

Instagram

[1] IG Total U.S. COGS

[2] IG Adj. MAUs
IG U.S. COGS / Adj. MAU

Facebook
[1] FB Total U.S. COGS
[3] FB Adj. MAUs
FB U.S. COGS / Adj. MAU

[3] META3047MDL-310-00000258 - 0282; META3047MDL-310-00000308 - 0332. Age_dimension_value = "teen / non-teen".

[3] META3047MDL-310-00000042 - 0112; META3047MDL-310-00000188 - 0232. Age_dimension_value = "stated age" through Q2 2020 and "teen / non-teen" beginning in Q3 2020

[3] META3047MDL-310-00000042 - 0112; META3047MDL-310-00000188 - 0232. Age_dimension_value = "stated age" through Q2 2020 and "teen / non-teen" beginning in Q3 2020

Statens v. Meta

U.S. COGS per MAU by Platform

Schedule 3.25

Adj. COGS

	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Instagram																						
[1] IG Total U.S. COGS	\$	435,899,503	\$	552,747,072	\$	512,343,756	\$	562,380,445	\$	542,638,291	\$	566,230,546	\$	652,188,273	\$	726,757,874	\$	732,676,879	\$	800,802,070	\$	824,381,424
[2] IG Adj. MAU		163,042,892		188,042,876		173,413,407		177,237,513		186,613,728		195,599,090		198,824,362		201,432,605		204,257,182		206,511,276		209,177,053
IG U.S. COGS / Adj. MAU	\$	2.67	\$	2.93	\$	2.95	\$	3.17	\$	2.91	\$	2.88	\$	3.18	\$	3.61	\$	3.58	\$	3.88	\$	4.04
Facebook																						
[1] FB Total U.S. COGS	\$	1,458,240,847	\$	1,682,712,567	\$	1,561,218,982	\$	1,678,608,922	\$	1,753,709,824	\$	1,901,934,403	\$	2,084,233,069	\$	2,301,484,607	\$	2,290,452,527	\$	2,377,099,607	\$	2,406,091,275
[2] FB Adj. MAU		217,820,609		218,696,836		230,754,505		221,873,021		225,697,559		229,762,439		238,738,305		229,587,490		229,980,825		230,767,399		230,357,020
FB U.S. COGS / Adj. MAU	\$	6.69	\$	7.69	\$	7.07	\$	7.57	\$	7.77	\$	8.29	\$	8.71	\$	10.07	\$	9.96	\$	10.30	\$	10.40