

Exhibit 137

Messenger Kids: Next Step App Profile



October 2020



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There is a graduation in use of apps as kids age. YouTube is a constant but kids tend to move from “play” and single-purpose apps at age 6-9 through to more social apps such as TikTok, Facebook and Instagram from ages 10-12.

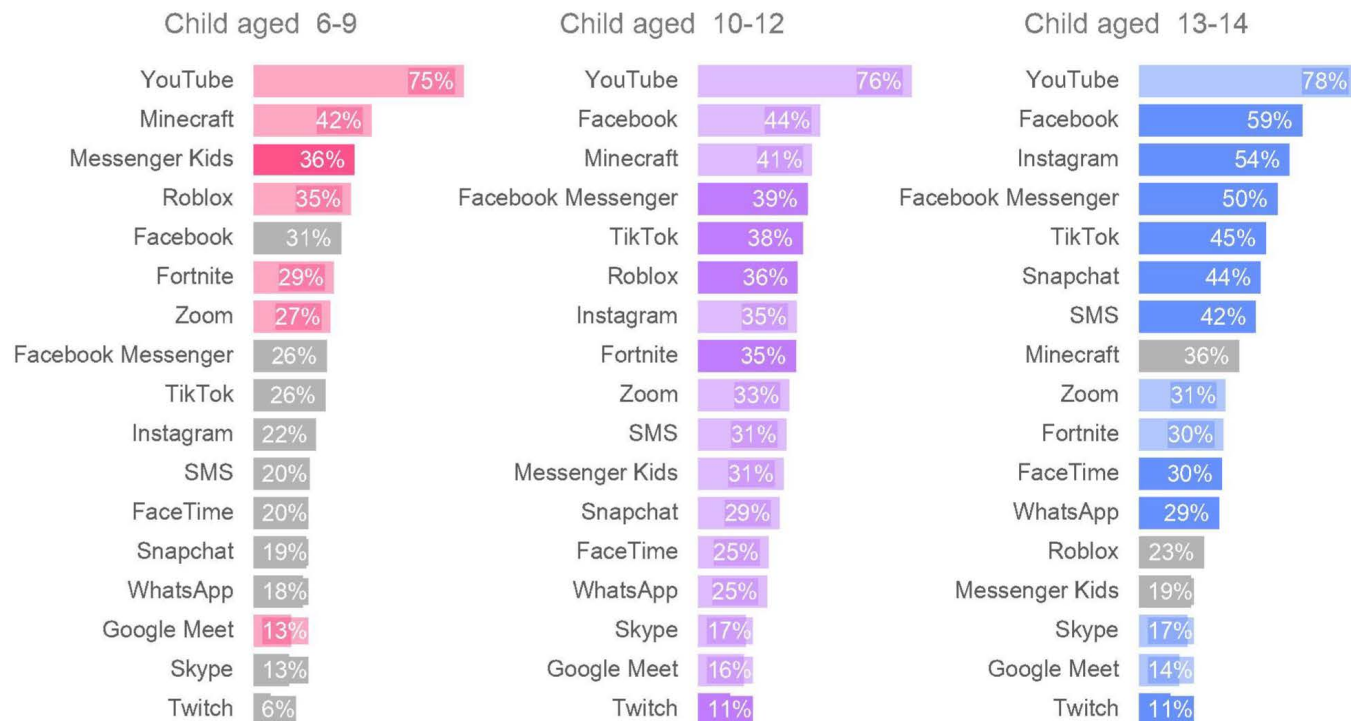
Messenger Kids is more associated with these ‘single purpose’ apps than the more social apps and begins to drop off at 10-12.



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Which of these apps have you used in the last month?

Asked directly of children
(nat. rep sample, **kids**)



CHILD_APPS [Based to total]. Which of these apps have you used in the last month?
n=3,989 kids aged 6-14

52

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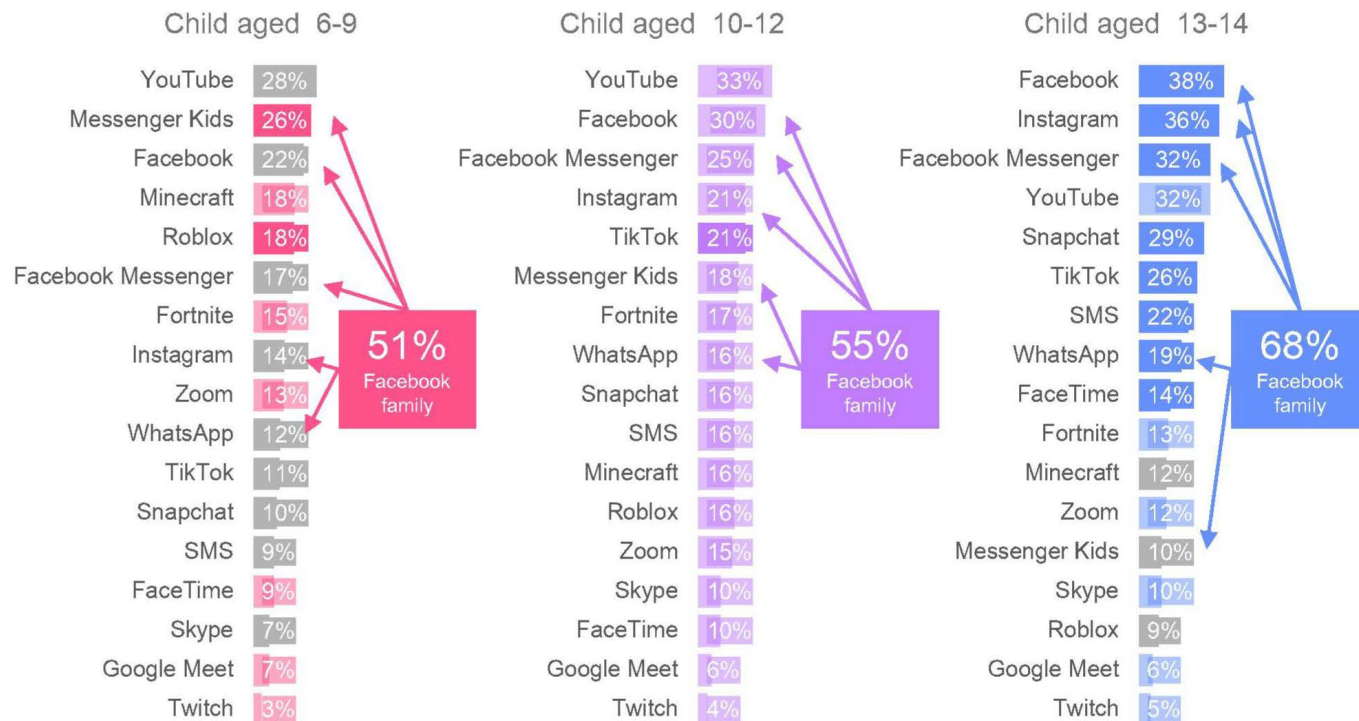
Which app / apps are most of your friends on?

Asked directly of children

(kids, nat. rep sample – based on total & includes those not asked)

There is no one single 'winning' app that kids can use to contact all their friends.

However, taken as a whole, the majority of kids are using at least one of the Facebook family of apps to keep in touch with most of their friends.



D6b [based to total]. Which apps or websites are most of your friends on?
n=3,989 kids aged 6-14 (543 missing as not asked question)

68

Aligned with average

Sig higher than average

Sig lower than average

Significant at 95%

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