

AMENDED Exhibit 903

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

Schraedly Exhibit No.
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BACK TO SCHOOL ON SNAPCHAT



Snapchat reaches 2x as many 13–17 year-olds in the US than Facebook, Instagram, and Messenger — combined.

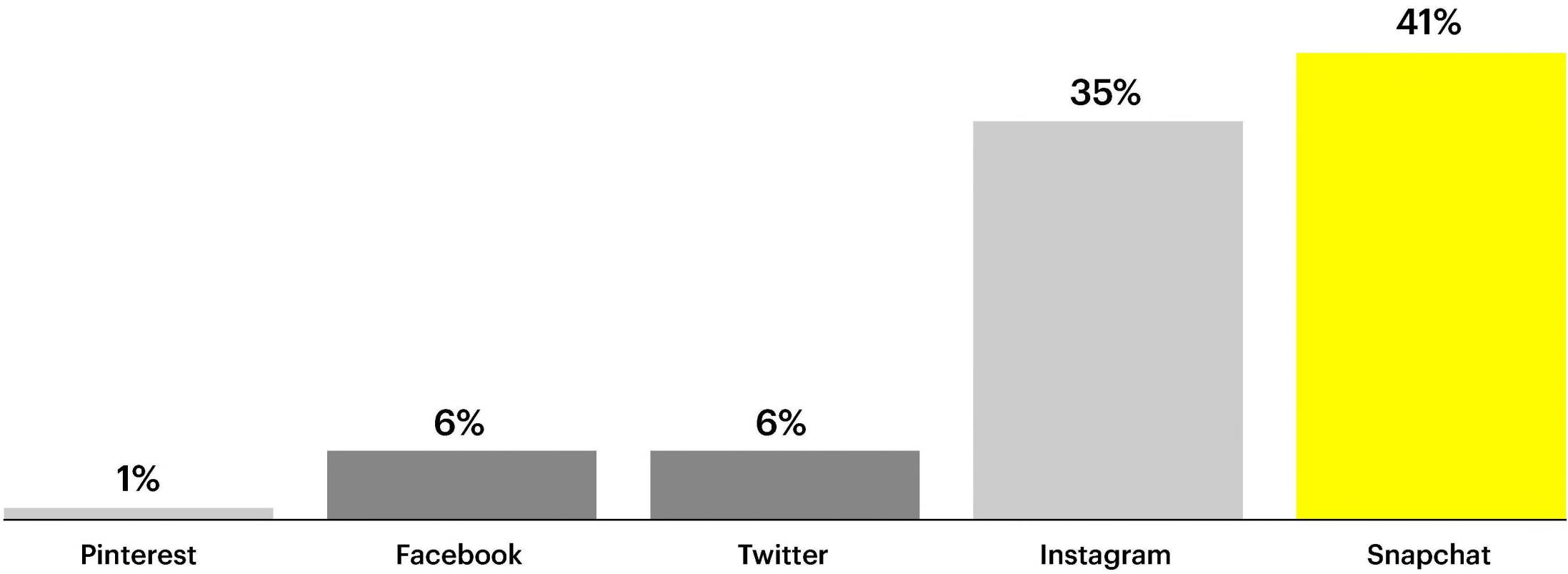


Source: Based on estimated reach data from Snap Ads Manager and Facebook Ads Manager as of December 30, 2019. Snap and Facebook use different definitions and methodologies for estimating advertising reach on their respective platforms. Given the point-in-time data and differing methodologies, this comparison is illustrative and subject to change. Estimated advertising reach, location, and age data are subject to limitations. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> and <https://www.facebook.com/business/help/1665333080167380?id=176276233019487> for more details.



Snapchat rules the halls of high school.

Favorite Social Media Platforms Among Gen Z Teens



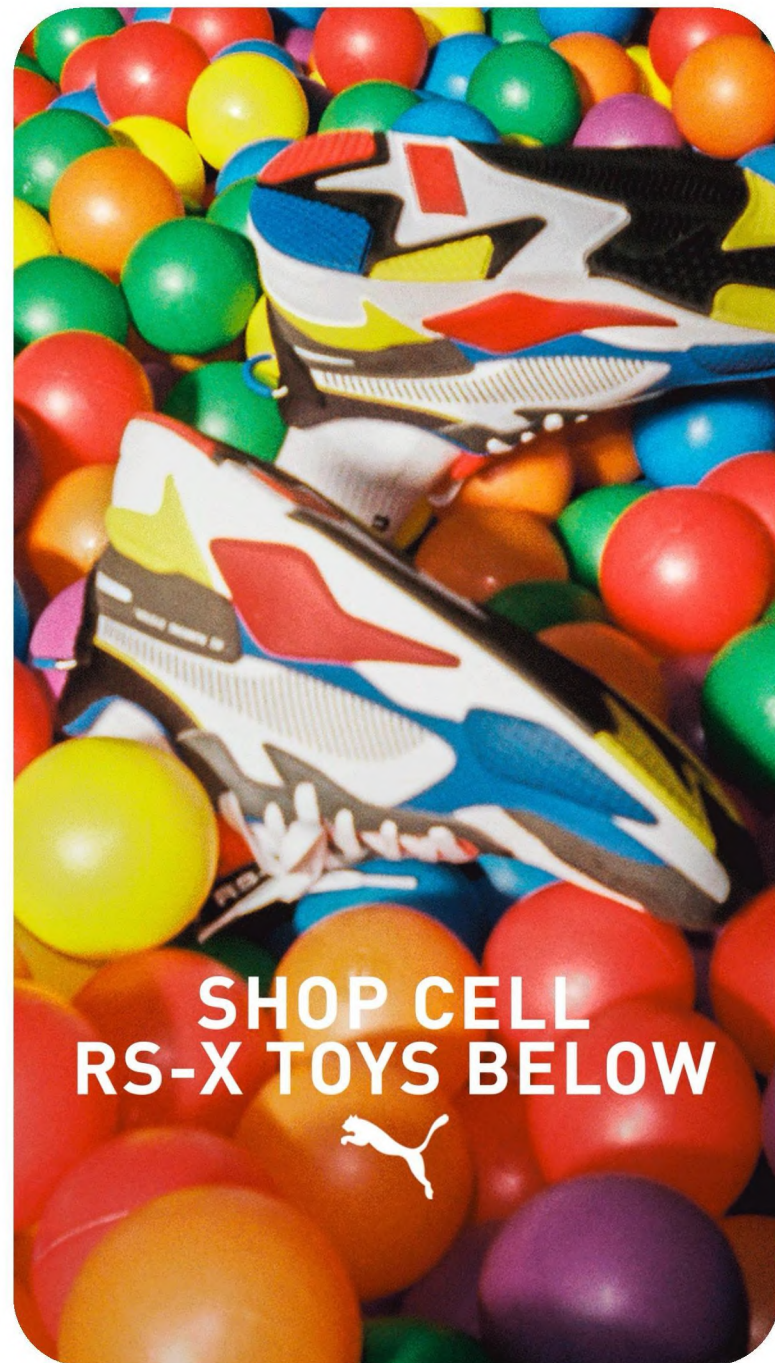
Source: Piper Jaffray & Co., company reports, Piper Jaffray & Co. Member SIPC and NYSE. Apr. 2019. See http://www.pipersandler.com/private/pdf/CM-19-0338%20TSWT%20Infographic%20Spring%202019_11x17.pdf for details.



Awareness 101: How to Reach Teen Snapchatters

Create instant impact and start building a qualified audience.

Drive reach with full-screen Snap Ads & Collection Ads.



Establish relevance with Commercials in Discover.



Build a high-intent audience with a Filter in the Camera.



Build consideration with an AR Lens in the Camera.



DOCUMENT SLIPSHEET

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BEGATTACH: SNAP2430328

ENDATTACH: SNAP2430349

Custodian: SCHRAEDLY_LAURYL

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