

facebook

DISSECTING THE IPO

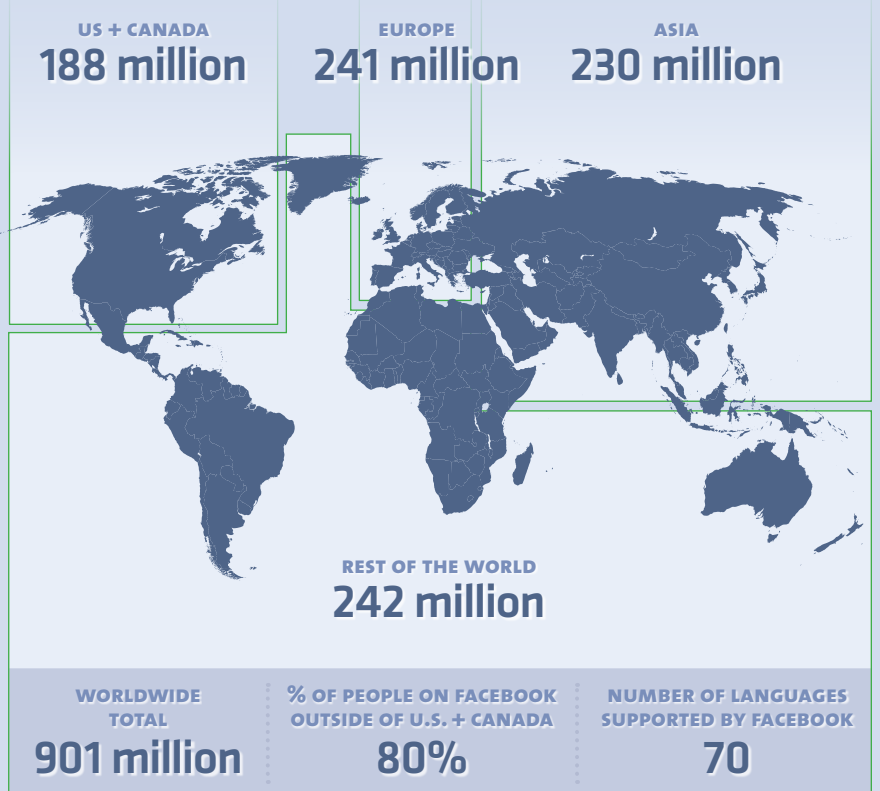
FACEBOOK BY THE NUMBERS

as of May 2012, unless otherwise noted

Quick Facts

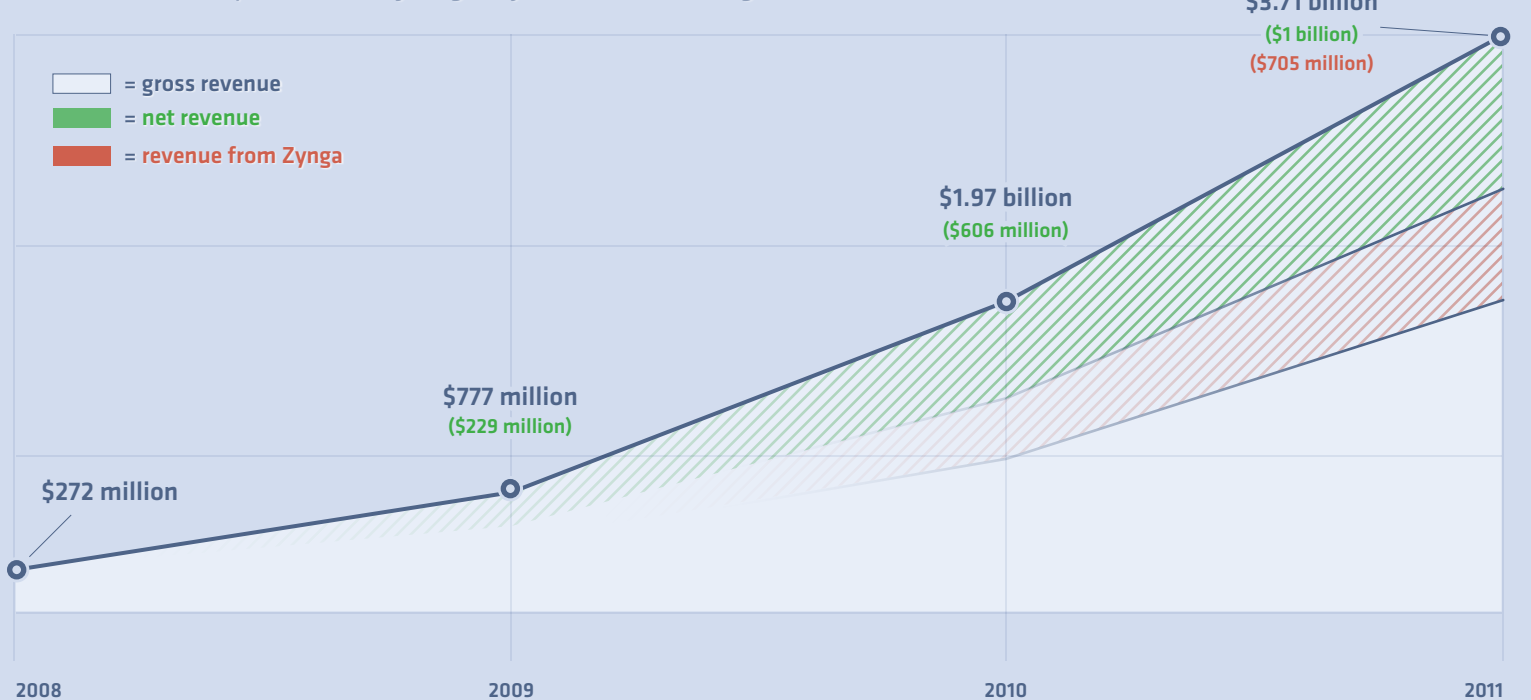


Monthly Active Users by Region



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*

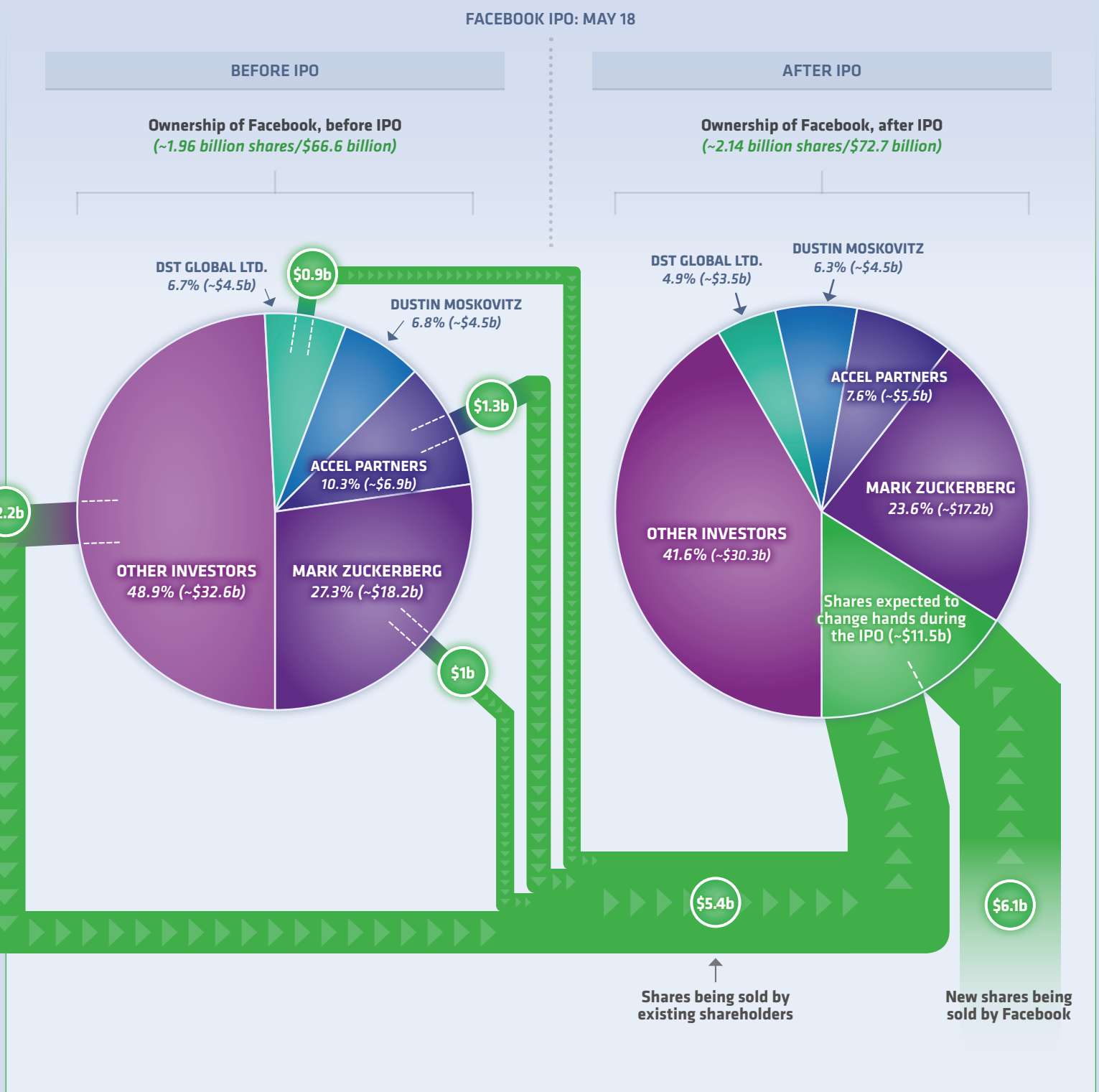
monetary unit is USD; value is based on an estimated stock price of \$34/share
data as of May 14, 2012



QUOTABLE

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

MARK ZUCKERBERG



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.