

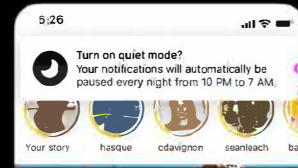
Exhibit 105

META3047MDL-294-00138688-META3047MDL-294-00138741

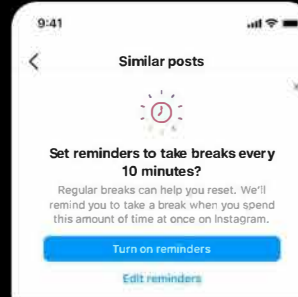
Current Strategy

Before Youth Industry Practices gave us a basis to pursue defaults, our primary approach to Mental Well-being products has been:

1. **Upsells & contextual nudges:** We pursued an opt in strategy that relied on teens recognizing their behavior and adopting new controls. However, adoption has been modest at 1.8% for Take a Break and 8.7% for Quiet Mode.
1. **Conservative triggering and targeting:** To minimize ecosystem impact, we kept a high bar on which users were targeted and how often, with long cooldowns. As a result, surveys shows awareness of our products is modest - only 33% of teens are aware of Take a Break and 44% Quiet mode (rs).
1. **Low friction UX:** We prioritized UX and ease of app use over effectiveness. By design, our products served as proof points but weren't effective at reducing behaviors. As a result, we see a low honor rate (5.6%) for break reminders and 2% per adopter reduction of LN20 with Quiet Mode. In contrast, TikTok requires a passcode to dismiss their default on Daily Limit product.



1 impression max on in app notif



Trigger after 20 min on app and then entering Explore chain

Success statement overall is "People have the tools that they need and are empowered to control their time and experiences on our platforms"