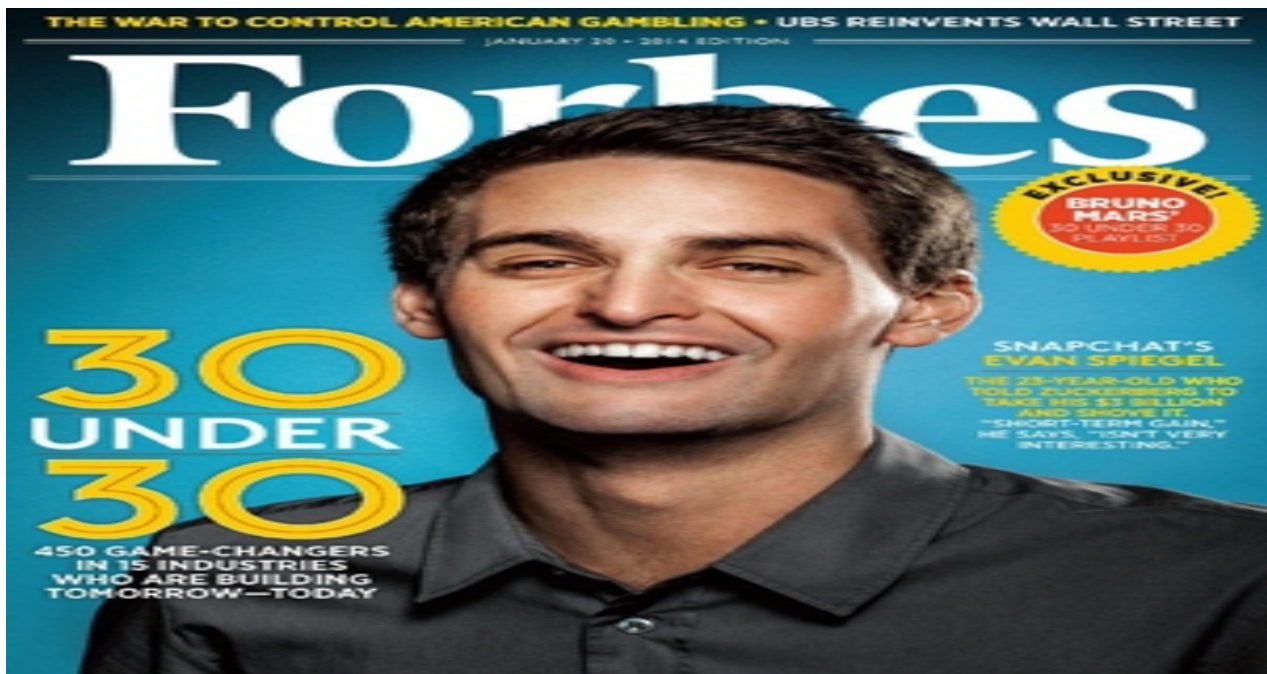




SnapChat CEO Evan Spiegel Cover Shoot for Forbes Magazine 30 Under 30

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Silicon Valley, CA / Evan Spiegel, Co-founder and Chief Executive Officer of SnapChat (Snap Inc.), became one of the youngest CEO's of a publicly-traded company in history when he was only 23. Famously, Spiegel turned down a Mark Zuckerberg offer from Facebook to buy Snapchat for \$3 billion.

Spiegel appeared on the cover of Forbes Magazine's 30 Under 30 issue titled "SnapChat's Evan Spiegel. The 23-Year-Old Who Told Zuckerberg to Take his \$3 Billion and Shove it." The Forbes cover shoot and creative theme was led by award-winning photographer Michael Grecco.

Evan Spiegel, Co-founder and CEO of Snap Inc., cover shoot for Forbes Magazine by award-winning corporate and celebrity photographer Michael Grecco. Source: Forbes

"Evan Spiegel and Bobby Murphy were just pure fun to work with. They did not want to be shot in a static way, given that SnapChat is all about the 9-second photo that then disappears. So I had to bring a sense of

fun and immediacy to the images," Grecco said.

The photo shoot included SnapChat's other Co-founder Bobby Murphy, who also serves as Snap's Chief Technology Officer (CTO). While Spiegel's image appeared on the Forbes cover, Murphy's image appeared in the main article.

"Short-term gain isn't very interesting," said Spiegel about turning down a \$3B offer from Facebook at the time.

Spiegel's instincts were correct. On March 2, 2017, Snap Inc. stock started trading on under the symbol SNAP on the New York Stock Exchange. The hottest IPO at the time raised almost \$30 billion in market capitalization on the first day of trading. Currently, Snap's market cap is \$8B.

Spiegel has appeared on numerous Forbes Lists, including: ranking #354 on the Forbes 400 (2018), #527 on Billionaires (2018), #76 on Richest in Tech (2017), Global Game Changers (2017), and #10 on America's Richest Entrepreneurs Under 40 (2016).

About Forbes Magazine

Forbes magazine is a well-known business magazine published bi-weekly with an estimated 931,000+ circulation. Based in Jersey City, New Jersey, its first issue was published 101 years ago starting in 1917. The magazine is well known for the Forbes 400 and other popular net worth lists and rankings. Current Editor-in-Chief is Steve Forbes.

About Michael Grecco

Michael Grecco is an extensive award-winning Celebrity Photographer and Creative Director with a photography career spanning 41 years, with studios in both Los Angeles, CA and New York City, NY.

Grecco's cover shoots of other business and entertainment industry heavyweights are numerous. Other notable publications and magazine covers Grecco's photography work has graced include: Forbes, Business Week, TIME, Newsweek, People, Harper's Bazaar, GQ, Maxim, Esquire, Playboy, New York Magazine, LA Times, TV Guide, Entertainment Weekly, ESPN Magazine, Men's Health and Sports Illustrated, just to name a few.

Grecco can be found traveling the globe over 200+ days each year on high-end commercial, advertising,

editorial and entertainment photoshoots and cover shoots for many recognizable celebrities, iconic business greats and global brands. For more information on retaining Michael Grecco and his creative team, call +1-310-452-4461 or visit <https://MichaelGrecco.com>.

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