billion | 2.38% |
| Snapchat | \$2.5 billion | 1.98% |
| Tiktok | \$1.9 billion | 1.51% |
| Pinterest | \$ 1.69 billion | 1.34% |
| Wiebo | \$1.49 billion | 1.18% |
| Kuaishou | \$1.2 billion | 0.95% |
| Reddit | \$ 0.2 billion | 0.16% |



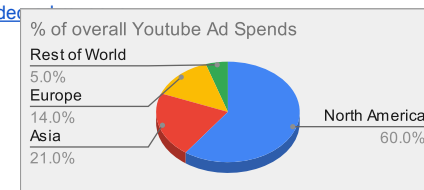
| Meta | https://s21.q4cdn.com/399680738/files/doc_financials/2021/FB-Earnings-Presentation-Q1-2021.pdf | |
|---------------|---|-----------------------------|
| Region | Yearly Country-wise ad spend on Meta Ads | % of overall Meta Ad Spends |
| US & Canada | \$40.5 billion | 48.12% |
| Europe | \$20.4 billion | 24.24% |
| Asia-Pacific | \$15.4 billion | 18.30% |
| Rest of World | \$7.6 billion | 9.03% |



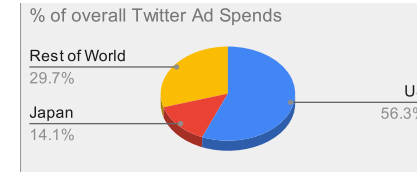
| Instagram | https://s21.q4cdn.com/399680738/files/doc_financials/2021/FB-Earnings-Presentation-Q1-2021.pdf | |
|------------------|---|----------------------------------|
| Region | Yearly Country-wise ad spend on Instagram Ads | % of overall Instagram Ad Spends |
| US | \$11.54 billion | 48.12% |
| Europe | \$5.81 billion | 24.24% |
| Asia-Pacific | \$4.39 billion | 18.30% |
| Rest of World | \$2.16 billion | 9.03% |



| Youtube | https://omdia.tech.informa.com/pr/2021-feb/facebook-and-youtube-account-for-49-percent-of-2020-online-video-advertising | |
|----------------|---|--------------------------------|
| Region | Yearly Country-wise ad spend on Youtube Ads | % of overall Youtube Ad Spends |
| North America | \$11.862 billion | 60.00% |
| Asia | \$4.1517 billion | 21.00% |
| Europe | \$2.7678 billion | 14.00% |
| Rest of World | \$0.9885 billion | 5.00% |

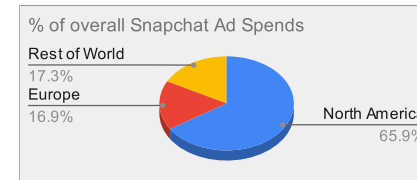


| Twitter https://www.google.com/url?sa=i&url=https%3A%2F%2Fbusir | | |
|--|---|--------------------------------|
| Region | Yearly Country-wise ad spend on Twitter Ads | % of overall Twitter Ad Spends |
| US | \$1.8 billion | 56.25% |
| Japan | \$0.45 billion | 14.06% |
| Rest of World | \$0.95 billion | 29.69% |

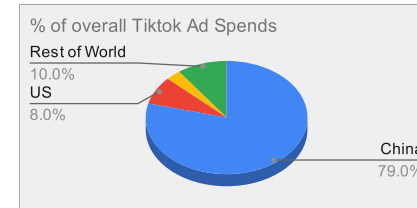


| Linkedin https://i.insider.com/4fa4391feab8eaf13c00001f | | |
|---|--|---------------------------------|
| Region | Yearly Country-wise ad spend on Linkedin Ads | % of overall Linkedin Ad Spends |
| US | \$1.5 billion | 50.00% |
| Europe | \$0.7 billion | 23.00% |
| Asia-Pacific | \$0.54 billion | 18.00% |
| Rest of World | \$0.27 billion | 9.00% |

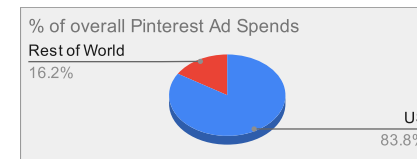
| Snapchat https://www.statista.com/statistics/668209/snapchat-annual-revenue | | |
|---|--|---------------------------------|
| Region | Yearly Country-wise ad spend on Snapchat Ads | % of overall Snapchat Ad Spends |
| North America | \$1.64 billion | 65.60% |
| Europe | \$0.42billion | 16.80% |
| Rest of World | \$0.43billion | 17.20% |



| Tiktok https://spendmenot.com/blog/tiktok-revenue-statistics/ | | |
|---|--|-------------------------------|
| Region | Yearly Country-wise ad spend on Tiktok Ads | % of overall Tiktok Ad Spends |
| China | \$1.5 billion | 79.00% |
| US | \$0.154 billion | 8.00% |
| Turkey | \$0.057 billion | 3.00% |
| Rest of World | \$0.19 billion | 10.00% |



| Pininterest https://s23.q4cdn.com/958601754/files/doc_financials/2020/ar/Pinterest-2021-Proxy-and-2020-Annual-Report.pdf | | |
|--|---|----------------------------------|
| Region | Yearly Country-wise ad spend on Pinterest Ads | % of overall Pinterest Ad Spends |
| US | \$1.4 billion | 82.84% |
| Rest of World | \$0.27 billion | 15.98% |



| Wiebo | | |
|--------------|---|------------------------------|
| Region | Yearly Country-wise ad spend on Wiebo Ads | % of overall Wiebo Ad Spends |
| China | \$1.49 billion | 100 |

| Kuaishou | | |
|-----------------|--|---------------------------------|
| Region | Yearly Country-wise ad spend on Kuaishou Ads | % of overall Kuaishou Ad Spends |
| China | \$1.2 billion | 100 |

Reddit

| Region | Yearly Country-wise ad spend on Reddit Ads | % of overall Reddit Ad Spends |
|--------|--|-------------------------------|
| US | \$0.18 billion | 90 |