

AMENDED Exhibit 857

**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



Snapchat Product Town Hall

Q3, 2023

HIGHLY CONFIDENTIAL (COMPETITOR)

SNAP2970343



Slide 1 Notes

(Jack)

Agenda

Q2 Wins

Q3 Team Priorities

Mini Carousel Deep-Dive

One Thing

Q&A

Q3 Priorities

1 Teens in the US

Back 2 School
Lenses
Inspiring Conversation
Parents, Teens & Safety

2 Content

Build strong foundations
The easiest place to become a creator
Reinvigorate Friend Stories
Content connects me to my Friends

3 Accelerate & Diversify Revenue

Snapchat+

Solutions
Teens in the US

HIGHLY CONFIDENTIAL (COMPETITOR)

SNAP2970367

Slide 13 Notes

Morgan

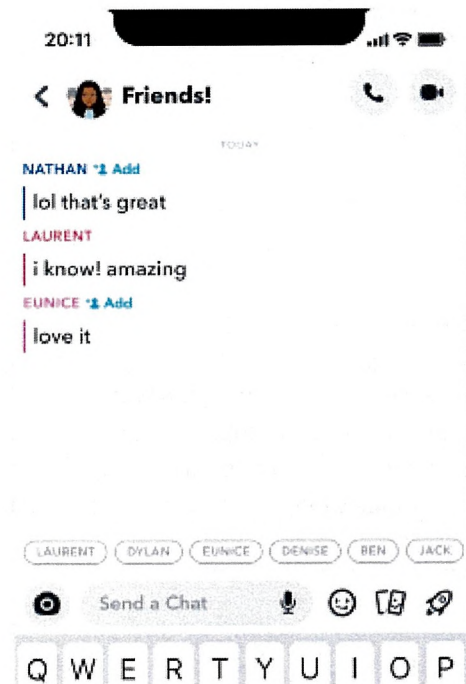
I will now pass it to Laurel, Steph, & Alex to walk us through the product solutions tied to these insights. Laurel will kick us off with back to school solutions

Teens in the US

Back 2 School

Add Friends in Groups

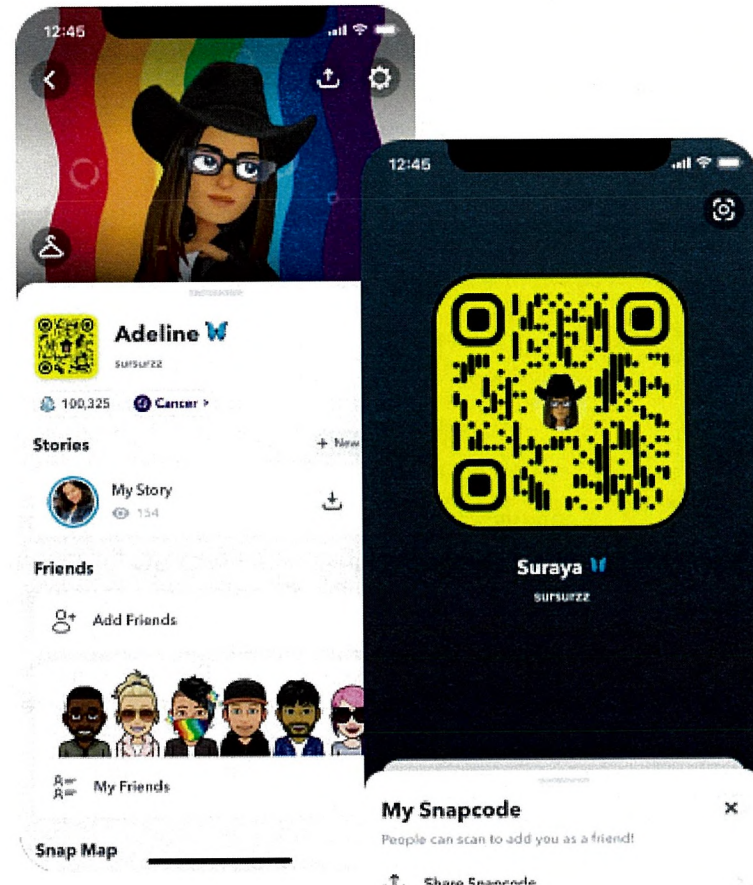
Users add +47% more friends from Group Chats during back to school months.



HIGHLY CONFIDENTIAL (COMPETITOR)

QR Code to Add Friends

Scan with your native or Snap camera to add a friend.



SNAP2970369

Slide 14 Notes

Laurel

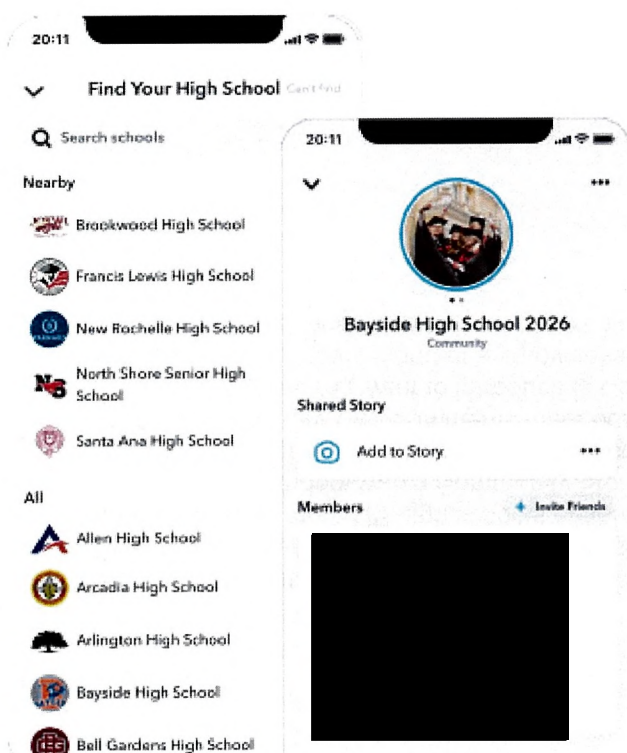
- To make adding friends more convenient, we are adding the top level Add Friends button in Group Chats. Users add +47% more friends from Group Chats during back to school months. With the top level Add Friends button in Group Chat, you are just one tap away from adding friends you are already chatting with IRL.
- In addition to Group Chats, the usage of scanning Snapcode to make friends also increases significantly when Snapchatters return to the classroom. To make in person friending more effortlessly, we are introducing QR Code friending! Users can access the QR code from their Profile, and can now add friends more conveniently by simply scanning the QR code with their native camera.

Teens in the US

Back 2 School

High School Communities

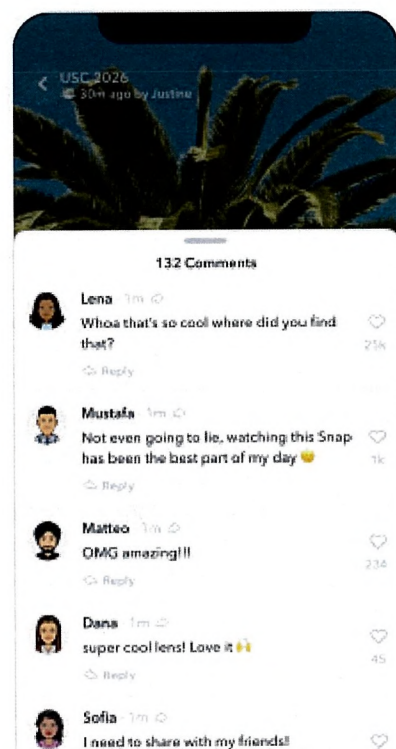
15M students across 24K US high schools!



HIGHLY CONFIDENTIAL (COMPETITOR)

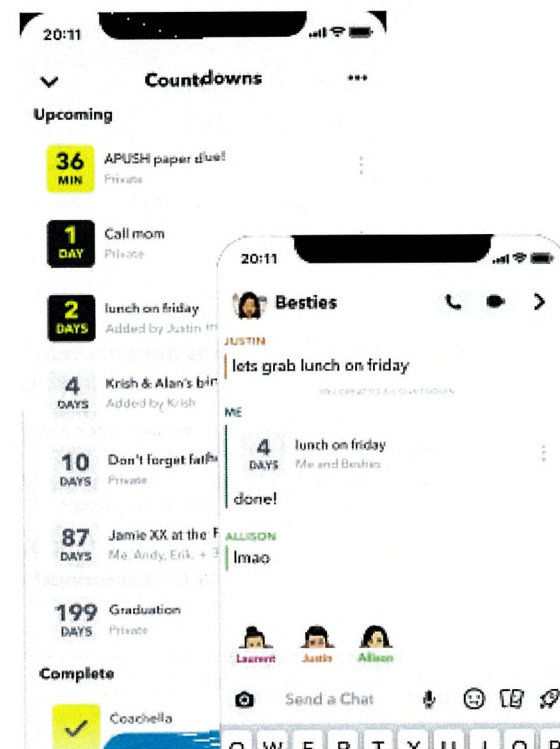
Public Comments

Chat with other members from your school.



Countdowns

Create upcoming events with friends.



SNAP2970371

Slide 15 Notes

Laurel

- Next is the continued investment in High School communities. With Community, users can join the private group for their high school on Snapchat, and share Stories together. This product is used and loved by millions of Snapchatters today. We are continuing rolling out communities to more US high schools nationwide this back to school season.
- Community members watch Community Stories 28M times a day. We are introducing a brand new way to interact with other members from your school with Spotlight style public comments. Safety is top of mind when it comes to new ways to interact with each other on our platform. To ensure that Comments meet our Community Guidelines, we are updating the moderation ML model.
- The last new feature I want to introduce is Countdowns. Snapchatters are already using our platform to plan and discuss events, be it a birthday bash, a movie night, or a study session. Seamlessly integrated with Chat, Countdowns let users create and share these events with their friends, and never miss the next big moment together.

DOCUMENT SLIPSHEET

Bates Number: SNAP2970343-SNAP2970436

Attachment Count: 0

PRODVOL: SNAP022

Custodian: WEISSINGER_MICHAEL

Confidentiality Designation: HIGHLY CONFIDENTIAL (COMPETITOR)

HASHVALUE: B1F51957485CCFA5334920F0EC8120E6

DocType:

Author:

Create Date: 12-18-2023 12:00 AM

Last Modified Date: 12-18-2023 12:00 AM

LAST MODIFIED BY:

TRACK CHANGES:

COMMENTS:

HASHIDDENATA: YES

Filename: Q3 PRODUCT TOWN HALL.PPTX

Title:

DOCEXT: PPTX

Email From:

Email To:

Email CC:

Email BCC:

Received Date:

Sent Date:

TIMEZONE:

Subject:

THREADID:

REDACTIONS: FALSE