

AMENDED Exhibit 823

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

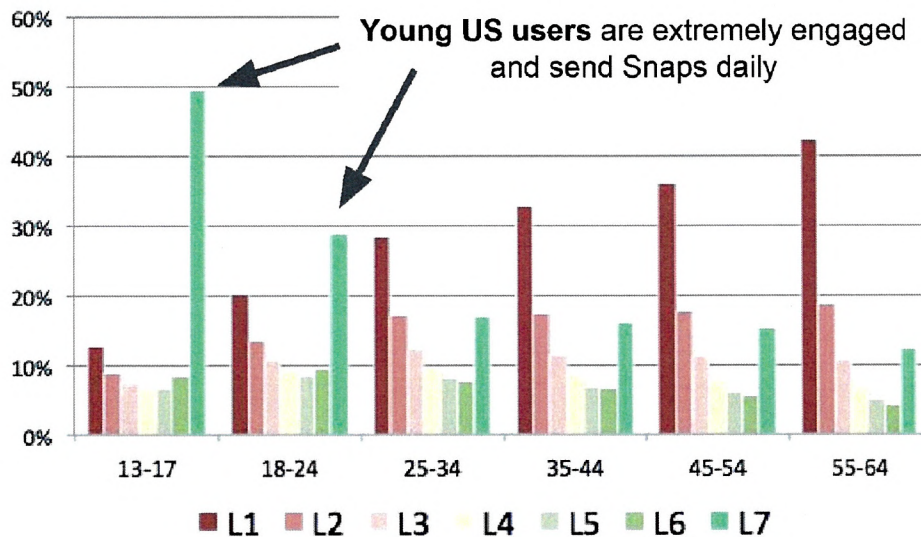
Case No.: 4:22-md-03047-YGR

MDL No. 3047

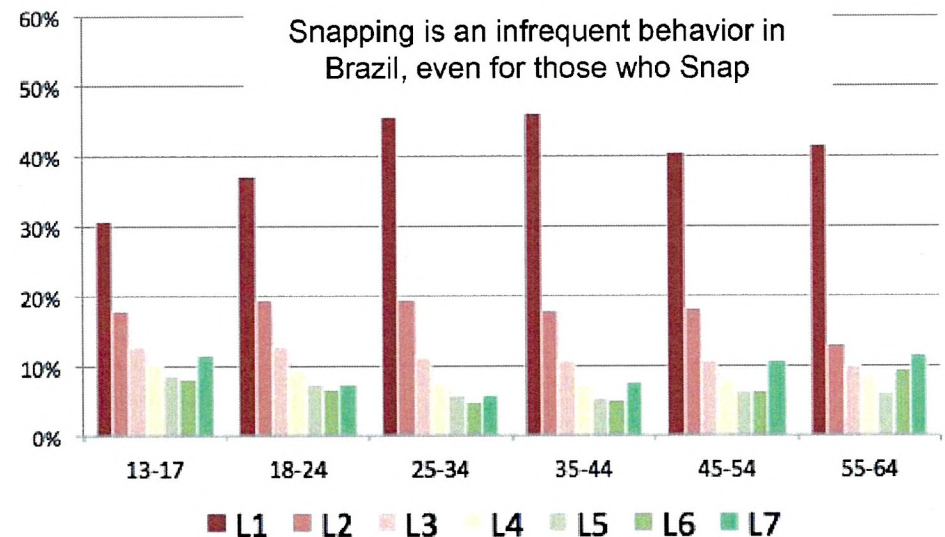
In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

SNAP IS A DAILY HABIT, BUT NOT EVERYWHERE

In US, Snap sending is an everyday (L7=7) behavior for young users - but not so for older users, and not in Brazil
 Charts show how many days out of 7 that users send Snaps, given they send at least one Snap that week.
 (2015 Q1 + Q2 registration cohort)



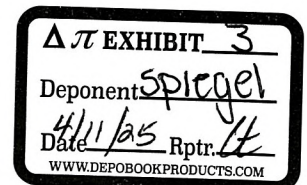
US



Brazil

CONFIDENTIAL

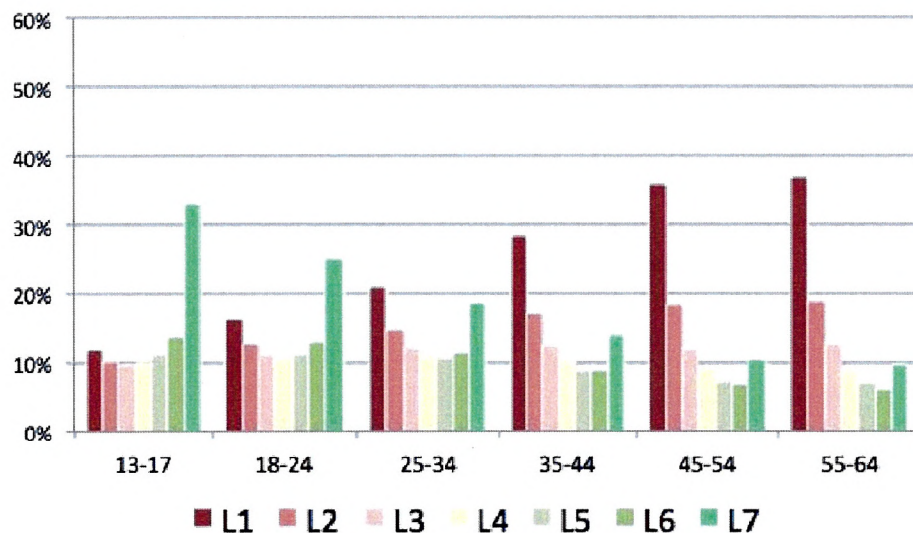
SNAP5471034



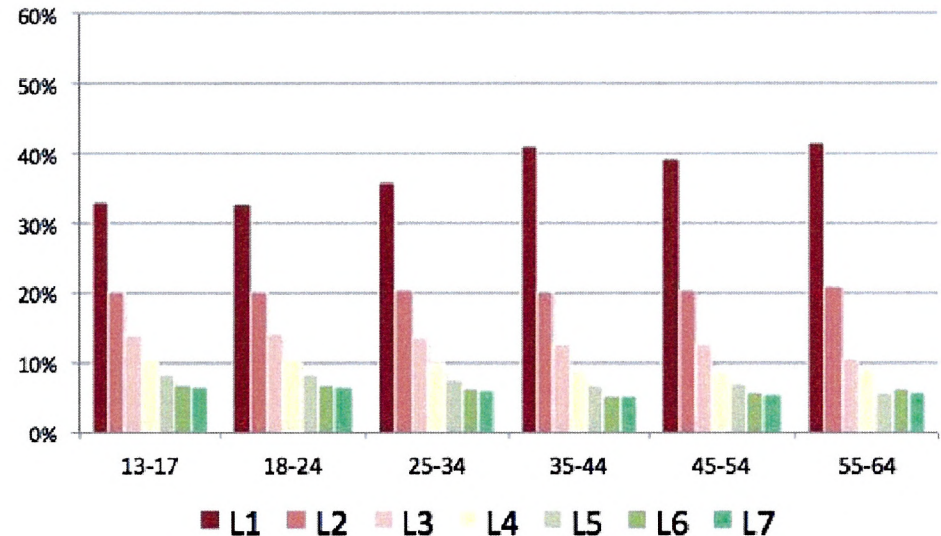
BACKUP: CHAT

In US, 41% of users under 24 are L6 or L7 Chat senders - but this engagement doesn't hold for older users or Brazilians

Charts show how many days out of 7 that users send Chats, given they send at least one Chat that week.
(2015 Q1 + Q2 registration cohort)



US



Brazil

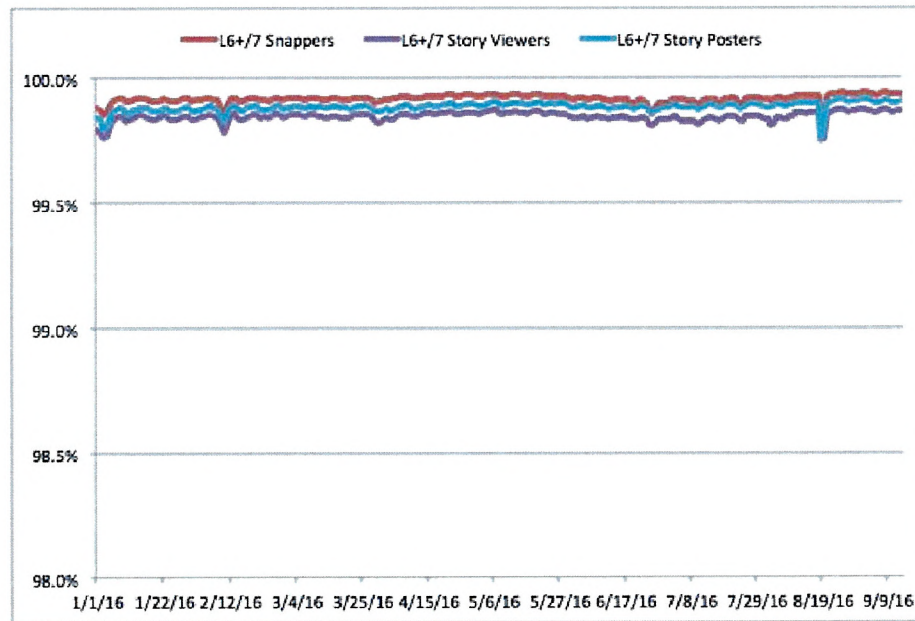
CONFIDENTIAL

SNAP5471035

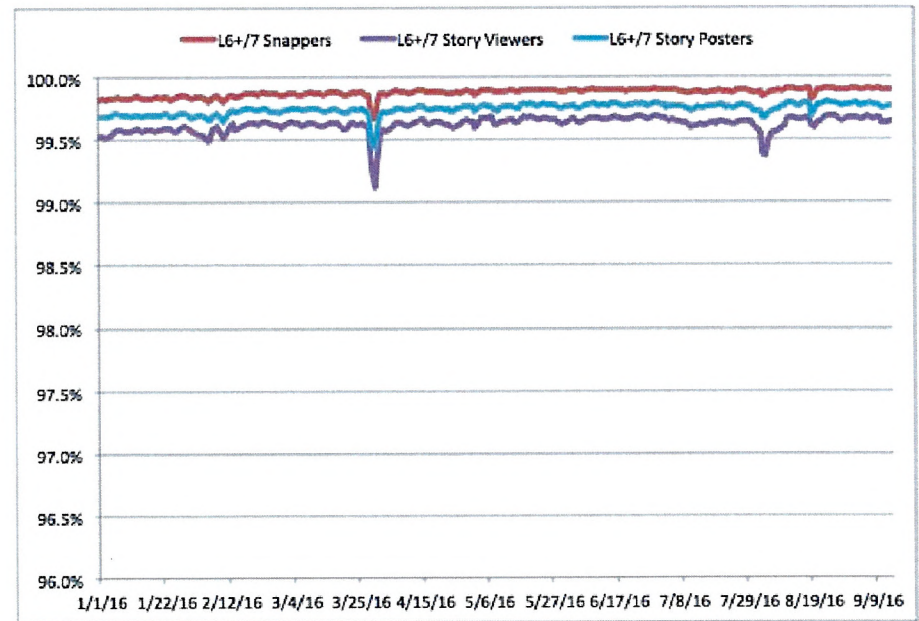
1WEEK+ RETENTION FOR L6+/7 SNAPPERS AND STORY VIEWERS HAS NOT CHANGED

All retention rates have been steady for US, Brazil above 99.0%

Chart shows the daily trend of 1Week+ retention among L6+/7 Snappers



US



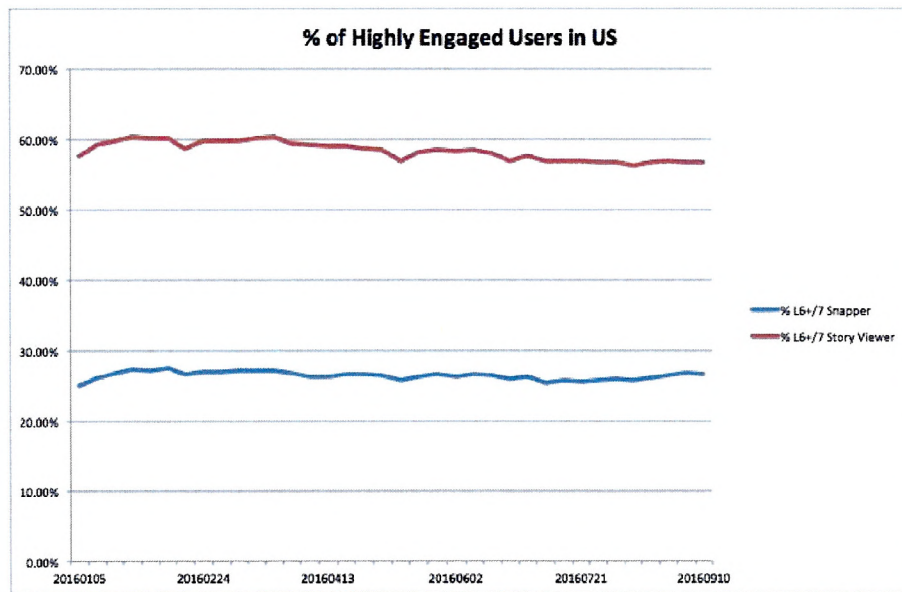
Brazil

CONFIDENTIAL

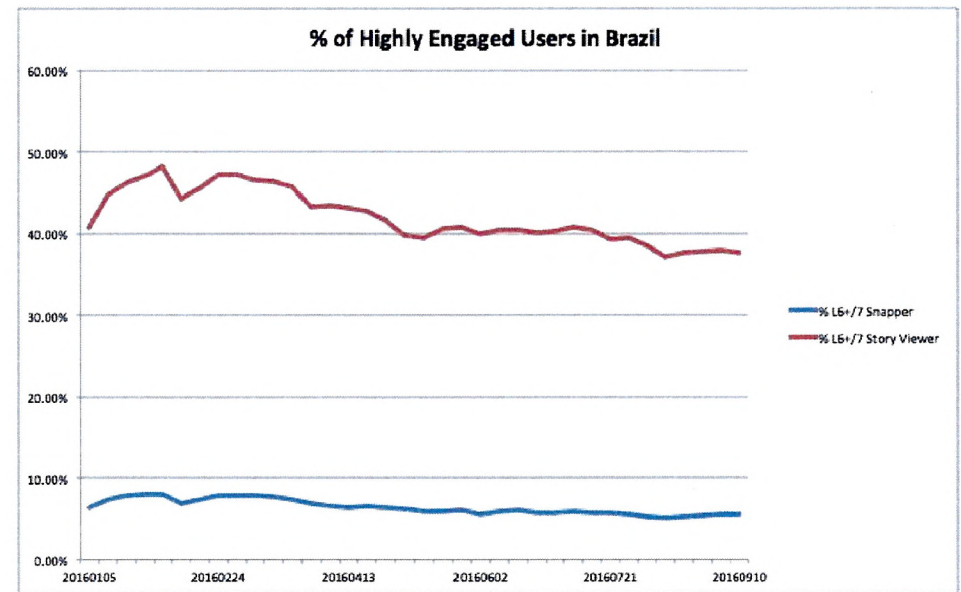
SNAP5471036

% OF L6+/7 STORY VIEWERS AMONG WAU DECLINED

Retention of highly engaged users did not change but the % of highly engaged users has decreased over time especially for % of L6+/7 Story viewers in Brazil



US



Brazil

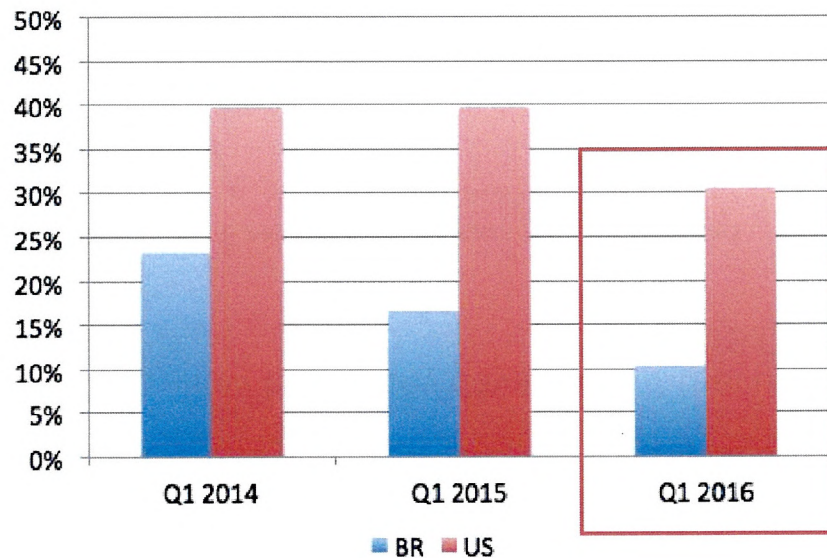
CONFIDENTIAL

SNAP5471037

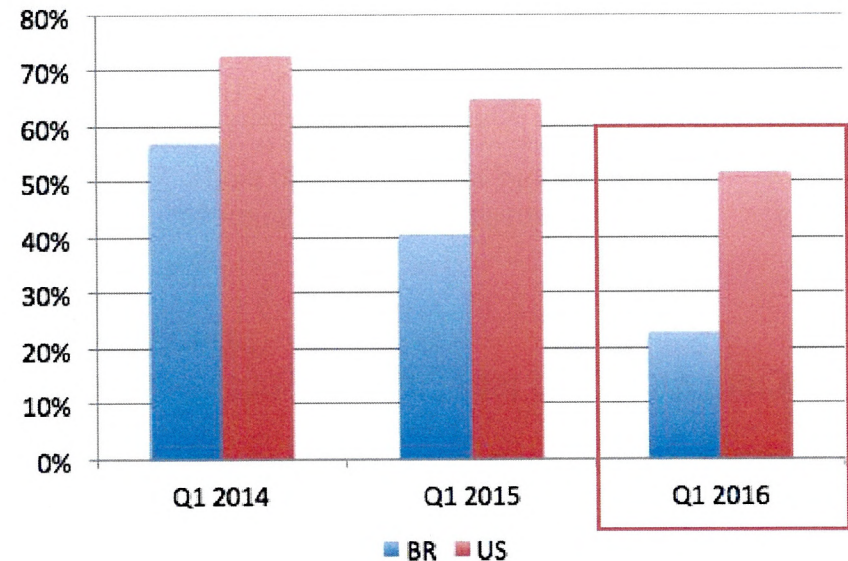
NEWER USERS DON'T FORM THE SNAP HABIT

Newer users send Snaps fewer days per week, and the percentage of WAU sending Snaps at all is smaller for new users

Percentage of Weekly Active Snap Senders
that **send Snaps 6 or 7 days out of 7 (L7=6,7)**
by registration cohort and market



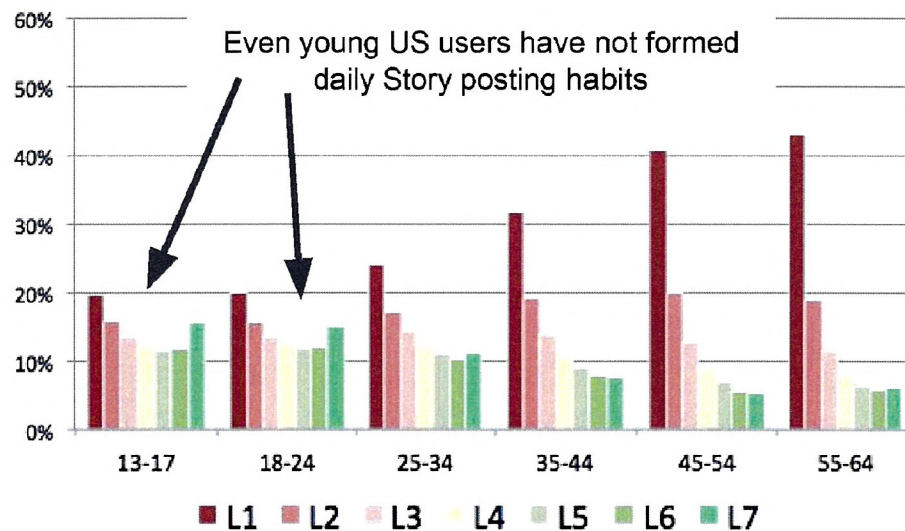
Percentage of Weekly Active Users
that **send at least one Snap during the week**
by registration cohort and market



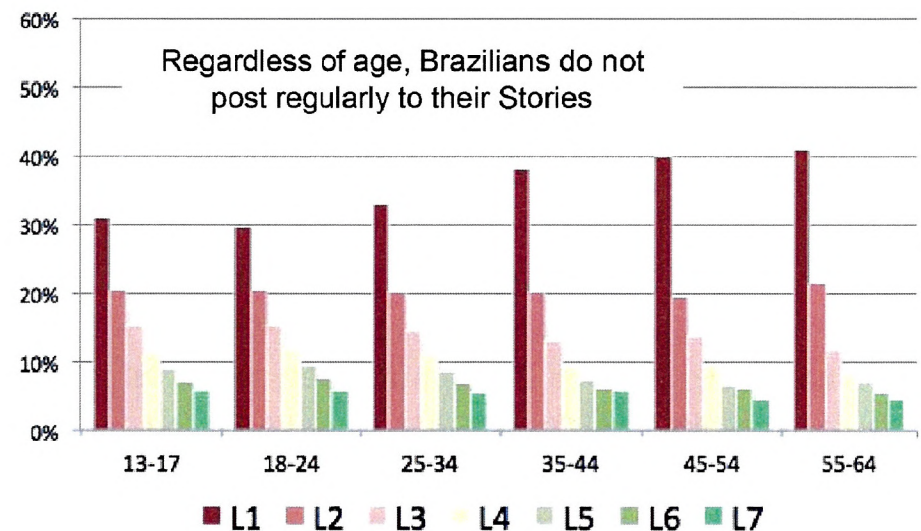
STORY POSTING IS NOT A DAILY HABIT

Story posting is done infrequently relative to Snap sending, even in Story-heavy markets like Brazil

Charts show how many days out of 7 that users **post** Stories, given they post at least one Story that week.
(2015 Q1 + Q2 registration cohort)



US



Brazil

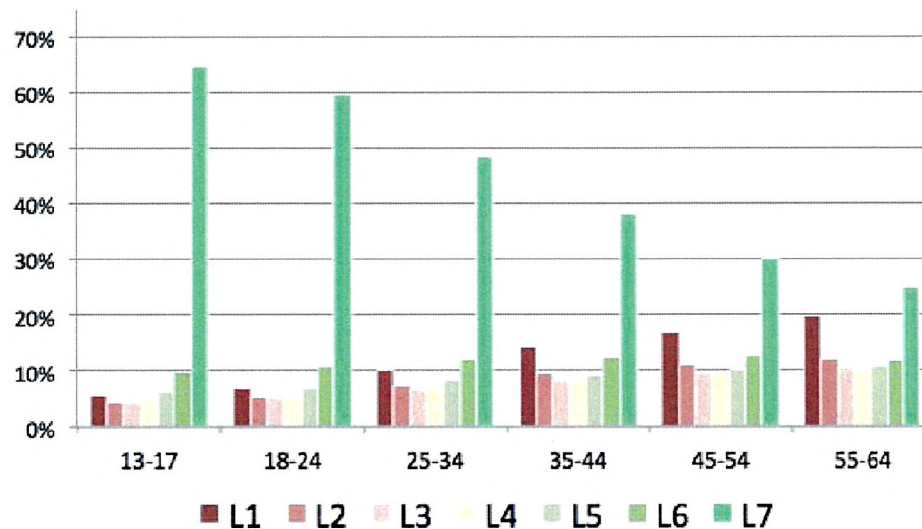
CONFIDENTIAL

SNAP5471039

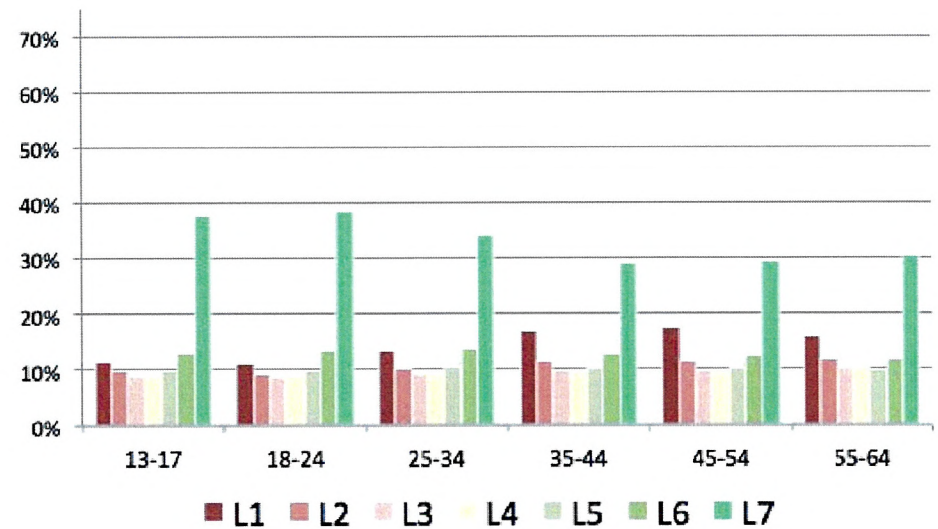
STORY VIEWING CAN BECOME A DAILY HABIT

Users will watch Stories daily even in markets and age groups where users post Stories rarely - despite no notifications

Charts show how many days out of 7 that users **watch** Stories, given they watch at least one Story that week.
(2015 Q1 + Q2 registration cohort)



US



Brazil

CONFIDENTIAL

SNAP5471040

DOCUMENT SLIPSHEET

Bates Number: SNAP5471034-SNAP5471040

BEGATTACH: SNAP5471032

ENDATTACH: SNAP5471040

Custodian: ANDREOU_JACOB; SPIEGEL_EVAN

Author:

Filename: SNAPS VS. STORY HABITS.PDF

Create Date:

Last Modified Date:

TNAG BEGBATES:

TNAG ENDBATES:

MAAG BEGBATES:

MAAG ENDBATES:

File Path: /SNAPS VS. STORY HABITS.PDF