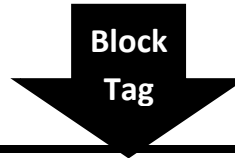


# Level 1 XBRL Tag Example

Level 1 XBRL tagging refers to text block tags that are placed on note disclosures in the Company's footnotes as seen below.



## **Note 1. Description of Business and Summary of Significant Accounting Policies**

Twitter, Inc. ("Twitter" or the "Company") was incorporated in Delaware in April 2007, and is headquartered in San Francisco, California. Twitter is a public platform where any user can create a Tweet and any user can follow other users. Each Tweet is limited to 140 characters of text, but can also contain rich media, including photos, videos and applications.

### ***Convertible Notes Offering***

In September 2014, the Company issued \$900.0 million principal amount of 0.25% convertible senior notes due 2019 (the "2019 Notes") and \$900.0 million principal amount of 1.00% convertible senior notes due 2021 (the "2021 Notes" and together with the 2019 Notes, the "Notes") in a private placement to qualified institutional buyers pursuant to Rule 144A under the Securities Act of 1933, as amended. The total net proceeds from this offering, after deducting initial purchasers' discount and debt issuance costs, were approximately \$1.77 billion.

Concurrently with the issuance of the 2019 Notes and 2021 Notes, the Company entered into convertible note hedge transactions for which it paid \$387.5 million. In addition, the Company sold warrants for which it received \$275.1 million.

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