

AMENDED Exhibit 435

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

QKV9P1



Category	Top level metric	8 week trendline	11-12 BiM	9-10 BiM	Bimonth change%	Bimonth OKR completion%	EoY 2021	YoY%	EoY target	Annual OKR Completion%
User	DAU (MM)		879.5	849.88	3.5%	95%	688.5	28%	981.6	65%
	Stay duration (min)		86.3	84.41	2.2%	n/a	84.35	2%	89.7	37%
	Publish rate (excl. L12, excl. TTN)		7.7%	6.9%	12.2%	75%	6.5%	19%	8%	81%
Content	Content diversification VV%		40.5%	38.4%	5.5%	n/a	37.2%	9%	n/a	n/a
	1min+ DAU impact		1.2%	1.06%	15.2%	100%	0.5%	127%	1.16%	109%
	DAU impact		4.6%	4.31%	7.0%	51%	1.4%	229%	4.9%	92%
Social	DM penetration		13.5%	13.42%	0.37%	13%	10.9%	23%	13.82%	88%
	Video CGVR (excl. US)		0.75%	0.73%	2.7%	Meet	0.86%	n/a	0.80%	Meet
	Live CGVR (excl. US)		0.36%	0.36%	0.0%	Meet	0.44%	-18%	0.40%	Meet
Safety	Video TCOR (excl. US)		9.24%	9.85%	-6.2%	Below	n/a	n/a	9%	Below
	Live TCOR (excl. US)		13.18%	16.65%	-20.8%	Meet	n/a	n/a	14%	Meet
	Ads Revenue (\$MM)		1899	1542	23%	97%	1,204	58%	10,716	77%
Revenue	Live Revenue (\$MM)		975	861	14%	99%	428	129%	4,914	96%
	E-commerce GMV (\$MM)		1774	1180	48%	128%	58	2916%	3,649	126%

Exhibit 7

NATIVE DOCUMENT PLACEHOLDER

Please review the native document TIKTOK3047MDL-079-LARK-02217029.xlsx

DOCUMENT METADATA

Bates Number: TIKTOK3047MDL-079-LARK-02217029

BEGATTACH: TIKTOK3047MDL-078-LARK-01891299

ENDATTACH: TIKTOK3047MDL-108-LARK-05540602

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PRODVOL: MDL-079

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