

facebook

DISSECTING THE IPO



IPO = Initial Public Offering. An IPO is when a company begins to sell stock to the public.

FACEBOOK BY THE NUMBERS

as of May 2012, unless otherwise noted

Quick Facts

NUMBER OF FRIENDSHIPS ON FACEBOOK

125 billion

NUMBER OF "LIKES" & COMMENTS PER DAY

3.2 billion

NUMBER OF PHOTOS UPLOADED PER DAY

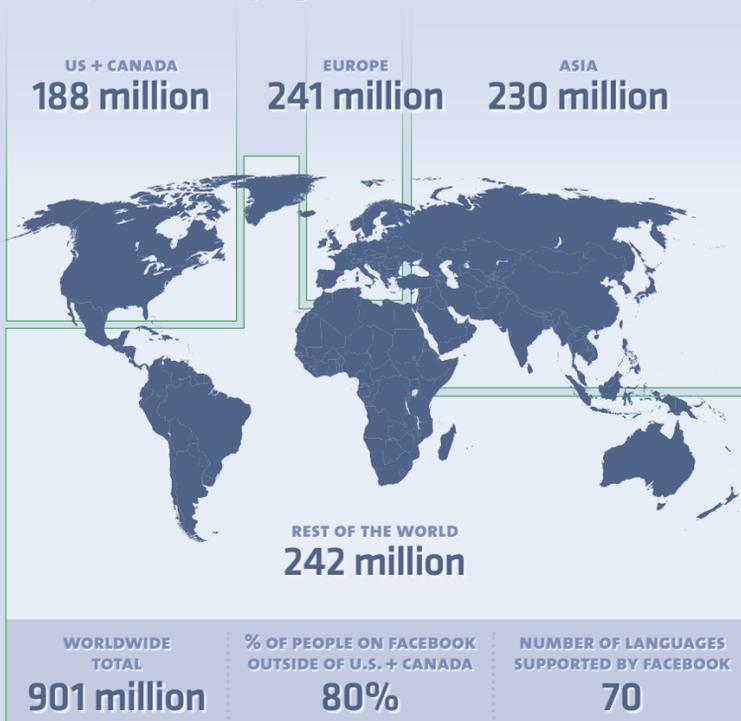
300 million

NUMBER OF APPS & WEBSITES INTEGRATED WITH FACEBOOK

9 million

45% of the entire internet population is on Facebook.

Monthly Active Users by Region



Facebook Revenue

each revenue metric represents a total for a given year—not cumulative growth



DETAILS OF THE IPO

The Transfer of Share Ownership during the IPO*

monetary unit is USD; value is based on an estimated stock price of \$34/share data as of May 14, 2012

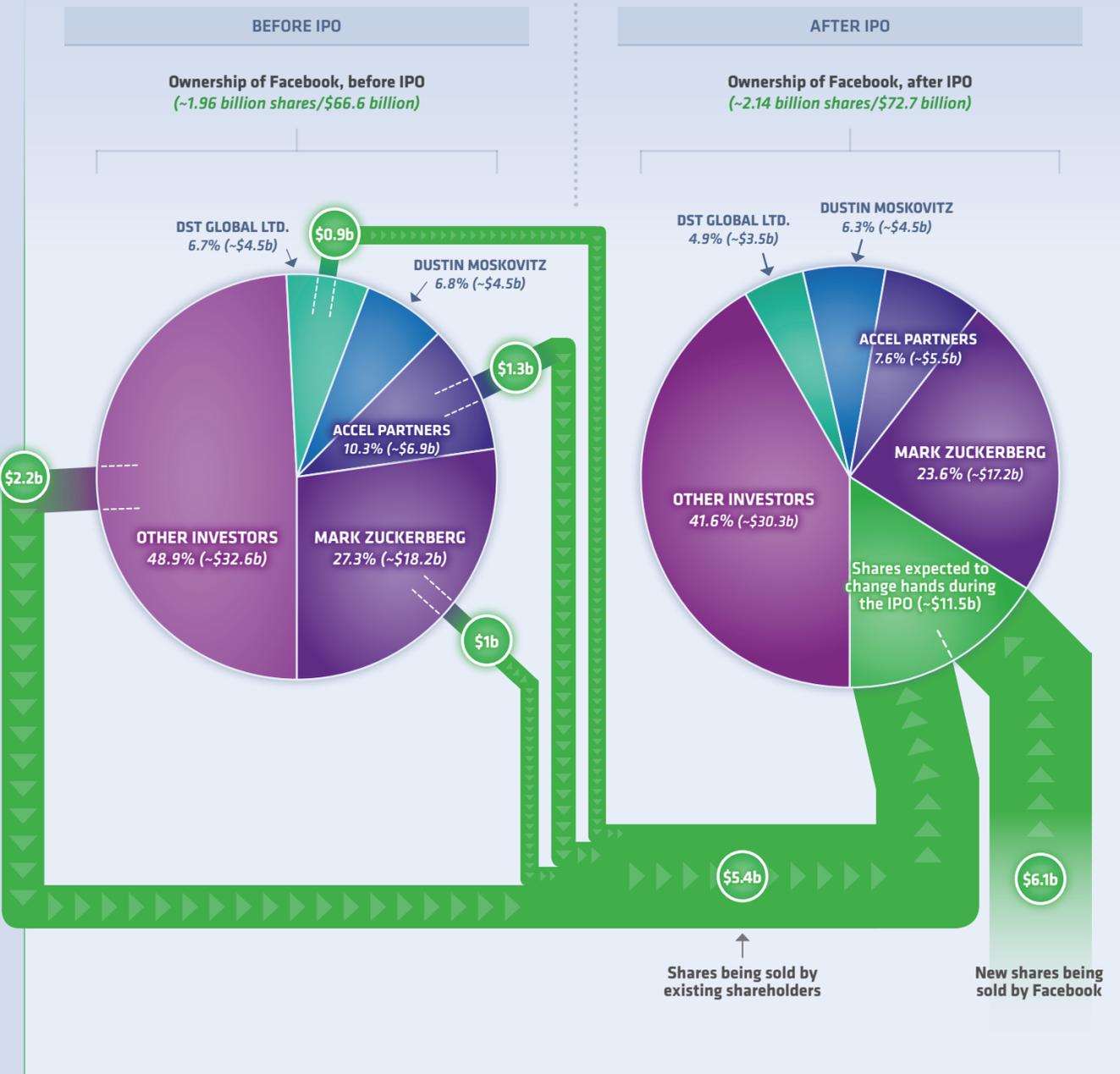


QUOTABLE

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

MARK ZUCKERBERG

FACEBOOK IPO: MAY 18



SOURCES:

<http://dcurt.is/facebook-numbers>
http://cargo.dcurt.is/fb_s1_may2.pdf

*Ownership percentages are calculated based on the number of beneficially owned shares against total expected outstanding shares before and after the offering, respectively. Disregarded voting difference between Class A and Class B shares.