

FILED UNDER SEAL

EXHIBIT 35

Structured Data - NM AG 30(b)(6) [Testimonial Aid]

Bates	Topic	Source	Calculations/Specific Notes/Definitions
METANMAG-0 09-00000001 through METANMAG-0 09-00000002 METANMAG-0 71-00000001 METANMAG-0 92-00000001 through METANMAG-0 92-00000002	20(ii): Third Party Advertiser with Self-Identified Address in New Mexico	Hive	<i>July 1, 2025 Supplemental ROG Responses (Vols. 9 & 71)</i> <i>July 4, 2025 Production Cover Letter (Vol. 92)</i> Note: The only difference between the productions at Vols. 9, 71, and 92 is the time period covered by the data: - Vol. 9: January 1, 2012 to March 31, 2024 - Vol. 71: January 1, 2011 to December 22, 2011 - Vol. 92: January 1, 2009 to December 31, 2010; December 23, 2011 to December 31, 2011 - Instagram data is not available for 2009-2011. - Each advertisement placed on Facebook during the time period by a third-party advertiser whose self-reported address indicated that it is located in the State of New Mexico. - Data included for every advertisement: (a) the year in which the advertisement was displayed, (b) the name of the advertiser, (c) the app on which the advertisement was displayed (i.e., Facebook or Instagram), (d) the time frame during which the advertisement was displayed, (e) the user age(s) to which the advertisement was targeted, (f) the user gender(s) to which the advertisement was targeted, and (g) aggregate annual information regarding (i) the total ad revenue Meta received for the advertisement from users believed to be located in the United States; and (ii) the total number of impressions on the advertisement by users believed to be located in the United States.

Bates	Topic	Source	Calculations/Specific Notes/Definitions
			• The presence of a number in the “age_targets” field within data contained in this production indicates that the relevant advertisement was targeted to users of that age. Empty brackets (“[]”) in the “age_targets” field indicate that the relevant advertisement was targeted to the default age range, which is currently 18—65+ in the United States. • The “gender_targets” field within data contained in today’s production may include the numbers 0, 1, 2, 3, 4, and 5, which correspond to the following backend data values: ○ 1 – Users identifying as female. ○ 2 – Users identifying as male. ○ 3 – Users predicted by Meta to be female. ○ 4 – Users predicted by Meta to be male. ○ 5 – Users of unknown and non-binary genders. Empty brackets (“[]”) in the “gender_type_3” field indicate that the relevant advertisement was targeted to both males (stated and predicted) and females (stated and predicted). • The user geographic location data tracked by the business may be estimated based on a number of factors, including a user’s IP address and self-disclosed location. These factors may not always accurately reflect the user’s actual location. For example, a user may appear to be accessing their account from the location of a proxy server rather than their actual location. • The revenue information contained in the data is legal revenue reported in U.S. dollars. Legal revenue may differ from Meta’s reported revenue as reported in Meta’s securities filings.

Bates	Topic	Source	Calculations/Specific Notes/Definitions
			○ Legal revenue reflects gross revenue and does not include adjustments for payouts or rebates (included in reported revenue) ● The impressions data in this production reflects the number of legal impressions by United States users. One ad impression is generated when an ad is rendered to a user once. The number of legal impressions reflects the number of times an ad has been served to users that is billable to advertisers. Impressions will not be billed when advertiser budget has been exhausted; when the same ad is seen by the same user within 25 seconds; or when an ad fails to meet other parameters. The number of legal impressions does not reflect the number of unique users who were served the ad.

METANMAG-0 09-00000003 through METANMAG-0 09-00000015 METANMAG-0 71-00000002 METANMAG-0 92-00000003 through METANMAG-0 92-00000004	20(iii): Ads Targeted to New Mexico Users	Hive	<i>July 1, 2025 Supplemental ROG Responses (Vols. 9 & 71)</i> <i>July 4, 2025 Production Cover Letter (Vol. 92)</i> ● Note: The only difference between the productions at Vols. 9, 71, and 92 is the time period covered by the data: ○ Vol. 9: January 1, 2012 to March 31, 2024 ○ Vol. 71: January 1, 2011 to December 22, 2011 ○ Vol. 92: January 1, 2009 to December 31, 2010; December 23, 2011 to December 31, 2011 ● Each third-party advertisement placed on Facebook and/or Instagram during the time period that was targeted <i>statewide</i> to the State of New Mexico. ● For every such advertisement, Meta has produced data reflecting ○ (a) the year in which the advertisement was displayed, ○ (b) the name of the advertiser, ○ (c) the app on which the advertisement was displayed (i.e., Facebook or Instagram), ○ (d) the time frame during which the advertisement was displayed, ○ (e) the user age(s) to which the advertisement was targeted, ○ (f) the user gender(s) to which the advertisement was targeted, and ○ (g) aggregate annual information regarding ■ (i) the total ad revenue Meta was due to be paid for the advertisement from users believed to be located in the United States; and ■ (ii) the total number of impressions on the advertisement by users believed to be located in the United States.
--	--	-------------	---

Bates	Topic	Source	Calculations/Specific Notes/Definitions
			• Meta has produced “ad_revenue_only_region” and “ad_revenue_incl_region.” The “ad_revenue_only_region” metric constitutes revenue from advertisements targeted only to residents of the State of New Mexico. The “ad_revenue_incl_region” metric constitutes revenue from advertisements targeted to residents of the State of New Mexico and at least one other geography. • The presence of a number in the “age_type_2” field within data contained in this production indicates that the relevant advertisement was targeted to users of that age. Empty brackets (“[]”) in the “age_type_2” field indicate that the relevant advertisement was targeted to the default age range, which is currently 18—65+ in the United States. • The “gender_type_3” field within data contained in today’s production may include the numbers 0, 1, 2, 3, 4, and 5, which correspond to the following backend data values: ○ 1 – Users identifying as female. ○ 2 – Users identifying as male. ○ 3 – Users predicted by Meta to be female. ○ 4 – Users predicted by Meta to be male. ○ 5 – Users of unknown and non-binary genders. • The user geographic location data tracked by the business and relied on in the ordinary course of business to implement advertisers’ location targeting preferences may be estimated based on a number of factors, including a user’s IP address and self-disclosed location. These factors may not always accurately reflect the user’s actual location. For example, a user may appear to be accessing their account from the location of a proxy server rather than their actual location.

Bates	Topic	Source	Calculations/Specific Notes/Definitions
			• The revenue information is legal revenue reported in U.S. cents. Legal revenue may differ from Meta's reported revenue as reported in Meta's securities filings. • Legal revenue reflects gross revenue and does not include adjustments for payouts or rebates (included in reported revenue)
METANMAG-1 42- 00000001 – METANMAG-1 42-00000119	31: NM-Specific Advertising Revenue	Hive	<i>October 14, 2025 Production Cover Letter</i> • Daily data sufficient to show the following regarding users of Facebook or Instagram with stated age 13-17 who were predicted to be located in the State of New Mexico during the period between April 5, 2021 and November 26, 2023: ○ (1) the user's gender; ○ (2) the user's time spent, provided separately for Facebook and Instagram; ○ (3) the advertising revenue Meta was due to be paid on account of the user's use of Facebook and Instagram, provided separately for each platform; and ○ (4) the user's total advertisement impressions on Facebook and Instagram, provided separately for each platform. Instagram data is unavailable for November 8, 11, and 26 of 2023. • The impressions data reflects the number of advertisement impressions by each user predicted to be located in the State of New Mexico, measured in legal impressions. One advertisement impression is generated when an ad is rendered to a user once. ○ The number of legal impressions, on the other hand, reflects the number of times an ad has been served to users that is billable to

Bates	Topic	Source	Calculations/Specific Notes/Definitions
			advertisers. Impressions will not be billed when advertiser budget has been exhausted; when the same ad is seen by the same user within 25 seconds; or when an ad fails to meet other parameters. The number of legal impressions does not reflect the number of unique users who were served the ad. • The revenue information contained in today's production is legal revenue reported in U.S. dollars. Legal revenue may differ from Meta's reported revenue as reported in Meta's securities filings. ○ Legal revenue reflects gross revenue and does not include adjustments for payouts or rebates (included in reported revenue) • The time spent information for both Facebook and Instagram is reported in seconds. Time spent values were capped at 24 hours per user-day, in seconds (86,400). • Stated age is not precise since it is self-reported and users can change their stated age. • The geographic location of users is based on the user's IP address. This may not always accurately reflect a user's actual location. For example, a user may appear to be accessing an app from the location of the proxy server that the user connects to rather than from the user's actual location.
META3047MD L-VOL202-000 00001	31: National Revenue by Advertiser Vertical	Hive	<i>March 28, 2025 Production Cover Letter</i> • Meta classifies advertisers into Verticals and Sub-Verticals in order to track metrics across industries. Classifications are based on various information sources and processes.

Bates	Topic	Source	Calculations/Specific Notes/Definitions
			- Revenue by Vertical and Sub-Vertical is being produced as-was (Vertical at the time the advertisement was shown to a user) and as-is or “remapped” (Vertical after internal reporting processes). Further Explanation - Vertical definitions were updated in 2014. There was an internal effort to sync definitions and categories in 2019 by the Finance Team at Meta. - Through this effort in 2019, the Finance Team pushed to modify the definitions and update current and historic internal tools with these verticals. - Advertising verticals are inclusive of all advertisements across the FoA.
META3047MD L-VOL209-000 00001	31: National Revenue by Age	Hive	<i>April 4, 2025 Production Cover Letter</i> - User stated age data is maintained by age brackets (e.g., 13-17, 18-24, etc.) with a category for unknown ages. - Genders included “Male” – User identifying as male and predicted by Meta to be male “Female” – User identifying as female and predicted by Meta to be female “Unknown” and “0” – User’s gender is unknown, non-binary, or custom “Custom” – User’s gender is an inputted custom gender - User geographic location data tracked by the business may be estimated based on a number of factors, including a user’s IP address and self-disclosed location. These factors may not always accurately reflect the user’s actual location - DAP is not currently divided by age. - All revenue listed is advertising revenue.

Bates	Topic	Source	Calculations/Specific Notes/Definitions	
			Further Explanation Legal revenue v. SEC filing revenue = The revenue reported in the SEC filing has specific definitions that are inclusive of both advertising and non-advertising revenue. The revenue is also audited. Legal revenue included in Volumes 209 and 216 is advertising revenue that is attributable to an advertisement. Legal revenue reflects revenue Meta intends to collect from advertisers before any adjustments or deductions (e.g. for ad credits, agency discounts, etc).	
			Column Definitions	
			Ds	Date
			revenue_1d	Legal revenue for the ds
			legal_impressions_1d	Legal impressions for the ds
			overall_ts_hr_1d	Time spent on the app on the ds
			monetized_ts_hr_1d	Time spent on monetized end points on the ds
			ads_dap	Distinct count of users who have spent time on the app on the ds. This figure is DAU, not DAP as reflected in the SEC filings.
			revenue_7d	Legal revenue in the past 7 days
			legal_impressions_7d	Legal impressions in the past 7 days
			overall_ts_hr_7d	Overall time spent in the past 7 days
			monetized_ts_hr_7d	Time spent on monetized end points in the past 7 days

Bates	Topic	Source	Calculations/Specific Notes/Definitions	
			ads_dap_7d	Distinct count of users who have spent time on the app in the past 7 days
			legal_clicks_1d	Legal clicks on ads in the app for the ds
			legal_clicks_7d	Legal clicks on ads in the app for the past 7 days
			rollup_surface	Surface where a video originated
			video_consumption_ts_hr_1d	Overall video time spent on the app for the ds
			video_consumption_ts_hr_7d	Overall video time spent on the app for the past 7 days
			• The sum of revenue_1d and the other revenue is combined revenue for FB and IG • The ds listed for the “7d” is the last of the seven day period. For example, if the ds is 1/7/2024, the data represents the total from 1/1/2024 through 1/7/2024.	
META3047MD L-VOL216-000 00001	31: National Average Advertising Revenue Per User	Hive	<i>April 4, 2025 Production Cover Letter</i> See definitions above from META3047MDL-VOL209-00000001. • Relevant Calculation: Daily legal revenue attributable to advertising, for each of Facebook and Instagram (as produced at production META3047MDL-VOL209-00000001_HIGHLY CONFIDENTIAL) divided by Facebook and Instagram Daily Active User counts for the respective stated age bracket and day.	

