**FACEBOOK BY THE NUMBERS**

**Quick Facts**

- **125 billion** Facebook users as of May 2012
- **3.2 billion** Monthly active users
- **300 million** Daily active users
- **9 million** Monthly active users by region

45% of the entire internet population is on Facebook.

**Monthly Active Users by Region**

- **US + Canada**: 188 million
- **Europe**: 241 million
- **Asia**: 230 million
- **Rest of the world**: 242 million

**Details of the IPO**

**Initial Public Offering (IPO)** is when a company begins to sell stock to the public. As of May 2012, unless otherwise noted.

**Facebook Revenue**

- **$777 million** ($229 million) in revenue
- **$272 million** ($606 million) in gross profit
- **$1.97 billion** ($1 billion) in revenue
- **$3.71 billion** ($1 billion) in gross profit

**Ownership of Facebook, before IPO**

- **Mark Zuckerberg**: 27.3% (~$18.2 billion)
- **Other investors**: 48.9% (~$32.6 billion)
- **Accel Partners**: 10.3% (~$6.9 billion)
- **Dustin Moskovitz**: 6.8% (~$4.5 billion)
- **DST Global Ltd.**: 6.7% (~$4.5 billion)

**Ownership of Facebook, after IPO**

- **Mark Zuckerberg**: 23.6% (~$17.2 billion)
- **Other investors**: 41.6% (~$30.3 billion)
- **Accel Partners**: 7.6% (~$5.5 billion)
- **Dustin Moskovitz**: 6.3% (~$4.5 billion)
- **DST Global Ltd.**: 4.9% (~$3.5 billion)

**New shares being sold by Facebook**

- **$6.1 billion** ($4 billion)
- **$1 billion** ($0.6 billion)

**New shares being sold by existing shareholders**

- **$5.4 billion** ($3.4 billion)
- **$2.2 billion** ($1.4 billion)

**Monetary unit is USD; value is based on an estimated stock price of $34/share.**

**Data as of May 14, 2012**

**Quotable**

“In a world that’s changing so quickly, you’re guaranteed to fail if you don’t take any risks.”

— **Mark Zuckerberg**