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EXHIBIT 49

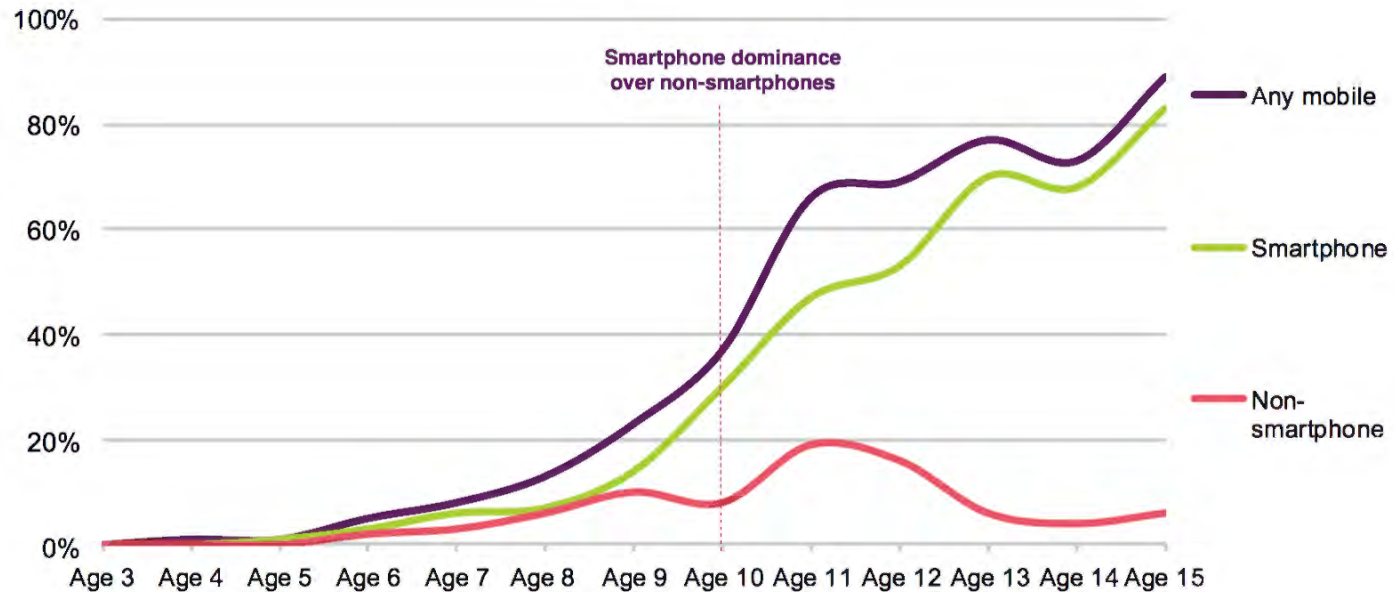
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The Teens Team 2017

11 / 15 / 2016

U13: Smartphones dominate from age 10

Figure 12: Smartphone ownership, by age of child: 2015

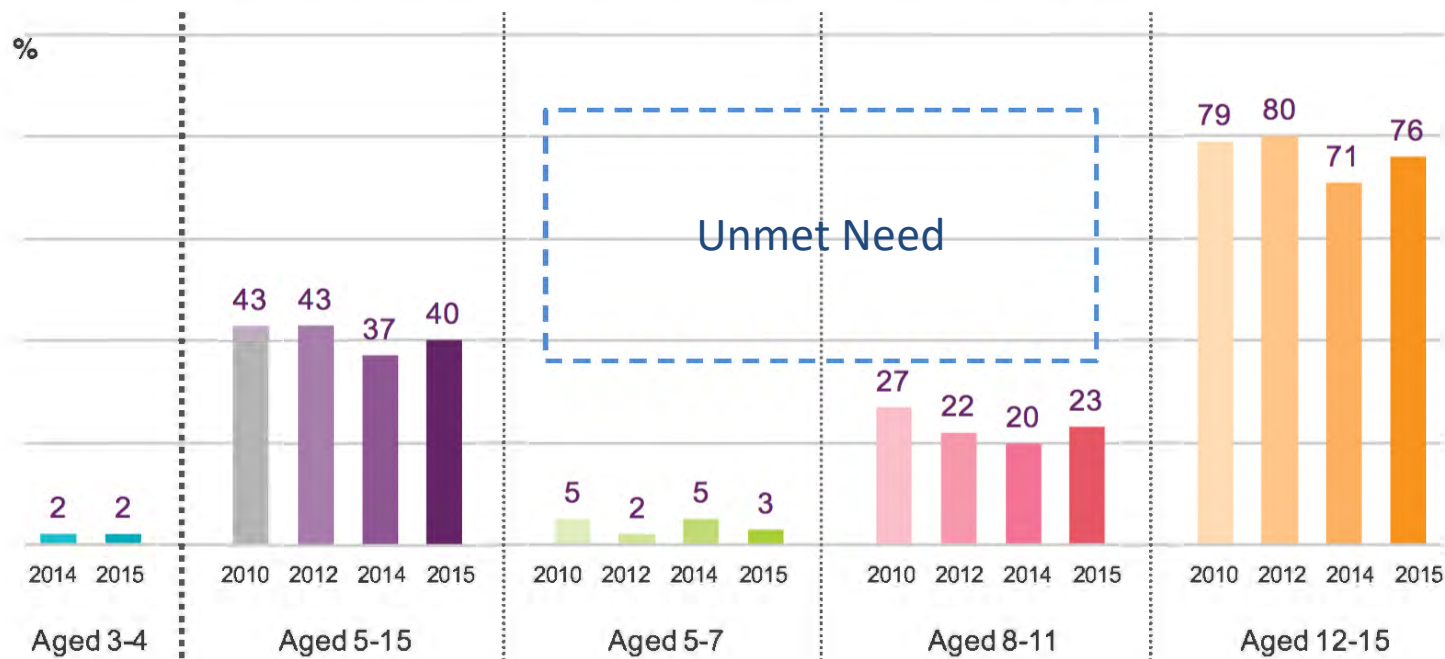


Source: UK data. Ofcom Children and Parents: Media Use and Attitudes Report. November 2015.

Base: Parents of children aged 3-4 or 5-15 (371 aged 3, 317 aged 4, 160 aged 5, 129 aged 6, 110 aged 7, 171 aged 8, 118 aged 9, 94 aged 10, 109 aged 11, 164 aged 12, 108 aged 13, 97 aged 14, 119 aged 15)

U13: Social identity is an unmet need ages 5-11

Figure 48: Children who go online and have an active social networking site profile (2010, 2012) or social media profile or account (2014, 2015), by age



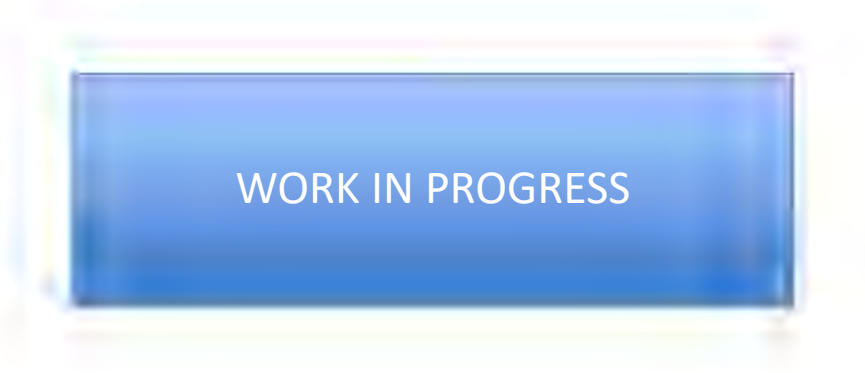
Source: UK data. Ofcom Children and Parents: Media Use and Attitudes Report. November 2015.

Base: Parents whose child ever goes online at home or elsewhere aged 3-4 (262) or 5-15 (1176 aged 5-15, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15). Significance testing shows any change between 2014 and 2015. Question amended from 2014 to refer to social media sites or apps, previously referred to social networking sites. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

Key Learnings from H2

Tagline summarizing key learnings

- TBD



WORK IN PROGRESS

For U13 kids, we should build Facebook One

- **Problem Statement:** Under 13s are a growing segment of smartphone and tablet users who are currently un-served by any social product.
- **Solution:**
 - Identity and platform login to power many partner games and apps
 - A new Facebook app
 - Visual & text messaging with parents and friends
 - Feed of video and entertainment content
 - Parents use FB Blue and/or Messenger to message, share video, and manage kid account
 - COPPA-compliant, launching in the US ~August
- **Rationale:**
 - Market need is growing
 - Lack of clear winner
 - Our strength with parents is valuable
 - Initial focus on age bands 5-10 who are highly aligned with parents; tweens tbd
 - Platform login can accelerate adoption by making existing kid apps social and better
 - May give us advantage to retain kids as they become teens
- **Goal:** Grow MAP, DAP, and time spent among U13 kids

Summary: Our big 2017 bets

Facebook Real
Life Social

“Make sure we
keeping working for
teens where we’re
working for teens.”

Instagram Real
Life Social

“Win back US teen
core social use
cases.”

Under 13s
- Platform
- Messaging
- Video

“Deliver social
value to enormous
untapped market of
kids and parents.”

Facebook Social
Entertainment

“Establish social
value proposition
centered on
media.”

Brainstorm -> U13

Idea		Maps to	Original category	Currently part of 2017 plan?
Kid ID	U13	Utility	Yes	
Santa messaging bot	U13	Utility	Not at this time	
Facial recognition Login	U13	U13	Yes	
Tamagotchi Pet	U13	U13	Not at this time	
Don't need to sign in to see content	U13	U13	Not at this time	
AR Duet with a star	U13	U13	Not at this time	
Find my kids	U13	U13	Maybe	
Coding 101 interactive learning	U13	U13	Not at this time	
parents approve friend requests	U13	U13	Yes	
AR Instruments (Val)	U13	1-pagers	Maybe	
Kids AR Storybook	U13	Entertainment	Not at this time	(kid msg)
Kid Video App	U13	Entertainment	Yes	

Building the Age Affinity data platform

- **Age model: 11/1 ETA of V0 model**
 - Year of birth model
 - Includes IG validation
- Reference + playbook for product teams
 - Deltoid, Dashboards
- State of the Union on & off FB surfaces
 - Onavo
 - Platform App Data
- Progress
 - Target countries identified: US (>13 only), UK, AU, FR, IN, EG, TH (U13), BR (U13)
 - Purchase of external data in progress
 - Processing new internal data
 - Happy 'nth' Birthday posts <22 produced 2m in US, 6m RoW