Tennessee v. Meta
Case No. 23-1364-IV
PX-01429

From: Susan Li [/O=THEFACEBOOK/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=[redacted]
Sent: 4/6/2012 11:16:52 PM
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Subject: new paragraph

We believe in the strength of our core franchise. We aren't and haven't always been the leader in every geography; however, once a market tips in our favor in every case we've been able to achieve and maintain our #1 position. In many markets, our user base started with young people in school who were the early adopters of our product; as they've grown older, Facebook has remained a core part of their everyday lives and we believe this relationship can extend for decades. We believe the strength of our brand among younger users—many of whom have grown up with Facebook as one of the most recognizable and ubiquitous products that they use every day—sets us up well for the future.