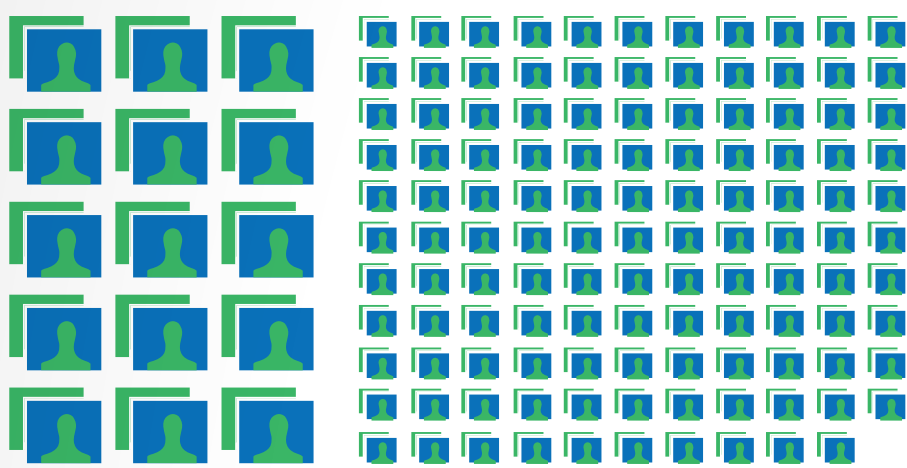


10 Facebook dominates mobile.



The 250 million mobile app users are twice as active as traditional users.

09 Say "cheese!" Facebook is the world's largest photo album.

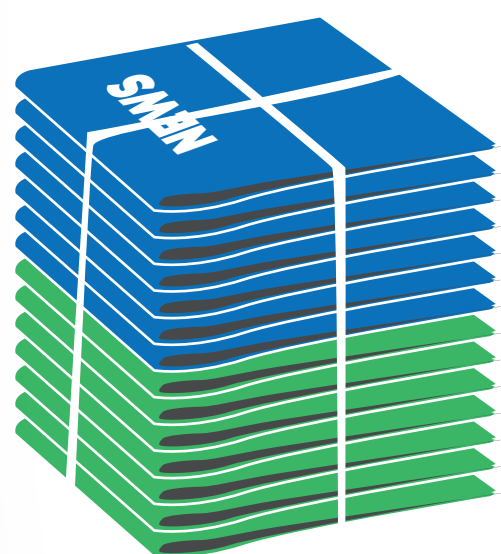


Number of photos posted over New Years Weekend in 2011 (750M)

Number of photos posted on Facebook each month (6B)

50 million photos on Facebook per icon

08 Newspapers? You mean... news feeds?



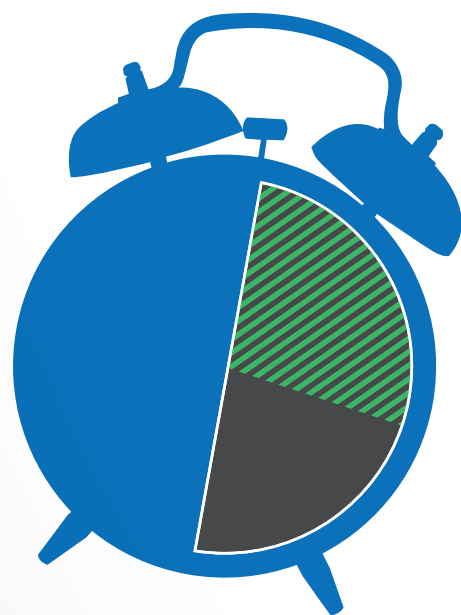
News gathered on Facebook

48% of US young adults get their news information through Facebook.

07 Wake up and smell the updates.

Percentage of 18-34 year olds that:

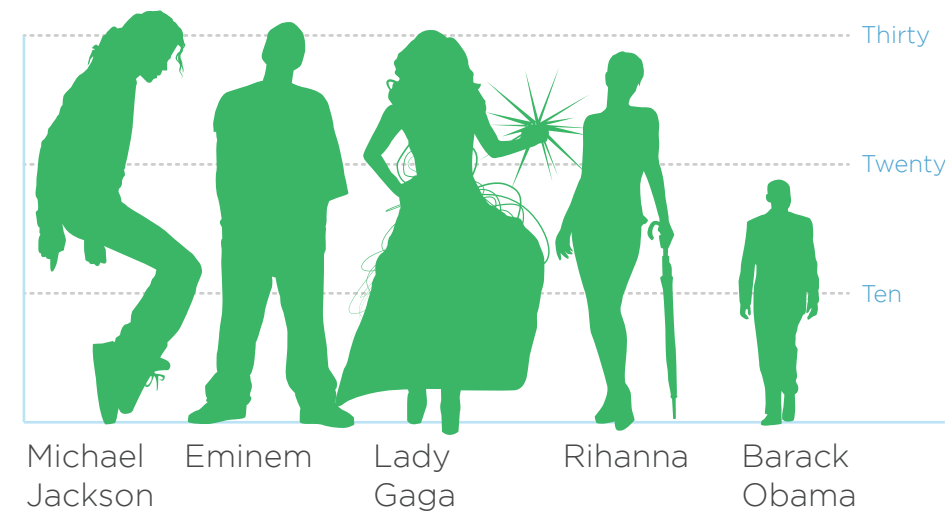
- Check Facebook as soon as they wake.
- Check Facebook on a mobile device before getting out of bed.
- Slept through the survey



Ten reasons why Facebook is taking over the world

06 All the cool kids are doing it.

Currently some of the top Facebook pages (people) are:



Number of fans in millions.

03 Facebook is probably on your website (and vice versa).

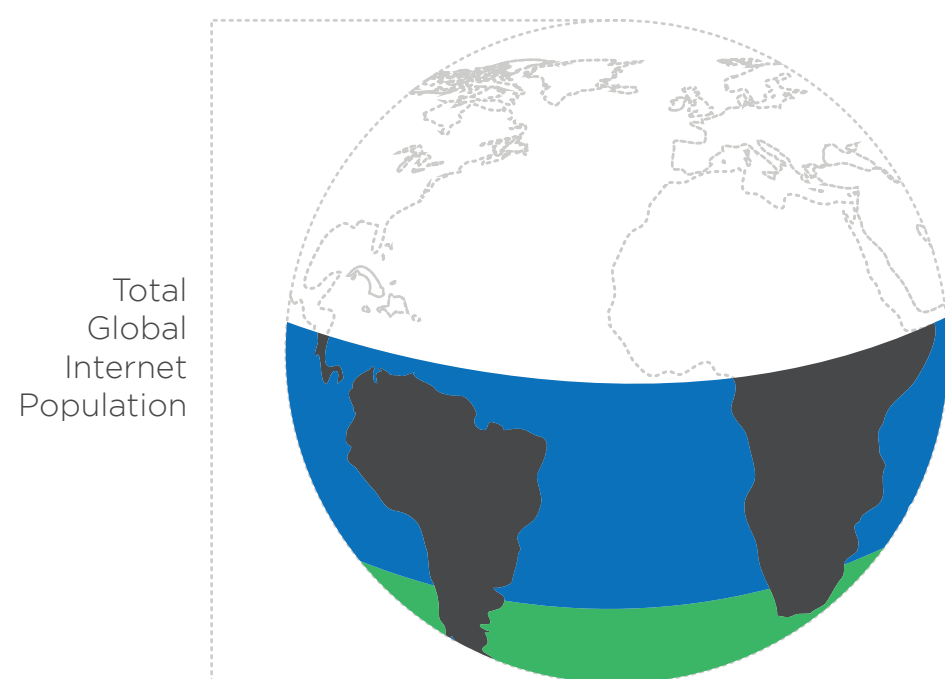


Global Top 100 Websites integrated with Facebook (50+%).

U.S. Top 100 Websites integrated with Facebook (66.6%).

On average, 10,000 new sites integrate with Facebook per day.

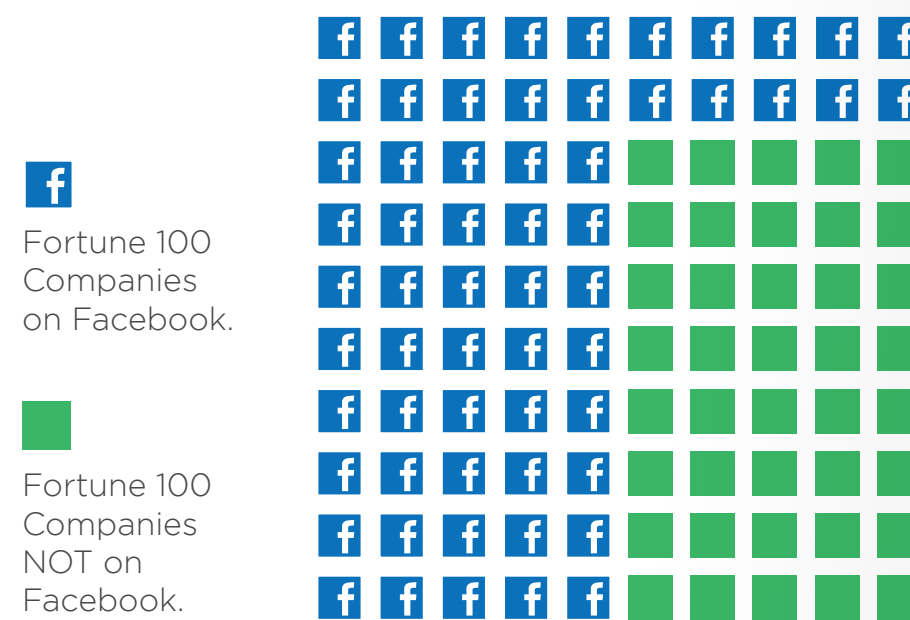
05 Bienvenue, bienvenido, welcome to Facebook - around the world.



■ U.S. Facebook Users ■ Non-U.S. Facebook Users

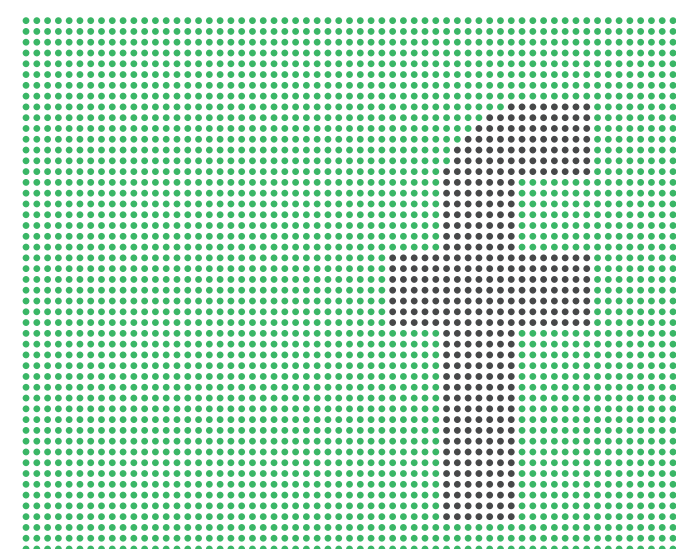
Facebook is translated into over 100 languages.

02 Facebook is the social home to 60% of Fortune 100 Companies



The number of Facebook pages for companies doubled in 2010

04 The world shares everything on Facebook.



30 Billion pieces of content are shared per month (pictures, articles, video, etc.).

Each dot = 10 million pieces of content shared per month.

01 1 out of every 8 minutes of your time spent online... is on Facebook.

