

M&A key to unlocking Snap's future success

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\$17.00

Snap's IPO price

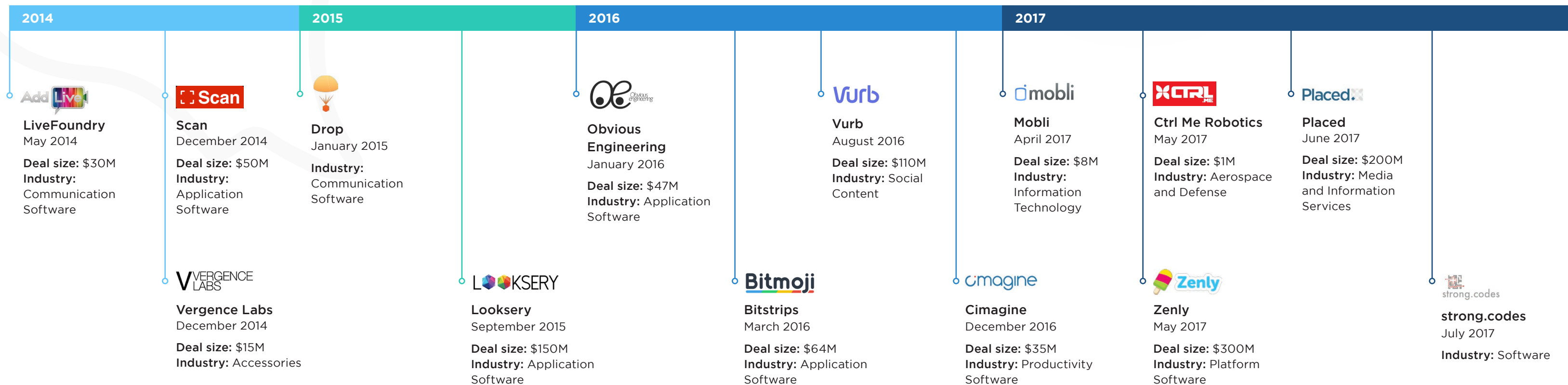
\$24.48

Snap's closing price March 2, first day of trading

\$13.67

Snap's closing price July 31, first day of trading after expiration of post-IPO lock-up period

Snap's M&A timeline



As of 7/28/2017

Biggest



Antoine Martin

Co-founder & CEO of Zenly
Year founded: 2011

In May, Snap acquired Zenly, a provider of a mobile-based, location-sharing platform that leverages users' sensor and location data for an in-app messaging service enabling users to meet up in real time.



David Shim

Founder & CEO of Placed
Year founded: 2011

Knock-on effect: About a month later, Snap picked up Placed, the designer of a location analytics platform that provides intelligence on offline consumer behavior to evaluate the impacts of ad campaigns on foot traffic to brick-and-mortar retailers.

Best



Moshe Hoge

Co-founder & CEO of Mobli
Year founded: 2011

Snap acquired the patent for its location-based filters earlier this year from Mobli, an Instagram competitor, securing the underlying intellectual property behind one of its major revenue streams from future litigation.

Latest



Pascal Junod

Co-founder & Chairman of strong.codes
Year founded: 2015

In July, Snap quietly acqui-hired the team behind Swiss startup strong.codes, the maker of tools that hide software code to make reverse engineering more difficult. Given Snap's problems with copycat behavior, this deal could quickly prove Snap's best move yet.