The industry consolidates as it matures

Facebook is now 95% of all social media in the US
Facebook’s 2011 growth in emerging markets
Mobile is becoming THE way people log-in

Ratio of desktop/mobile in last 15 minutes
2012 brings a focus on three areas

Mobile Web Platform

Social Phones

Mobile Growth
Vodafone + Facebook:

1. Ignite developer ecosystem: HTML 5 standardization
2. Frictionless payments: Operator billing
3. Improve business: Platform & Marketing integration
Appendix
425,000
iPhone Apps

4,700,000
Facebook Apps

350,000,000
Websites
Global audience of
350 million Facebook mobile users

Multi-platform support for
Native and Web apps

Social discovery & distribution key to usage
End to end platform for Mobile Operators marketing on Facebook

350M mobile users + Unique Insights (phones, services...) = More effective marketing for

- Brand Development
- Acquisition
- Retention
Social phones

Applications

Integrations into OS ...

and with hardware
Mobile is becoming THE way users use facebook

Last 15 minutes
Facebook Platform for mobile

Greater reach for developers

Apps and Games

Less Friction in Development

Greater Reach for Developers
Facebook Market Update

- **800M** People on Facebook
- **350M** Facebook Mobile Users
On Facebook, every day...

2B
Posts are liked and commented on

500M
Users log in

250M
Photos are uploaded
Facebook Platform

Distribution: 500M Platform users
Engagement: 200M Games players
Monetization: 20M Apps installed daily
425,000
iPhone Apps

4,700,000
Facebook Apps

350,000,000
Websites
Successful social distribution
A Recent Example
Evolution of Web Discovery

1.0

2.0

3.0
Evolution of Mobile Discovery
Facebook Mobile Canvas
Step 0.1: Launched on October 10