

FILED UNDER SEAL

EXHIBIT 12

Document Provided in Native Format

Project Kid

Full Spec as of 4/30/12

a/c privileged

Growth Opportunity

- Global growth opportunity: ~700K - 1M incremental registrations per week (35M-50M in the first year)
 - Top Countries (per week):
 - Indonesia – 110K
 - Brazil – 50K
 - Philippines – 49K
 - Mexico – 46K
 - US – 44K
 - Turkey – 36K
 - Thailand – 36K
 - Argentina – 22K
 - Colombia – 20K
 - Egypt – 19K
 - Web:Mobile ratio – 11:1
- Not all <13 registrants will be retained, but we believe that this could add ~25M MAUs within 12 months

a/c privileged

- Relevant task: <https://our.intern.facebook.com/intern/tasks/?t=848808>
- We estimate that allowing <13s to register for Facebook could increase new user registration by ~850K users per week (~45M per year). This estimate came from looking at the number of unique registrants who are currently being rejected for inputting a <13 age and subtracting out those users that we know to have come back and signed up with a >13 age. This methodology should give us the number of unique registrants who are being *successfully deterred* by our current age restrictions.
- A few caveats:
 - The number of <13 registration attempts will probably go up after we launch project kid, because: kids/parents will become aware that <13s are allowed and that Facebook has built a product that allows kids to safely use the site; there will be viral effects (once more kids are on the site, there'll be more demand amongst their friends)
 - However, some of these registration attempts will fail because of friction in the registration flows (i.e. parents need to sit down with their kids and approve their use of the site as part of the registration flow in the US, EU, and a few other countries).
 - Not all of the kids that successfully register will be retained. For >13s, only 63% of confirmed registrants are still monthly active on day 90.

Parents control their kids' ability to form certain connections and have private conversations in certain forums

- Messages and Chat: **On/Off**
- Can be tagged by: Parents + Kid/**Friends**/Everyone
- Groups: **Can Join**/Can Join Open/Cannot Join
 - Kids are prevented from joining/creating secret groups, regardless of this setting
- Events: **Can Join**/Can Join Public/Cannot Join
- Pages: **Can Like**/Cannot Like
- Subscribe: **Can Subscribe**/Cannot Subscribe
- Platform: **On/Off**
 - Disable specific applications
 - Revoke specific permissions for certain apps

NB:

- The settings for groups, events, pages, and subscribe are prospective – i.e. they govern the kid's ability to create or connect with this object type going forward. They will not remove the kid from objects they've already joined.
- They do not govern the kid's ability to see content produced by the object/members, post on the object's wall, or comment on public posts within the object. (connection controls, not visibility controls)
- All parental controls will expire on the kid's 13th birthday.

a/c privileged