

Exhibit 109



Instagram's Positioning with Young People

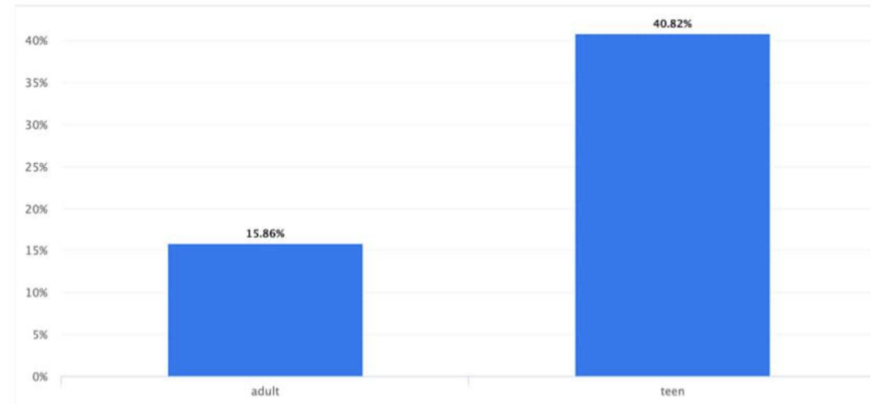
A UXR, Market Research and
Data Science Perspective

██████████, Shayli Jimenez, ██████████, Darius Kilstein

41% of teens in the U.S. create secondary accounts (interest, finsta and/or spam accounts) to explore their identity.

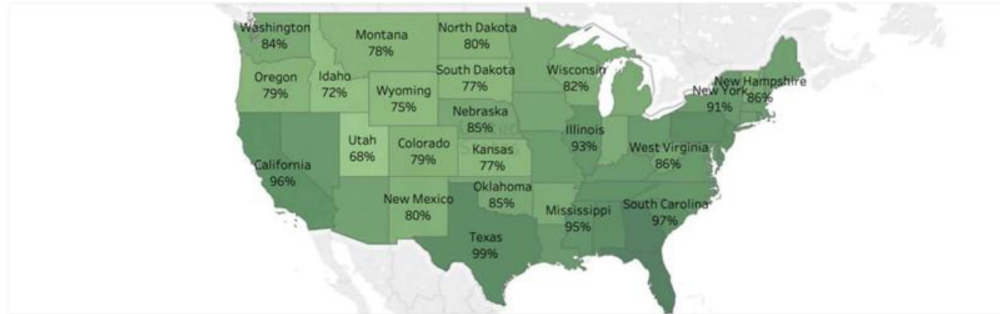


Percent of MAP30 (People) that Have Multiple Accounts in US

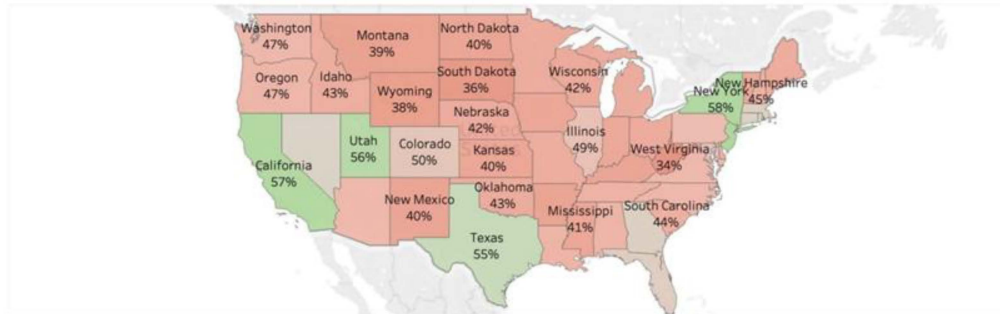


With MAP penetration at 100% on average, it's unlikely that teen acquisition will drive IG growth.

Teens: US MAP Penetration of TAM



Adults: US MAP Penetration of TAM



*Teen MAP penetration is greater than 100% in some states because of people modelling estimates and difficulty obtaining exact population statistics.