

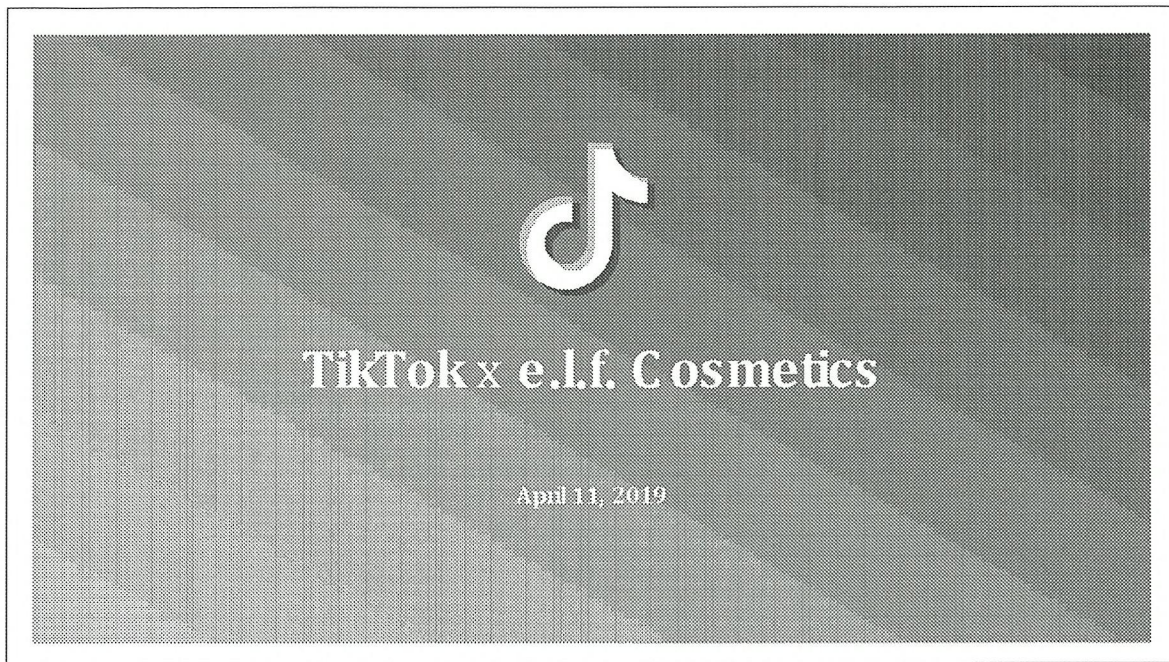
AMENDED Exhibit 440

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



Elite SEM Agency

- paid social media manager (LA)
- paid social media specialist (AZ)
- Director of Integrated Media Strategy (SD)

TikTok

- Brand Strategist

Competitors: NYX, Sonya Kashyuk - sold at Target

A18-25
pushing digital



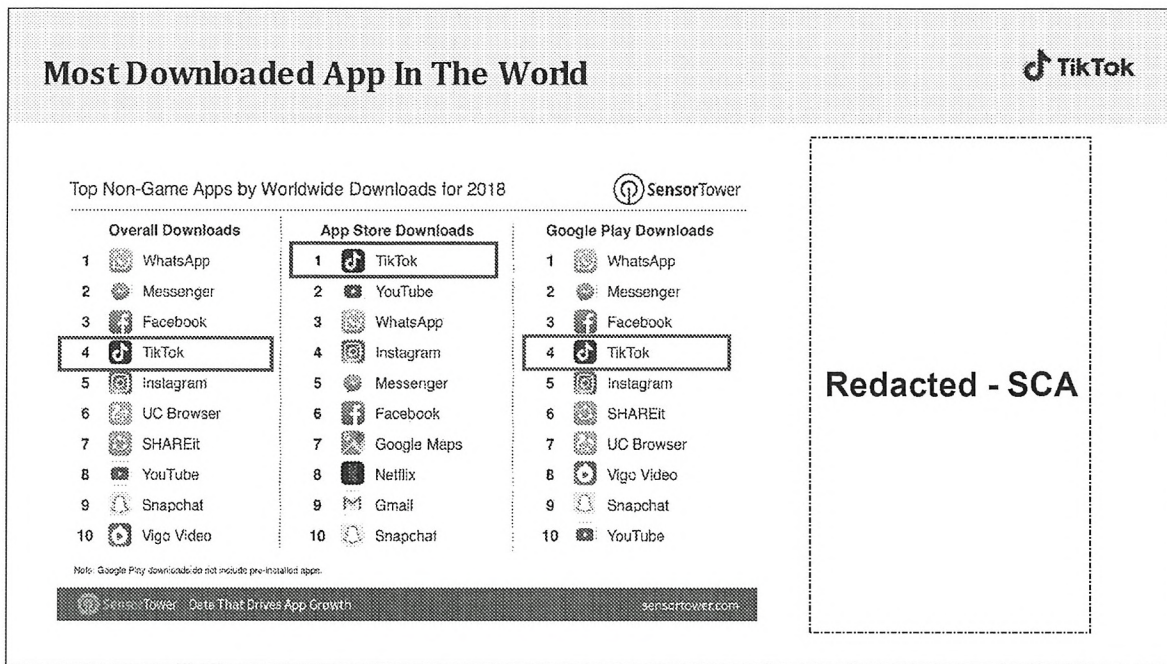
Today's Agenda



- 1 Platform Overview & Audience
- 2 User Interface
- 3 Ad Products
- 4 Thought Starters

Hear your pain points & what you wish you get out of TikTok
High level what is tiktok
How brands can advertise on tiktok
Brainstorm session





Since our US launch in August 2018, we've seen tremendous and rapid growth and are continuing to see success and massive growth.

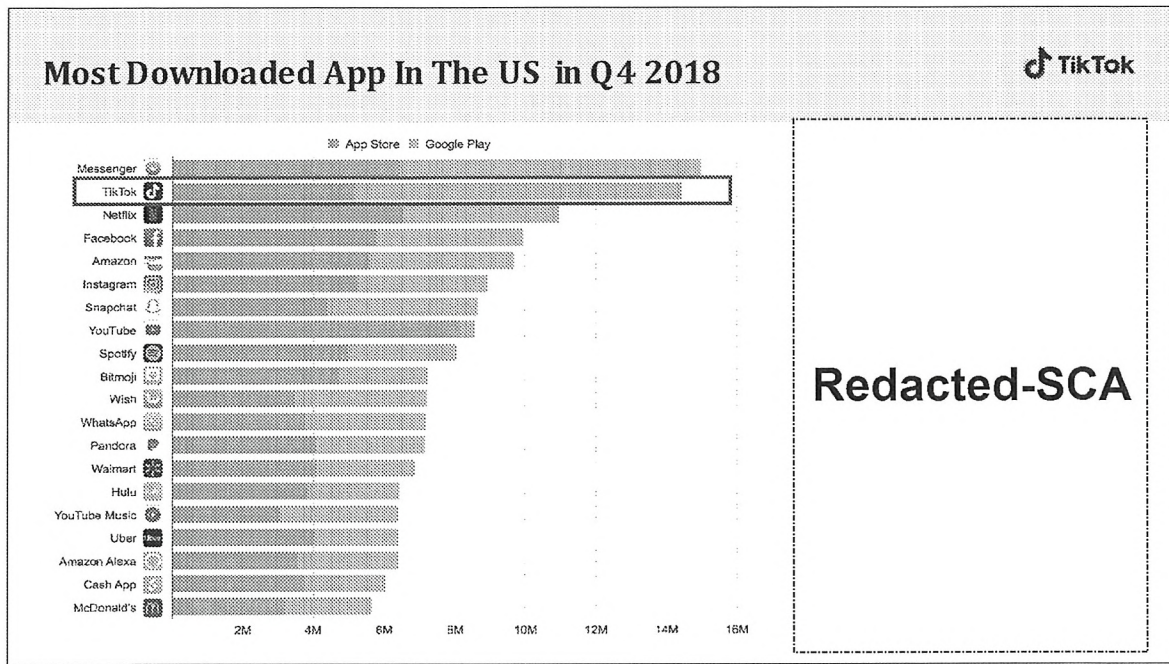
History:

Previously music.ly rebranded back in Aug

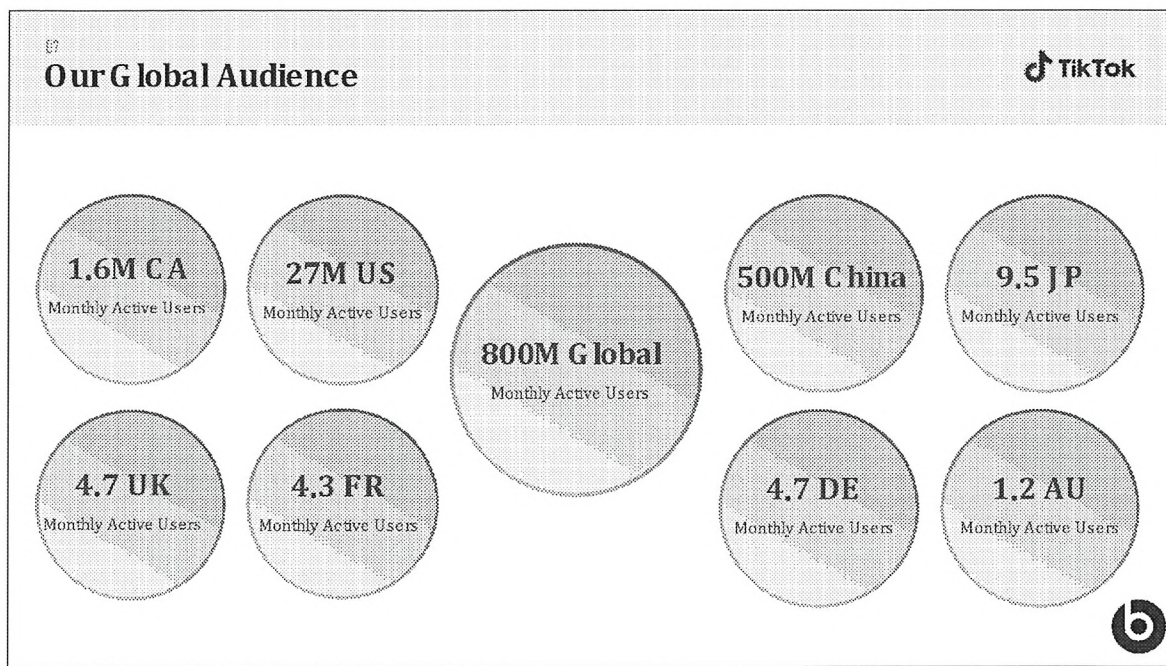
China has their own version Douyin Doy Yen - rebranded of

We've been around for 2-3 yrs just rebranded

- US Only focused - let's send those #s (app annie or sensor tower) - google it!!! Or apple app store

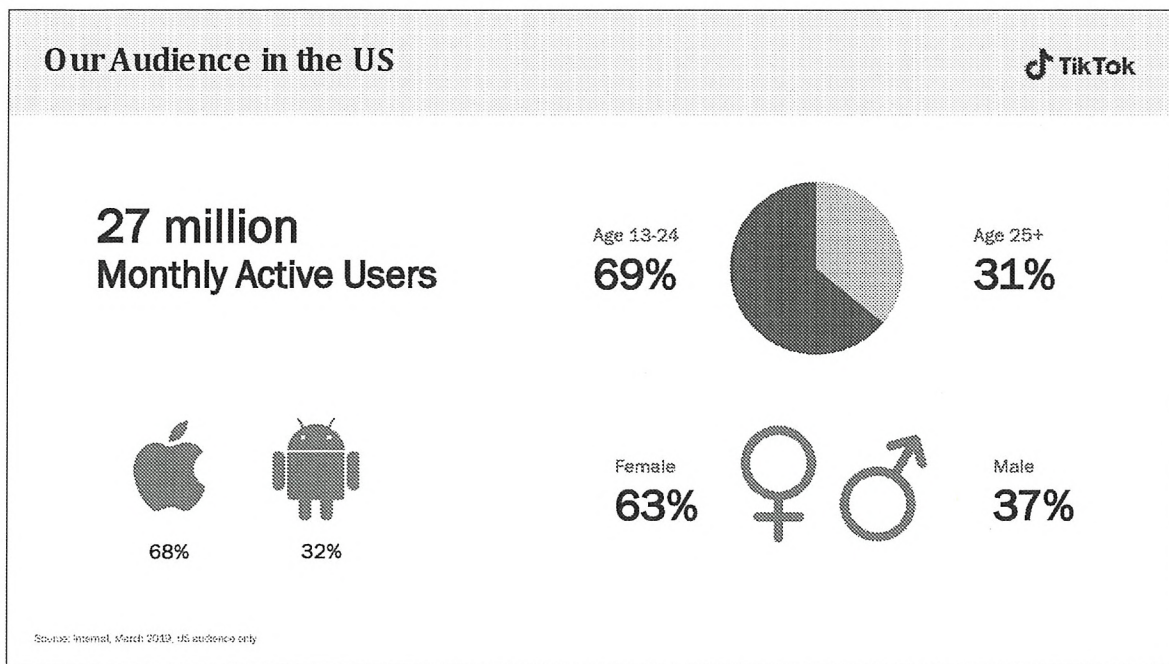


US only

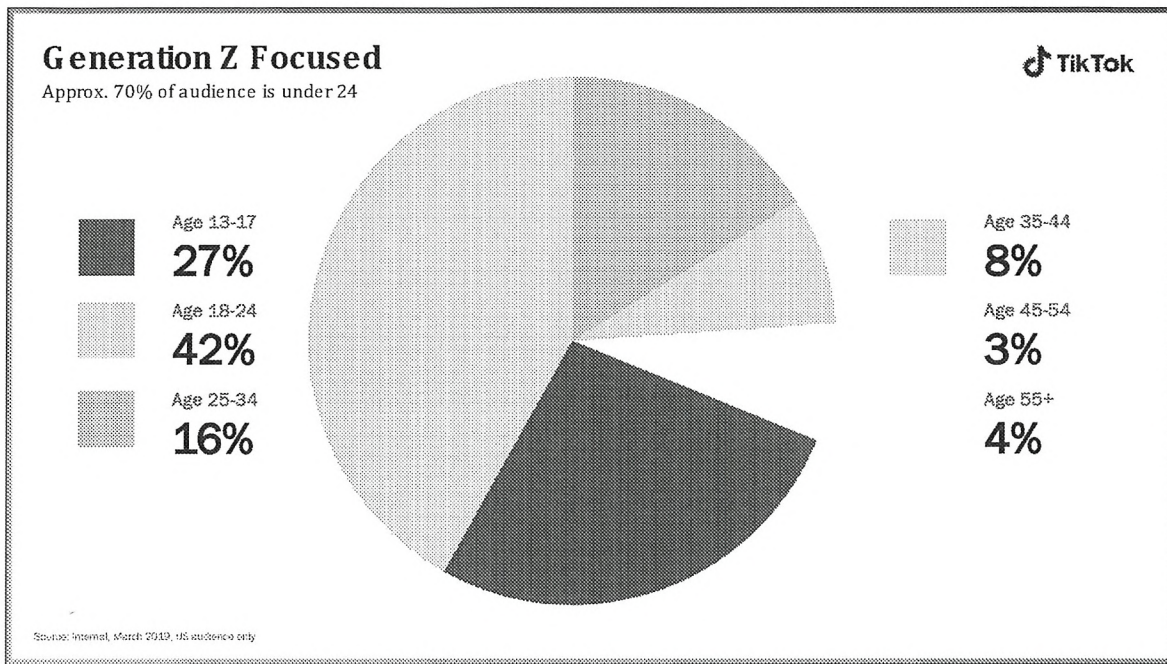


Key differentiator is our global footprint

DE: Germany
AU Australia



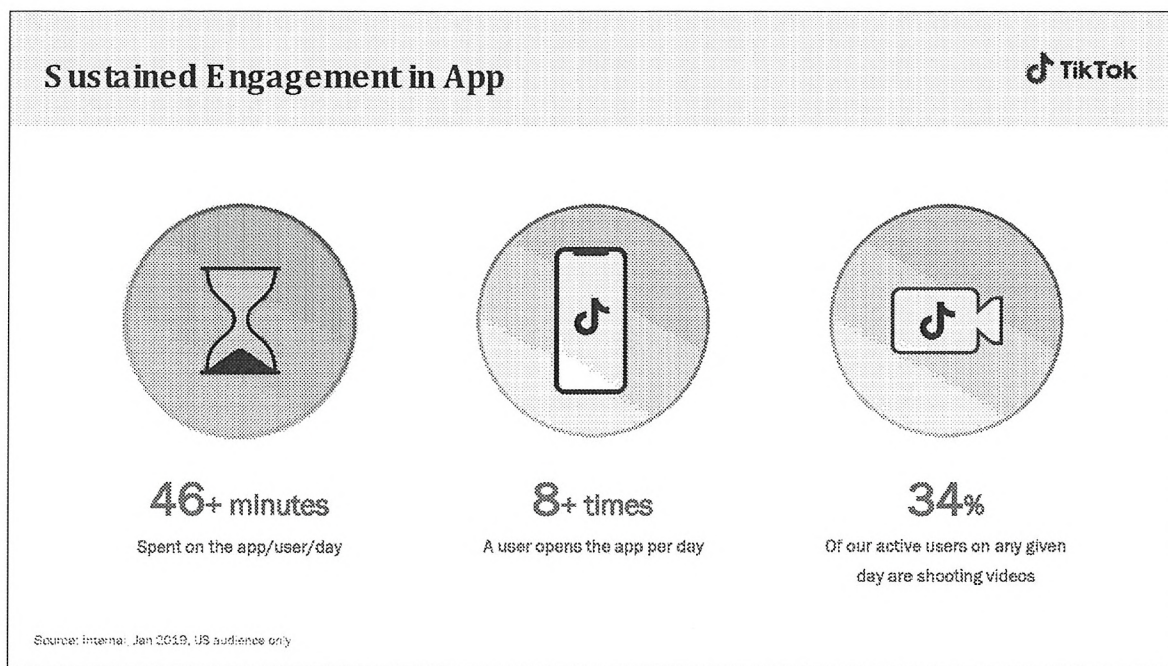
We skew female and Gen Z A13-24 is our sweet spot



More granular breakdown of the demo

FTC settlement – a second age gate

You get directed to separate app– watch a curated stream of kid friendly content, cant post nor record

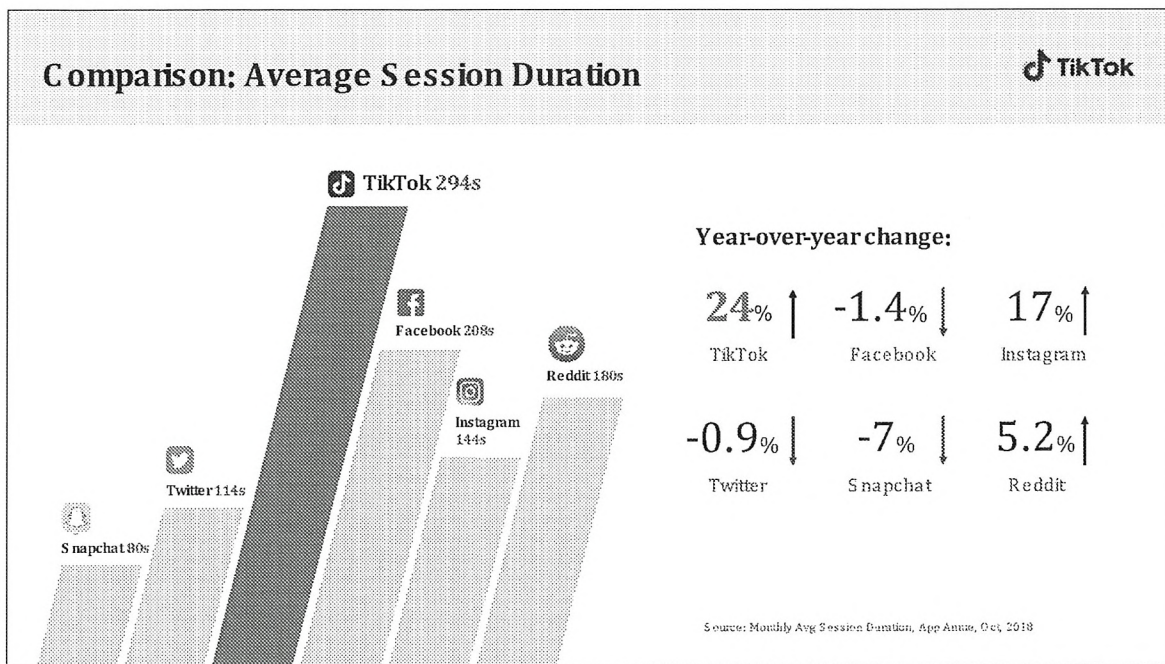


Not only acquiring users but retaining them

Every time you join the app it becomes more addicting
Find the content via our AI tech, recommendation engine - FOR YOU feed

This is US data

On any given day 34% of active users are shooting videos. Not just passively using the app but actively engaging



This is a report from Oct 2018

Why are people spending so much time in our app?

1 algorithm makes our app very addicting – how you watch videos (watch time, engagement, a lot of likes and great completion rates)

2 the rest of the internet is often people representing the most perfect version of themselves, but tiktok allows users to be creative and showcase authenticity. From all walks of life

DOCUMENT METADATA

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