Company Milestones

PX-02672, Page 1 of 15

Meta

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

META3047MDL-050-00256824
METATNAG-021-00256446

Tennessee v. Meta
Case No. 23-1364-IV
PX-02672

Context

1. Company Milestones represent the top-down aspirations for our company.
   a. They will vary in probability of happening
   b. They are more narrative-based
   c. They will map 1:1 with Company Priorities
   d. Not all Company Milestones are of equal importance
2. How do Company Milestones, Team Goals, and LRP relate to each other?

	Company Milestones	**Team Goals**	**LRP towards 2030 Northstar**
Defined by:	Mark	PG Leads	Finance
Covers:	Company Priorities	Individual teams goals	Anything with financial impact
Timeframe:	5 years	1 years	10 years
Audience:	Small Group/BOD	Individual teams	Small Group/BOD
Probability:	Aspirational	50/50	50/50

PX-02672, Page 2 of 15

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

Meta Questions

1. Are our 2027 aspirations “good enough”?
2. Do you believe we have a path with credible milestones to get there?

PX-02672, Page 3 of 15

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

Gen AI Milestones



HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

PX-02672, Page 4 of 15

Gen AI Milestones

Confidence Levels

- 80% chance of hitting milestone
- 50% chance of hitting milestone
- 20% chance of hitting milestone
- 5% chance of hitting milestone



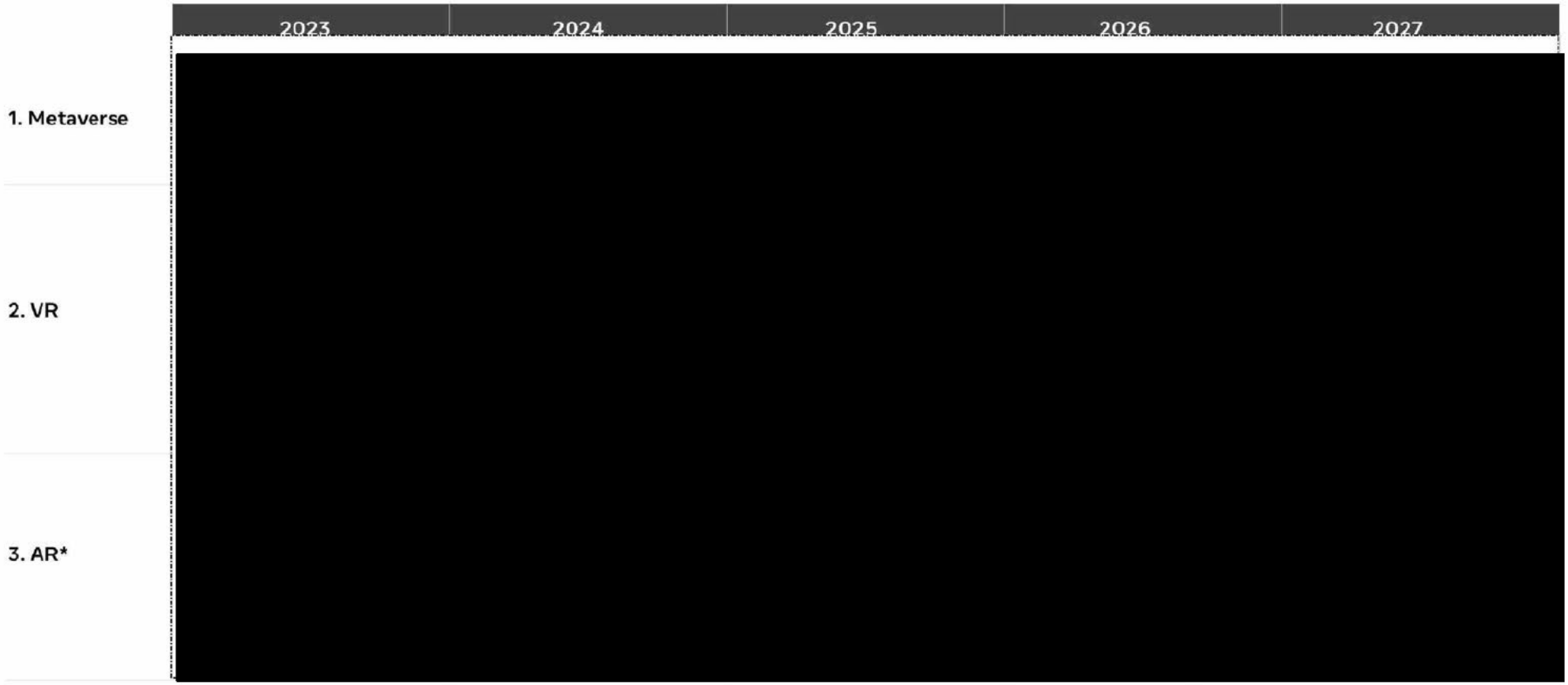
PX-02672, Page 5 of 15

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

Reality Labs Milestones

Confidence Levels

- 80% chance of hitting milestone
- 50% chance of hitting milestone
- 20% chance of hitting milestone
- 5% chance of hitting milestone



*Note: AR roadmap and metrics to be updated with data cleanup, incorporating AI more heavily, and pending Lux partnership discussions

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

PX-02672, Page 6 of 15

Family of Apps Milestones

Confidence Levels
- 80% chance of hitting milestone
- 50% chance of hitting milestone
- 20% chance of hitting milestone
- 5% chance of hitting milestone

	2023	2024	2025	2026	2027
1. Threads	[redacted]				
2. Instagram	• Stabilize teen MAU and DAU in the US and globally → *Miss* • 43 minutes per DAU * 1.5B DAU → *Hit*	• Achieve flat year over year teen MAU and DAU growth in developed markets • Instagram reaches 80% of Facebook demo-adjusted $/DAP • Grow DAU more than any other app in absolute terms • 45.5m per DAU	• Grow teen MAU and DAU in developed markets • 2.0B DAU • 48m per DAU	• Grow teen MAU and DAU in developed markets • 50.5m per DAU	• Instagram reaches 85% of Facebook demo-adjusted $/DAP • 53m per DAU
3. Reels	[redacted]				
4. Discovery Engine					

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

PX-02672, Page 7 of 15

Family of Apps Milestones

Confidence Levels
- 80% chance of hitting milestone
- 50% chance of hitting milestone
- 20% chance of hitting milestone
- 5% chance of hitting milestone

	2023	2024	2025	2026	2027
5. Facebook	Redact - CSI				
6. Messenger					
7. WhatsApp					

PX-02672, Page 8 of 15

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

Monetization Milestones

Confidence Levels

- 80% chance of hitting milestone
- 50% chance of hitting milestone
- 20% chance of hitting milestone
- 5% chance of hitting milestone



HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

PX-02672, Page 9 of 15

Regulatory Readiness Milestones

Confidence Levels
- 80% chance of hitting milestone
- 50% chance of hitting milestone
- 20% chance of hitting milestone
- 5% chance of hitting milestone

	2023	2024	2025	2026	2027
1. Privacy	• Regulatory obligations are met defensibly → ***on track*** • 50% of Privacy Review decisions reached in 5 days or less → ***hit*** • Availability of PAI tech for 8+ major data use cases → ***hit***	• Regulatory obligations are met defensibly • Regrettable Privacy Review delay is near zero • PAI used for 80%+ purpose limitation obligations • Compliance processes hit automation goals • Regulatory scrutiny decreases relative to competitors	• Regulatory obligations are met defensibly • PAI powers all purpose limitation efforts • Regulatory scrutiny decreases relative to competitors • Meta influences industry best practices around Privacy	• Regulatory obligations are met defensibly • Implementation overhead declines • Regulatory scrutiny decreases • Meta influences industry best practices around Privacy	• Regulatory obligations are met defensibly • Implementation overhead declines • Regulatory scrutiny decreases • Meta influences industry best practices around Privacy
2. Integrity/ Security	TBC	TBC	TBC	TBC	TBC
3. Youth	TBC	TBC	TBC	TBC	TBC

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

PX-02672, Page 10 of 15

Appendix

PX-02672, Page 11 of 15

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

June 2023

Reality Labs Milestones

Confidence Levels
- 80% chance of hitting milestone
- 50% chance of hitting milestone
- 20% chance of hitting milestone
- 5% chance of hitting milestone



HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

June 2023

Family of Apps Milestones

Confidence Levels
- 80% chance of hitting milestone
- 50% chance of hitting milestone
- 20% chance of hitting milestone
- 5% chance of hitting milestone

	2023	2024	2025	2026
1. Reels	[redacted]			
2. Discovery Engine				
3. Facebook				
4. Instagram	• Stabilize teens MAU in the US and globally • 43 minutes per DAU * 1.5B DAU	• Grow teen MAU in the US and globally • 46 minutes per DAU * 1.65B DAU	• 49 minutes per DAU * 1.8B DAU	• IG is the largest teen destination by MAU in the US and globally • 52 minutes per DAU * 1.95B DAU • IG reaches demo-adjusted $/DAP parity with FB
5. WhatsApp	[redacted]			
6. Messenger				

A/C PRIV

*IG at 5% confidence (assumes app VPVs, including Stories); FB at 50% confidence

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

PX-02672, Page 13 of 15

June 2023

Monetization Milestones

Confidence Levels
- 80% chance of hitting milestone
- 50% chance of hitting milestone
- 20% chance of hitting milestone
- 5% chance of hitting milestone



HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

META3047MDL-050-00256837
METATNAG-021-00256459

PX-02672, Page 14 of 15

June 2023

Privacy + Infra Milestones

Confidence Levels
- 80% chance of hitting milestone
- 50% chance of hitting milestone
- 20% chance of hitting milestone
- 5% chance of hitting milestone

	2023	2024	2025	2026
1. Privacy	• Defensibly meet regulatory obligations • 50% of Privacy Review decisions reached in 5 days or less • Availability of PAI tech for 8+ major data use cases	• Defensibly meet regulatory obligations • Regrettable delay due to Privacy Review approaches zero • PAI tech available for 12+ major data use cases • Automation goals for currently manual compliance processes achieved • Regulatory scrutiny decreases relative to competitors	• Defensibly meet regulatory obligations • Regrettable delay due to Privacy Review approaches zero • PAI tech available for all purpose-limited data use cases • Regulatory scrutiny continues to decrease relative to competitors • Meta influences industry best practices around Privacy	• Defensibly meet regulatory obligations • Regrettable delay due to Privacy Review approaches zero • PAI tech available for all purpose-limited data use cases • Regulatory scrutiny continues to decrease relative to competitors • Meta influences industry best practices around Privacy
2. Infra	• Normalize and track ROI from critical areas (Ads and Engagement)	• Infra capex peaks at 24% of revenue and beginning downward trajectory	• Infra capex returned to stable state, capped at 20% of revenue.	
3. Integrity	• Met expectations for DSA (and other key regs) • Supported Reels, Metaverse development • Enforcement mistakes are not a material headwind to company metrics	• Supported US 2024 election effectively • Unified systems and processes across Integrity for increased efficiency	• Significant majority of users and regulators agree that the platform manages integrity better than our competitors	

HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

PX-02672, Page 15 of 15