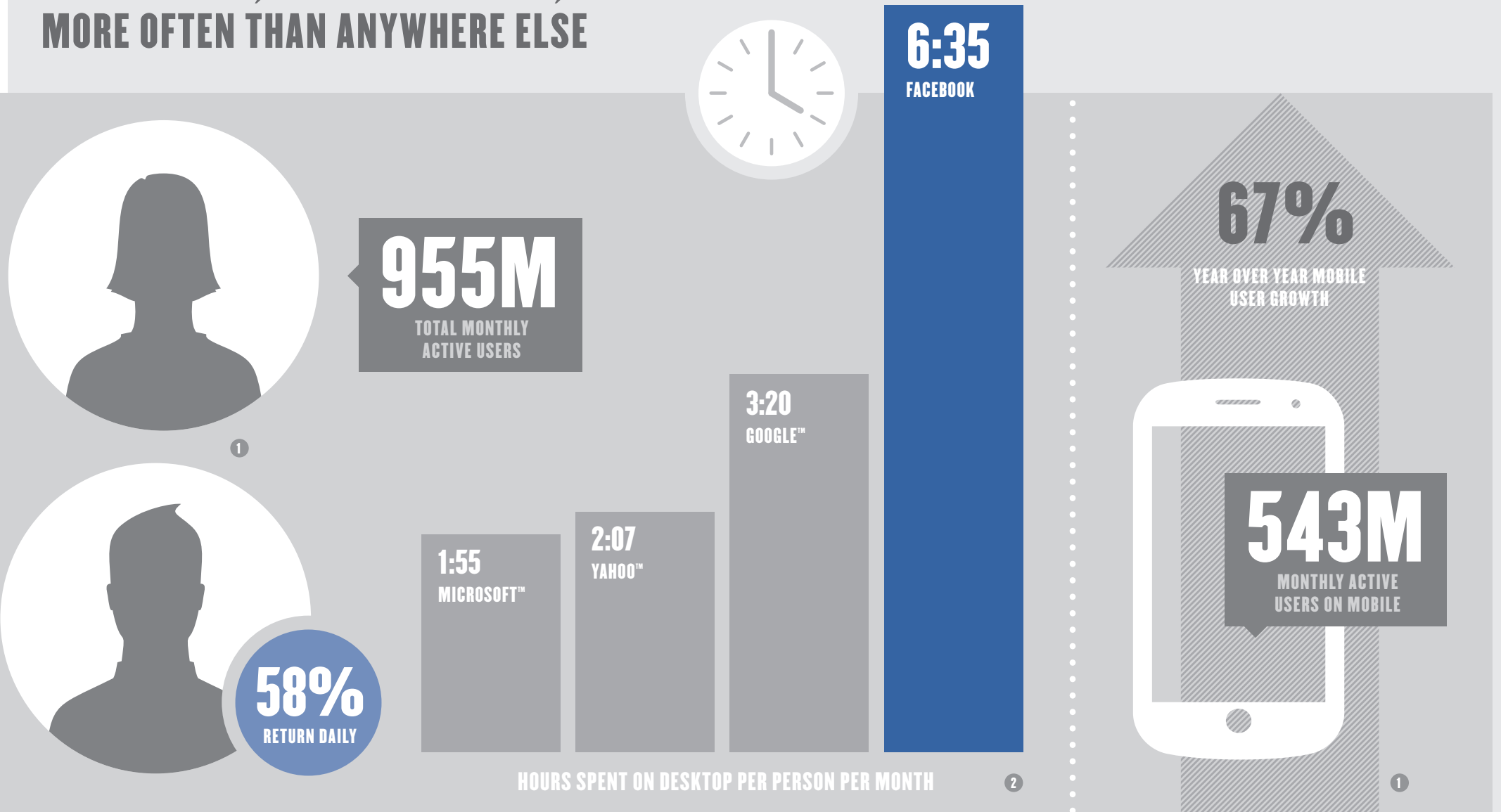


CONNECT

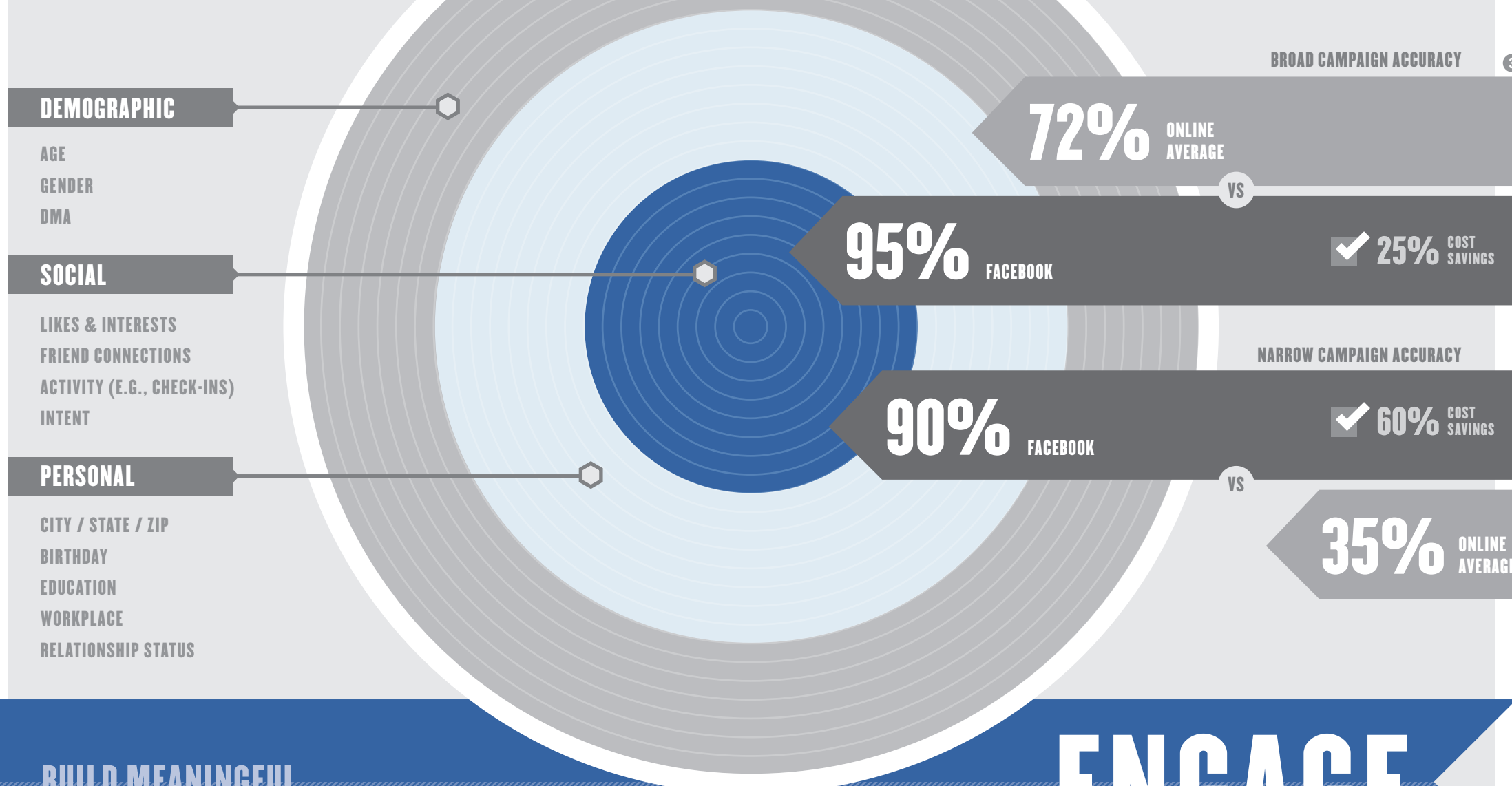
FIND AND REACH YOUR AUDIENCE WITH PRECISION AT SCALE WITH FACEBOOK ADVERTISING

MORE PEOPLE, ON MORE DEVICES, MORE OFTEN THAN ANYWHERE ELSE



FIND THE RIGHT CUSTOMERS WITH BETTER TARGETING

REACH THE RIGHT PEOPLE EFFICIENTLY



BUILD MEANINGFUL 1:1 RELATIONSHIPS

ENGAGE

FACEBOOK IS AN EXTREMELY ENGAGING PLACE

3,200,000,000

LIKES AND COMMENTS EVERY DAY IN THE WORLD

ENGAGE ACROSS PLATFORMS TO REACH PEOPLE WHEREVER THEY ARE

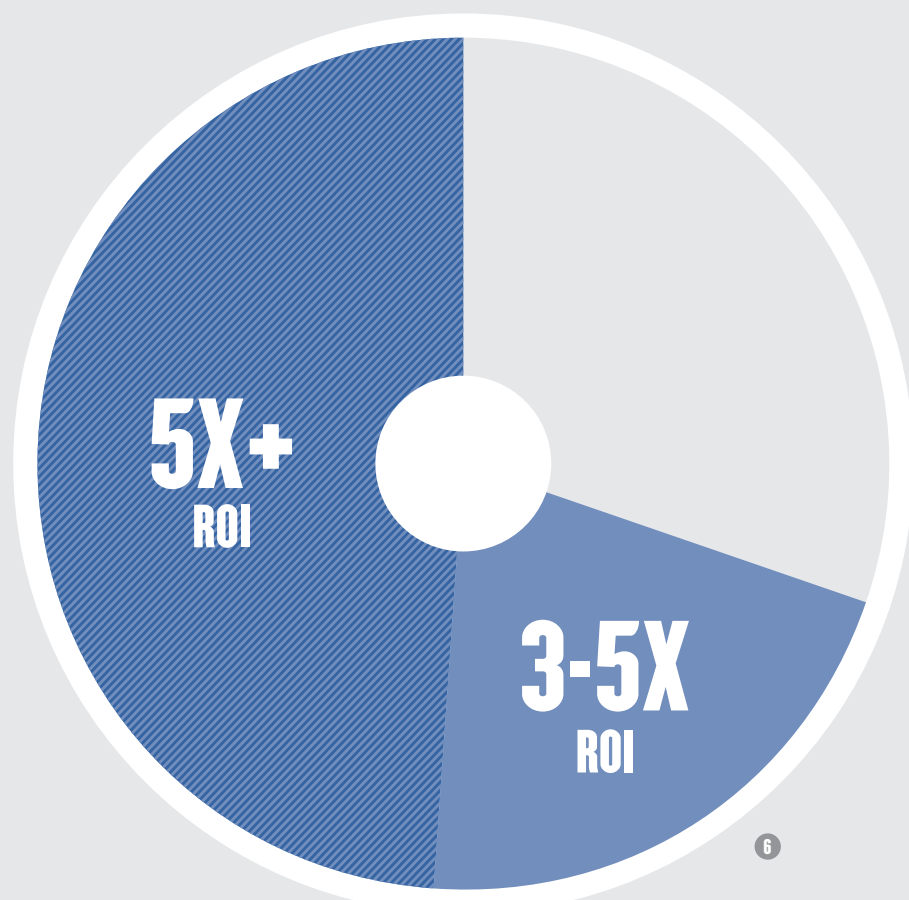


INFLUENCE

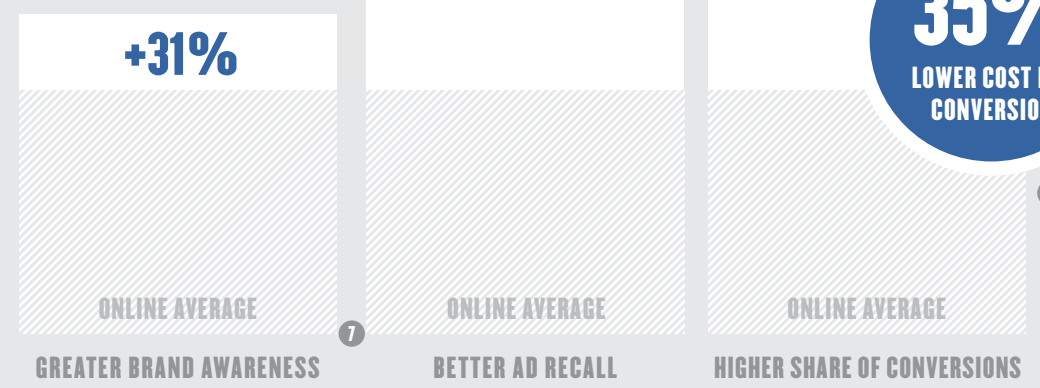
DRIVE BUSINESS RESULTS MORE EFFECTIVELY

DRIVE OFFLINE SALES

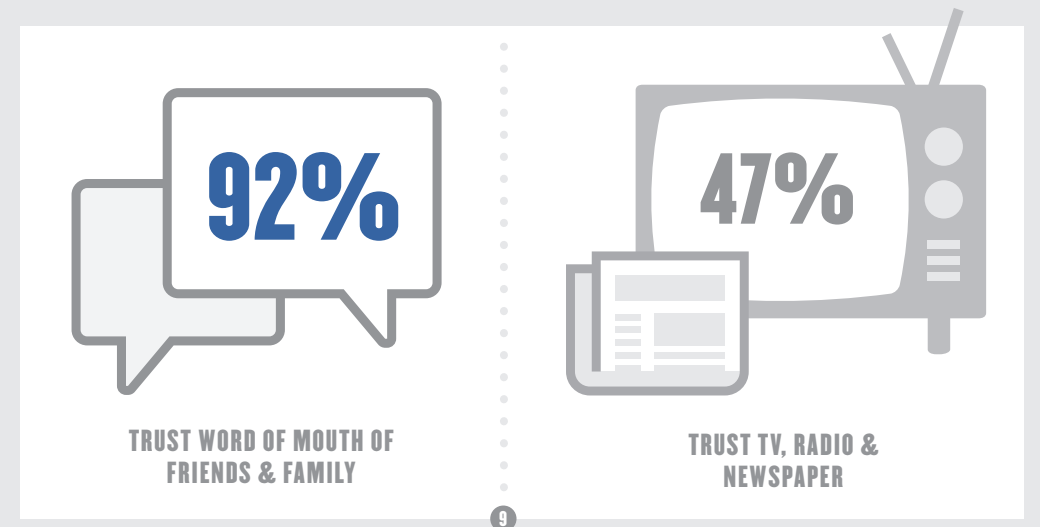
ACHIEVE HIGHER BRAND RESONANCE AND ONLINE SALES



IN AN ANALYSIS OF OVER 60 CAMPAIGNS ON FACEBOOK



CREATE WORD OF MOUTH AT SCALE



SOURCES: 1. FACEBOOK 10 Q, JUNE 2012. 2. COMSCORE, JUNE 2012. 3. NIELSEN O&R, OCTOBER 2011. 4. FACEBOOK S-1, 2012. 5. FACEBOOK NEWS FEED REPORT, JULY 2012; AVERAGE CTR FOR AGGREGATE PAGE POSTS IN FEED VS. RIGHT-HAND SIDE. 6. A VARIETY OF 3RD PARTY METHODOLOGIES LIKE PANELS AND MMM. 7. NIELSEN BRAND EFFECT NORMS, MAY 2012. 8. AGGREGATE KNOWLEDGE, JUNE 2012; VIA MTA MODEL (154% HIGHER SHARE IN LTA MODEL). 9. NIELSEN, APRIL 2012.