AMENDED Exhibit 1071

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR
MDL No. 3047
In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Produced in Native

Confidential & Proprietary

TE 101: Appe Effects

go/trendingeffects

ACE team

@[redacted]

[redacted]

Caveat

1 There is a debate around this effect category – sometimes called "*Beauty Effects*" in some markets (e.g. France).

The following presentation is an objective analysis of this type of effects in an attempt to understand how they are used in SFV.

Slide 1

1 What's the debate?

[redacted] 6/6/2023 12:42:12 AM

[redacted]

of videos uploaded use appearance effects*

[redacted]

appearance effects have been reviewed

[redacted]

trends supported effects

[redacted]

of the effects capture 80% of creations*

[redacted]

categories capture 97% of all creations*

[redacted]

Effects are developed in-house

*in the UK alone

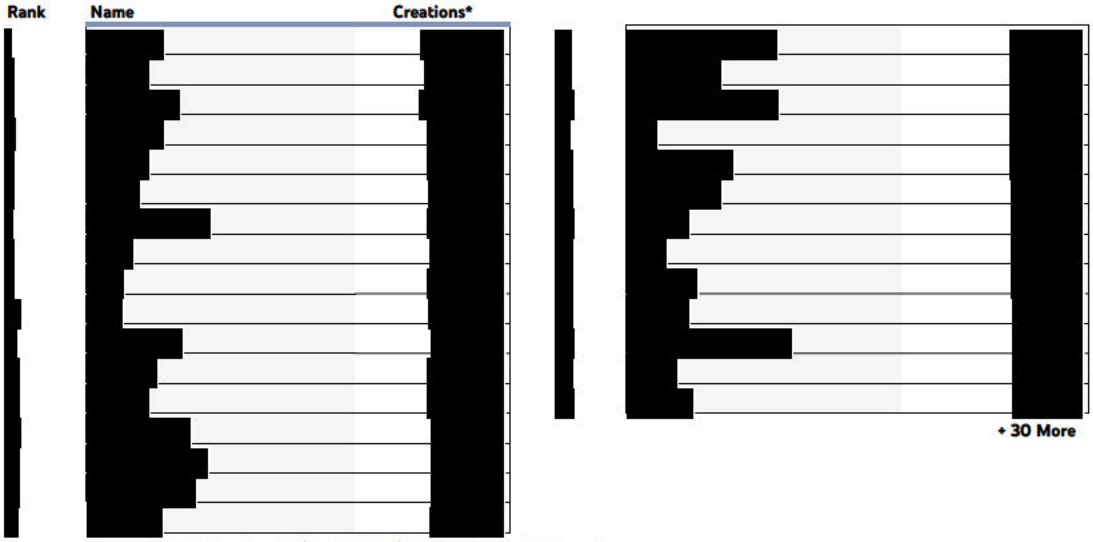
Definition

Appearance Effects are all effects that alter someone's appearance, e.g. makeup, hair dye or stickers. Most of them are focused around the **face**.

[redacted]

REF: Spark AR defines Appearance effects as Cosmetic and stylized effects that alter someone's appearance.

Top 60 Appearance effects ([redacted] of all creations in the category)



*Data captured between Aug 30th Sept – Sept 12th (in the UK alone). Total numbers may be higher today.

What do Appearance Effects unlock for users?

We analysed [redacted] effects and identified users' need when using these effects.

1 **To Share / express themselves**

2 **To have fun / to make user and viewer laugh**

4 Main Categories

Enhance to express | Have fun

[redacted]

Enhance to express

[redacted]

[redacted] press | Have fun

[redacted]

Modify to Have fun

[redacted]

*Data captured between Aug 30th Sept – Sept 12th (in the UK alone). Total numbers may be lower/higher today.