



Reddit Reports Second Quarter 2026 Results

Daily Active Uniques (“DAUq”) increased 18% year-over-year to 130.3 million

Weekly Active Uniques (“WAUq”) increased 24% year-over-year to 514.6 million, crossing half a billion

Revenue of \$805 million grew 61% year-over-year. 8th consecutive quarter over 60%

Net income of \$253 million, 31% of revenue, and Diluted EPS of \$1.25, both up over 2x year-over-year

Adj. EBITDA¹ of \$343 million, 43% of revenue, up 106% year-over-year

Operating cash flow of \$262 million, 33% of revenue, up 135% year-over-year

SAN FRANCISCO, Calif. – July 30, 2026 – Reddit, Inc. (NYSE: RDDT) today announced financial results for the quarter ended June 30, 2026. Reddit’s complete financial results and management commentary can be found in its shareholder letter on Reddit’s Investor Relations website at <https://investor.redditinc.com>.

“In an increasingly automated web, the value of real human perspective has never been higher. Reddit’s commercial momentum reflects that,” said Steve Huffman, Founder and CEO of Reddit. “Crossing \$1 million in revenue per employee and maintaining eight consecutive quarters of over 60% revenue growth shows the strength of our community model and the value we deliver to advertisers.”

- Total revenue increased 61% year-over-year to \$805 million, Ad revenue increased 64% year-over-year to \$762 million, and Other revenue increased 24% year-over-year to \$43 million
- Gross margin was 91.3%, as compared to 90.8% in the prior year, up 50 bps year-over-year
- Net income was \$253 million, an improvement of \$164 million from the prior year and more than doubling year-over-year
- Adjusted EBITDA¹ was \$343 million, an improvement of \$176 million from the prior year and more than doubling year-over-year
- Operating cash flow was \$262 million, an improvement of \$151 million from the prior year and more than doubling year-over-year
- Free Cash Flow¹ was \$261 million, an improvement of \$150 million from the prior year and more than doubling year-over-year
- Basic and diluted earnings per share (“EPS”) were \$1.31 and \$1.25, more than doubling year-over-year
- Total fully diluted shares outstanding were 207.0 million as of June 30, 2026, up 0.2% from the prior year
- We repurchased 1.5 million shares of our Class A common stock during the quarter for a total of \$235 million at an average price per share of \$157.57

Second Quarter 2026 Financial Highlights

(in millions, except percentages and per share amounts; unaudited)	Three months ended June 30,		% Change
	2026	2025	
Revenue	\$ 805	\$ 500	61%
U.S.	\$ 638	\$ 409	56%
International	\$ 167	\$ 91	84%
GAAP gross margin	91.3 %	90.8 %	
Net income	\$ 253	\$ 89	183%
Net margin	31.4 %	17.9 %	
Net income per share			
Basic	\$ 1.31	\$ 0.48	173%
Diluted	\$ 1.25	\$ 0.45	178%
Adjusted EBITDA*	\$ 343	\$ 167	106%
Adjusted EBITDA margin*	42.6 %	33.4 %	
Net cash provided by (used in) operating activities	\$ 262	\$ 111	135%
Free Cash Flow*	\$ 261	\$ 111	135%
Cash, cash equivalents, and marketable securities	\$ 2,786		

*The definitions of Adjusted EBITDA, Adjusted EBITDA margin, and Free Cash Flow can be found in the Use of Non-GAAP Financial Measures section of this release. A reconciliation of non-GAAP financial measures to the most directly comparable U.S. GAAP measure can be found on pages [10-11](#).

Financial Outlook

The guidance provided below is based on Reddit's current estimates and is not a guarantee of future performance. This guidance is subject to significant risks and uncertainties that could cause actual results to differ materially, including the risk factors discussed in Reddit's reports on file with the Securities and Exchange Commission (the "SEC"). Reddit undertakes no duty to update any forward-looking statements or estimates, except as required by applicable law.

As we look ahead, we will share our internal thoughts on revenue and Adjusted EBITDA for the third quarter.

In the third quarter of 2026, we estimate:

- Revenue in the range of \$860 million to \$870 million
- Adjusted EBITDA² in the range of \$385 million to \$395 million

Earnings Conference Call Information and Community Update

Reddit will host a conference call to discuss the results for the second quarter of 2026 on Thursday, July 30, 2026, at 1:30 p.m. PT / 4:30 p.m. ET. A live webcast of the call can be accessed on Reddit's Investor Relations website at <https://investor.redditinc.com> and investor relations subreddit, r/RDDT, at <https://www.reddit.com/r/RDDT/>. A replay of the webcast and transcript will be available on the same websites following the conclusion of the conference call.

Reddit will solicit questions from the community in the investor relations subreddit, r/RDDT, at <https://www.reddit.com/r/RDDT/> on Thursday, July 30, 2026, after the market closes, and post responses following the earnings call at Reddit's Investor Relations website at <https://investor.redditinc.com> and r/RDDT at <https://www.reddit.com/r/RDDT/>.

Reddit uses the investor relations page on its website <https://investor.redditinc.com>, user accounts of Reddit's Chief Executive Officer, Steve Huffman (u/spez); Reddit's Chief Operating Officer, Jen Wong (u/adsjunkie); and Reddit's Chief Financial Officer, Drew Voller (u/TimingandLuck), as well as the subreddits r/RDDT and r/reddit, available at <https://www.reddit.com/r/RDDT/> and <https://www.reddit.com/r/reddit/>, respectively, as means of disclosing material non-public information and for complying with its disclosure obligation under Regulation FD.

Notes

¹ The definitions of Adjusted EBITDA, Adjusted EBITDA margin, and Free Cash Flow can be found in the Use of Non-GAAP Financial Measures section of this release. A reconciliation of non-GAAP financial measures to the most directly comparable U.S. GAAP measure can be found on pages [10-11](#).

² We have not provided a reconciliation to the forward-looking U.S. GAAP equivalent measures for our non-GAAP guidance due to uncertainty regarding, and the potential variability of, reconciling items. Therefore, a reconciliation of these non-GAAP guidance measures to their corresponding U.S. GAAP guidance measures is not available without unreasonable effort.

About Reddit

Reddit is a community of communities. Built on shared interests and passions, it is home to the most open and authentic conversations online. Every day, millions of people post, vote, comment, and search for answers across nearly every topic imaginable, and brands build trusted relationships with their audiences. With 26+ billion posts and comments and more than 130 million daily active uniques, Reddit is one of the internet's largest sources of information. Learn more at www.redditinc.com. The Reddit app is available on the App Store and Google Play.

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Forward Looking Statements

This press release contains forward-looking statements within the meaning of the Securities Act of 1933, as amended, the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. Forward-looking statements generally relate to future events or Reddit's future financial or operating performance. In some cases, you can identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "going to," "could," "intends," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these words or other similar terms or expressions that concern Reddit's expectations, strategy, priorities, plans or intentions. Forward-looking statements in this release include, but are not limited to, statements regarding Reddit's future financial and operating performance, and GAAP and non-GAAP guidance. Reddit's expectations and beliefs regarding these matters may not materialize, and actual results in future periods are subject to risks and uncertainties that could cause actual results to differ materially from those projected, including those more fully described under the caption "Risk Factors" and elsewhere in documents that Reddit files with the SEC from time to time, including Reddit's Quarterly Report on Form 10-Q for the quarter ended June 30, 2026, which is being filed with the SEC at or around the date hereof. The forward-looking statements in this release are based on information available to Reddit as of the date hereof, and Reddit undertakes no obligation to update any forward-looking statements, except as required by law.

A Note About Metrics

We define a daily active unique ("DAUq") as a user whom we can identify with a unique identifier who has visited a page on the Reddit website, www.reddit.com, or opened a Reddit application at least once during a 24-hour period. Average DAUq for a particular period is calculated by adding the number of DAUq on each day of that period and dividing that sum by the number of days in that period.

We define a weekly active unique ("WAUq") as a user whom we can identify with a unique identifier who has visited a page on the Reddit website, www.reddit.com, or opened a Reddit application at least once during a trailing seven-day period. Average quarterly WAUq for a particular period is calculated by adding the number of WAUq on each day of that period and dividing that sum by the number of days in that period.

We define average revenue per unique ("ARPU") as quarterly revenue in a given geography divided by the average DAUq in that geography. For the purposes of calculating ARPU, advertising revenue in a given geography is based on the geographic location in which advertising impressions are delivered, as this approximates revenue based on user activity, while other revenue in a given geography is based on the billing address of the customer.

Use of Non-GAAP Financial Measures

We use certain non-GAAP financial measures to supplement our consolidated financial statements, which are presented in accordance with U.S. GAAP, to evaluate our core operating performance. These non-GAAP financial measures include Adjusted EBITDA, Adjusted EBITDA margin, Free Cash Flow, and Free Cash Flow margin. We use these non-GAAP financial measures to facilitate reviews of our operational performance and as a basis for strategic planning. By excluding certain items that are non-recurring or not reflective of the performance of our normal course of business, we believe that these non-GAAP financial measures provide meaningful supplemental information regarding our performance. Accordingly, we believe these non-GAAP financial measures are useful to investors and others because they allow investors to supplement their understanding of our financial trends and evaluate our ongoing and future performance in the same manner as management. However, there are a number of limitations related to the use of non-GAAP financial measures as they reflect the exercise of judgment by our management about which expenses are included or excluded in determining these non-GAAP measures. These non-GAAP measures should be considered in addition to, not as a substitute for or in isolation from, our financial results prepared in accordance with U.S. GAAP. Other companies, including companies in our industry, may

calculate these non-GAAP financial measures differently or not at all, which reduces their usefulness as comparative measures.

A reconciliation is provided below for each historical non-GAAP financial measure to the most directly comparable financial measure stated in accordance with U.S. GAAP. Reddit encourages investors to review the related U.S. GAAP financial measures and the reconciliation of these non-GAAP financial measures to their most directly comparable U.S. GAAP financial measures, and not to rely on any single financial measure to evaluate Reddit's business. We have not provided a reconciliation to the forward-looking GAAP equivalent measures for our non-GAAP guidance due to uncertainty regarding, and the potential variability of, reconciling items. Therefore, a reconciliation of these non-GAAP guidance measures to their corresponding GAAP guidance measures is not available without unreasonable effort.

Adjusted EBITDA is defined as net income excluding interest (income) expense, net, income tax expense (benefit), depreciation and amortization, stock-based compensation expense and related taxes, other (income) expense, net, and certain other non-recurring or non-cash items impacting net income that we do not consider indicative of our ongoing business performance. Other (income) expense, net consists primarily of realized gains and losses on sales of marketable securities, foreign currency transaction gains and losses, and other income and expense that are not indicative of our core operating performance. Adjusted EBITDA margin is defined as Adjusted EBITDA divided by revenue. We consider the exclusion of certain non-recurring or non-cash items in calculating Adjusted EBITDA and Adjusted EBITDA margin to provide a useful measure for investors and others to evaluate our operating results in the same manner as management.

Free Cash Flow represents net cash provided by (used in) operating activities less purchases of property and equipment. Free Cash Flow margin is defined as Free Cash Flow divided by revenue. We believe that Free Cash Flow is useful to investors as a liquidity measure because it measures our ability to generate or use cash. Once our business needs and obligations are met, cash can be used to maintain a strong balance sheet and invest in future growth. Additionally, we believe that Free Cash Flow is an important measure since we use third-party infrastructure partners to host our services and therefore we do not incur significant capital expenditures to support revenue generating activities.

Reddit, Inc.**Key Operating Metrics by Geography***(in millions, except percentages and ARPU)**(unaudited)*

	Three months ended June 30,			Six months ended June 30,		
	2026	2025	% Change	2026	2025	% Change
Revenue: Global	\$ 804.9	\$ 499.6	61 %	\$ 1,468.3	\$ 892.0	65 %
Revenue: U.S.	\$ 638.1	\$ 408.8	56 %	\$ 1,163.7	\$ 722.7	61 %
Revenue: International	\$ 166.8	\$ 90.8	84 %	\$ 304.6	\$ 169.3	80 %

	Three months ended June 30,		
	2026	2025	% Change
DAUq: Global	130.3	110.4	18 %
DAUq: U.S.	53.2	50.3	6 %
DAUq: International	77.1	60.1	28 %
Logged-in DAUq: Global	52.6	49.3	7 %
Logged-in DAUq: U.S.	23.1	22.9	1 %
Logged-in DAUq: International	29.5	26.4	12 %
Logged-out DAUq: Global	77.7	61.1	27 %
Logged-out DAUq: U.S.	30.1	27.4	10 %
Logged-out DAUq: International	47.6	33.7	41 %
WAUq: Global	514.6	416.4	24 %
WAUq: U.S.	197.2	181.0	9 %
WAUq: International	317.4	235.4	35 %
ARPU: Global	\$ 6.18	\$ 4.53	36 %
ARPU: U.S.	\$ 11.85	\$ 7.87	51 %
ARPU: International	\$ 2.26	\$ 1.73	31 %

Reddit, Inc.**Consolidated Statements of Operations***(in thousands, except share and per share amounts)**(unaudited)*

	Three months ended June 30,		Six months ended June 30,	
	2026	2025	2026	2025
Revenue	\$ 804,905	\$ 499,627	\$ 1,468,316	\$ 891,988
Costs and expenses:				
Cost of revenue	70,308	45,900	126,575	82,989
Research and development	231,276	196,610	438,522	387,881
Sales and marketing	195,897	120,619	347,369	211,304
General and administrative	75,708	68,787	141,222	138,200
Total costs and expenses	573,189	431,916	1,053,688	820,374
Income from operations	231,716	67,711	414,628	71,614
Other income (expense), net	25,119	21,147	47,935	41,681
Income before income taxes	256,835	88,858	462,563	113,295
Income tax expense (benefit)	3,987	(439)	5,734	(2,160)
Net income	<u>\$ 252,848</u>	<u>\$ 89,297</u>	<u>\$ 456,829</u>	<u>\$ 115,455</u>
Net income per share attributable to Class A and Class B common stock				
Basic	<u>\$ 1.31</u>	<u>\$ 0.48</u>	<u>\$ 2.38</u>	<u>\$ 0.63</u>
Diluted	<u>\$ 1.25</u>	<u>\$ 0.45</u>	<u>\$ 2.26</u>	<u>\$ 0.58</u>
Weighted-average shares used to compute net income per share attributable to common stockholders				
Basic	<u>192,345,684</u>	<u>185,437,777</u>	<u>191,932,329</u>	<u>183,730,992</u>
Diluted	<u>202,029,721</u>	<u>199,522,433</u>	<u>202,326,864</u>	<u>200,681,458</u>

Reddit, Inc.
Consolidated Balance Sheets
(in thousands)
(unaudited)

	June 30, 2026	December 31, 2025
Assets		
Current assets		
Cash and cash equivalents	\$ 1,486,838	\$ 953,569
Marketable securities	1,299,519	1,523,242
Accounts receivable, net	650,098	590,162
Prepaid expenses and other current assets	105,210	69,012
Total current assets	3,541,665	3,135,985
Property and equipment, net	11,981	12,710
Operating lease right-of-use assets, net	18,411	20,788
Intangible assets, net	10,565	15,521
Goodwill	42,174	42,174
Other noncurrent assets	11,809	11,995
Total assets	<u>\$ 3,636,605</u>	<u>\$ 3,239,173</u>
Liabilities and stockholders' equity		
Current liabilities		
Accounts payable	\$ 89,144	\$ 62,929
Operating lease liabilities	7,783	7,023
Accrued expenses and other current liabilities	240,822	201,331
Total current liabilities	337,749	271,283
Operating lease liabilities, noncurrent	13,084	16,191
Other noncurrent liabilities	72	22,661
Total liabilities	350,905	310,135
Commitments and contingencies		
Stockholders' equity:		
Preferred stock	—	—
Class A common stock	14	14
Class B common stock	5	5
Class C common stock	—	—
Additional paid-in capital	3,504,664	3,595,772
Accumulated other comprehensive income (loss)	(4,695)	4,364
Accumulated deficit	(214,288)	(671,117)
Total stockholders' equity	3,285,700	2,929,038
Total liabilities and stockholders' equity	<u>\$ 3,636,605</u>	<u>\$ 3,239,173</u>

Reddit, Inc.
Consolidated Statements of Cash Flows
(in thousands)
(unaudited)

	Three months ended June 30,		Six months ended June 30,	
	2026	2025	2026	2025
Cash flows from operating activities				
Net income	\$ 252,848	\$ 89,297	\$ 456,829	\$ 115,455
Adjustments to reconcile net income to net cash provided by (used in) operating activities:				
Depreciation and amortization	4,258	3,934	8,468	7,897
Non-cash operating lease cost	1,743	1,514	3,419	2,982
Amortization of premium (accretion of discount) on marketable securities, net	(2,799)	(6,691)	(7,096)	(15,575)
Stock-based compensation expense	100,952	89,070	169,288	174,484
Other adjustments	85	97	(606)	(41)
Changes in operating assets and liabilities:				
Accounts receivable	(127,228)	(81,116)	(59,271)	(57,757)
Prepaid expenses and other assets	(12,454)	(9,352)	(36,206)	(26,358)
Operating lease right-of-use assets and liabilities	(1,575)	(1,589)	(3,390)	(3,369)
Accounts payable	37,020	19,991	26,037	18,945
Accrued expenses and other liabilities	9,026	6,176	16,657	22,246
Net cash provided by (used in) operating activities	\$ 261,876	\$ 111,331	\$ 574,129	\$ 238,909
Cash flows from investing activities				
Purchases of property and equipment	(1,134)	(505)	(2,224)	(1,484)
Purchases of marketable securities	(311,978)	(556,457)	(676,907)	(1,061,303)
Maturities of marketable securities	409,247	552,532	883,715	1,017,594
Proceeds from sale of marketable securities	—	—	17,989	12,372
Other investing activities	(1,421)	2,354	(3,037)	3,243
Net cash provided by (used in) investing activities	\$ 94,714	\$ (2,076)	\$ 219,536	\$ (29,578)
Cash flows from financing activities				
Proceeds from exercise of employee stock options	5,037	4,303	9,936	14,487
Taxes paid related to net share settlement of restricted stock units	(14,546)	(15,225)	(30,742)	(51,900)
Repurchases of Class A common stock	(234,591)	—	(239,590)	—
Net cash provided by (used in) financing activities	\$ (244,100)	\$ (10,922)	\$ (260,396)	\$ (37,413)
Net increase (decrease) in cash and cash equivalents	112,490	98,333	533,269	171,918
Cash and cash equivalents at the beginning of the period	1,374,348	635,727	953,569	562,142
Cash and cash equivalents at the end of the period	\$ 1,486,838	\$ 734,060	\$ 1,486,838	\$ 734,060

Reddit, Inc.**Reconciliation of Adjusted EBITDA and Adjusted EBITDA Margin***(in thousands, except percentages)**(unaudited)*

	Three months ended June 30,		Six months ended June 30,	
	2026	2025	2026	2025
Net income	\$ 252,848	\$ 89,297	\$ 456,829	\$ 115,455
Add (deduct):				
Interest (income) expense, net	(25,027)	(21,056)	(48,912)	(41,470)
Income tax expense (benefit)	3,987	(439)	5,734	(2,160)
Depreciation and amortization	4,258	3,934	8,468	7,897
Stock-based compensation expense and related taxes	106,836	95,104	185,684	202,509
Other (income) expense, net	(92)	(91)	977	(211)
Adjusted EBITDA	<u>\$ 342,810</u>	<u>\$ 166,749</u>	<u>\$ 608,780</u>	<u>\$ 282,020</u>
Net margin	31.4 %	17.9 %	31.1 %	12.9 %
Adjusted EBITDA margin	42.6 %	33.4 %	41.5 %	31.6 %

Reddit, Inc.**Reconciliation of Free Cash Flow and Free Cash Flow Margin***(in thousands, except percentages)**(unaudited)*

	Three months ended June 30,		Six months ended June 30,	
	2026	2025	2026	2025
Net cash provided by (used in) operating activities	\$ 261,876	\$ 111,331	\$ 574,129	\$ 238,909
Less:				
Purchases of property and equipment	(1,134)	(505)	(2,224)	(1,484)
Free Cash Flow	<u>\$ 260,742</u>	<u>\$ 110,826</u>	<u>\$ 571,905</u>	<u>\$ 237,425</u>
Operating cash flow margin	32.5 %	22.3 %	39.1 %	26.8 %
Free Cash Flow margin	32.4 %	22.2 %	38.9 %	26.6 %