

AMENDED Exhibit 1162

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

Appendix

Appendix A. [Friend Recommendation System](#)

The Friending product is a key lever to user engagement and retention and an enabler for many other products, including friend story, chat, maps, games, etc. Previous [study](#) shows that Day-30 user retention is 50% and 150% higher respectively when the user has 1 and 5 friends compared to users without friends. Quick Add in Snapchat surfaces friend suggestions and helps users find and make virtuous friends. As of May 2022, an average of [REDACTED] [daily friend requests](#) are sent via Quick Add accounting for [REDACTED] of daily friend requests. Particularly, Quick Add is an even stronger lever of friending for new users which contributes to [REDACTED] of friend requests from new users.

In 2022, the Friending team hit new all time highs globally for [% DNU with 1+ friends by day 7](#) with **+38% YoY** growth, with many regions growing even faster.

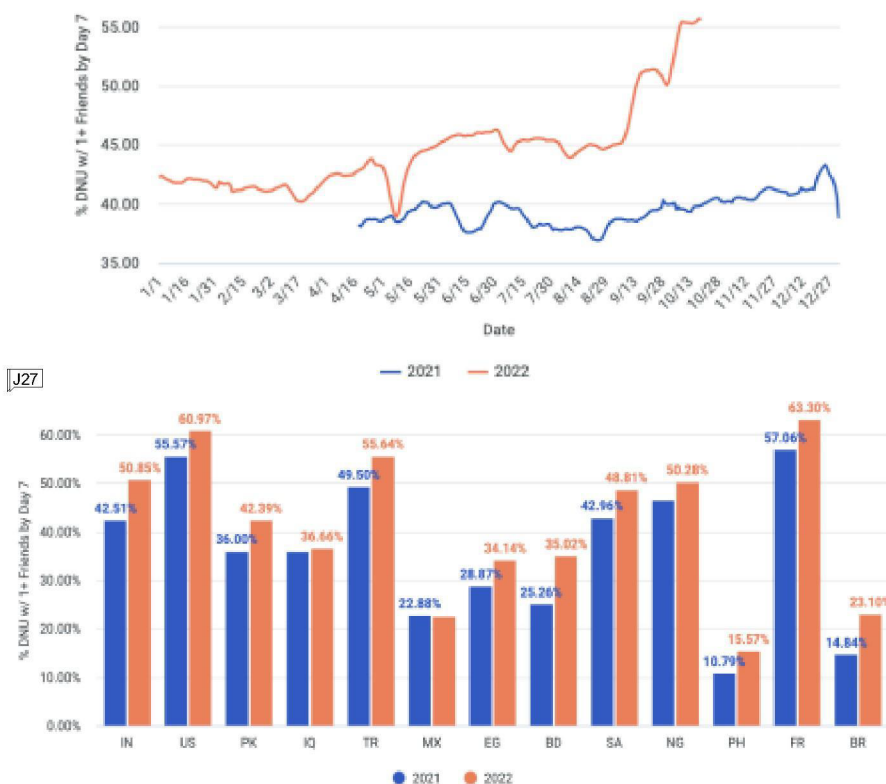


Figure A2. Percent DNU with 1+ friends by day 7 (left) and Country breakdown of top 13 DNU countries in September.

Appendix B. [Friending Client System](#)

Besides owning the various friending UI surfaces across the app, the friending client team also owns the [SCSnapchattersServices](#) (iOS), [Friend](#) (Android) which manages various types for friending data and APIs to provide support for multiple external teams. This service is widely used by more than 200 [modules](#). The two most important data we provide are the user's core friend data and contacts data.

V24 what is 'Contact_book' here?

Is "QuickAdd" accounting for the add-friends screen we show in Reg or after Reg (when they finish Reg and then later on they go into QA list) ?

■■■■ 11/18/2022 12:45 AM

J25 contactbook is to add friends via the contactbook page. QA here count both reg and post reg. This figure shows DNU not just registration.

■■■■ 11/22/2022 10:35 PM

V26 we were not able to move MX? i remember there was some focused investigation into MX. Can someone provide a tldr?

■■■■ 11/18/2022 12:47 AM

J27 This figure is a bit outdated. We managed to move MX across our goal line give a feature called "starter friends in reg".

https://docs.google.com/presentation/d/1g1jIMQ7rUOclK0a2t56TLLzKTz14AUSKKhLLscq24UU/eidit#slide=id.g15b1b7bb2d6_0_0

■■■■ 11/22/2022 10:37 PM