

Exhibit 39

Company **Milestones**

A/C PRIV

HIGHLY CONFIDENTIAL (COMPETITOR)

META3047MDL_REPROD_VOL009

 Meta

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META3047MDL-050-00343521

Confidence Levels

- 80% chance of hitting milestone
- 50% chance of hitting milestone
- 20% chance of hitting milestone
- 5% chance of hitting milestone

Family of Apps Milestones

	2022	2023	2024	2025	2026
1. Reels		• Reels becomes net positive revenue tailwind for both FB and IG	• Meta short-form video is clearly on a path to being the world's biggest short-form video destination		• Meta short-form video is the world's biggest short-form video destination
2. Discovery Engine		• FB and IG double unconnected posts while meaningfully growing feed VPVs and sessions** • A growing percent of people are participating in the discovery -> messaging -> sharing flywheel • FB starts seeing interesting sparks of unique creator activity • Begin to ship more AI creation tools	• FB has significant participation from creators. 10M Valuable Creators meaningfully engaging with fans and peers, 10x 2022 baseline • IG continues creator leadership • Begin to see AI-based creator accounts	• FB & IG creators have highest sentiment across the set of leading creator destination (TikTok, YouTube) • A growing percent of content is created by AI	
3. Facebook		• US/CA/WE MAU & DAU flat or better • Global MAU and DAU Y/Y accelerating, with India, Brazil, and Indonesia each on a healthy track • YA on path to stop decline, then grow	• US/CA/WE MAU and DAU growing (both Young Adults and overall) • Revenue-weighted engagement is growing y/y		
4. Instagram		• Stabilize teens MAU in the US and globally • 40 minutes per DAU * 1.5B DAU	• Grow teen MAU in the US and globally • 42 minutes per DAU * 1.65B DAU	• 44 minutes per DAU * 1.8B DAU	• Instagram is the largest teen destination by MAU in the US and globally • 46 minutes per DAU * 1.95B DAU
5. WhatsApp	• Continued primacy (>90% MAU reach of internet connected population) in top existing countries.	• 150M DAU in active Communities • Business Messaging Milestone: \$1B+ run-rate in paid messaging (non Ads)			
6. Messenger		• CM at scale (e.g. Discord; 70M Communities DAU) • Messenger is multi-network (FB, IG, Horizon) • FB network is default E2EE	• Channels at scale (e.g. Telegram) • IG network is default E2EE • Messenger is growing		

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** IG at 20% confidence (assumes app VPVs, including Stories); FB at 50% confidence

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