

Exhibit 23

IG Mental Well-being

Take a Break Defaults Review

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Problematic Use Heuristics		
Sub-area	Teen heuristic + threshold	Teen prevalence
Overall time spent Spend more time in the app than intended, lose track of time, low awareness of time spent and long sessions	≥45 minutes L7 average daily time spent	21.6% of teen WAU above heuristic [J]
Late night use Late night usage during times that are likely displacing sleep for most people	≥45 minutes weekly late evening and night time spent (10 pm - 4 am) <i>7 pm - 4 am was equally valid heuristic</i>	23.7% of teen WAU above heuristic [J]
Frequent checking Habitual and repeated checking of app, including short and passive sessions	Repeat passive sessions ≥20 L7 daily repeat passive sessions (no comment, like, share, reaction in session starting within 10 mins after previous) Short sessions ≥5 L7 average daily short sessions (<15 seconds)	Repeat passive sessions: 10.7% of teen WAU [J] Short Sessions: 20.7% of teen WAU [J]
Video Chaining	≥40 times L7 getting into video chaining	5.1% of teen WAU [J]