

AMENDED Exhibit 825

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

From: Evan Spiegel [REDACTED]
 Sent: 9/11/2014 4:10:44 PM
 To: [REDACTED]
 Subject: Fwd: Metrics

Begin forwarded message:

From: "Laffont, Thomas" [REDACTED]
 Date: September 11, 2014 at 4:06:28 PM PDT
 To: [REDACTED]
 Subject: Metrics

I ran a simple analysis on our users.

The key takeaway is that in the US – we have penetrated 84% of users between the ages of 10 and 24.

Conclusions:

1. <!--[if !supportLists]--><![endif]-->We absolutely own the youth demo in the US – 84% penetration = massive monetization potential
2. <!--[if !supportLists]--><![endif]-->Growth in future users will have to come from:
 - a. <!--[if !supportLists]--><![endif]-->Users above the age of 24
- i. <!--[if !supportLists]--><![endif]-->Discover and Share Stories are key strategic areas to drive this based on our survey
 - b. <!--[if !supportLists]--><![endif]-->Youth users in non-English speaking foreign countries

As of Feb '14

(note this is the most recent Registered User Metric)

Registered Users	145.0
Monthly Users	89.0
Ratio	1.6
Census Data	
10-14	20.7
15-19	22.0
20-24	21.6
US Population 10-24	64.3
14-Aug	
US MAUs	53.1
14-Aug	
US MAU Demographics	
13-17	26%
18-24	36%

HIGHLY CONFIDENTIAL (COMPETITOR)



SNAP2324207

Total	63%
US MAUs: 13-24	33.2
US Registered Users: 13-24	54.1
% Penetration	84%

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ENDATTACH: SNAP2324208

Custodian: SPIEGEL_EVAN

Author: EVAN SPIEGEL

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