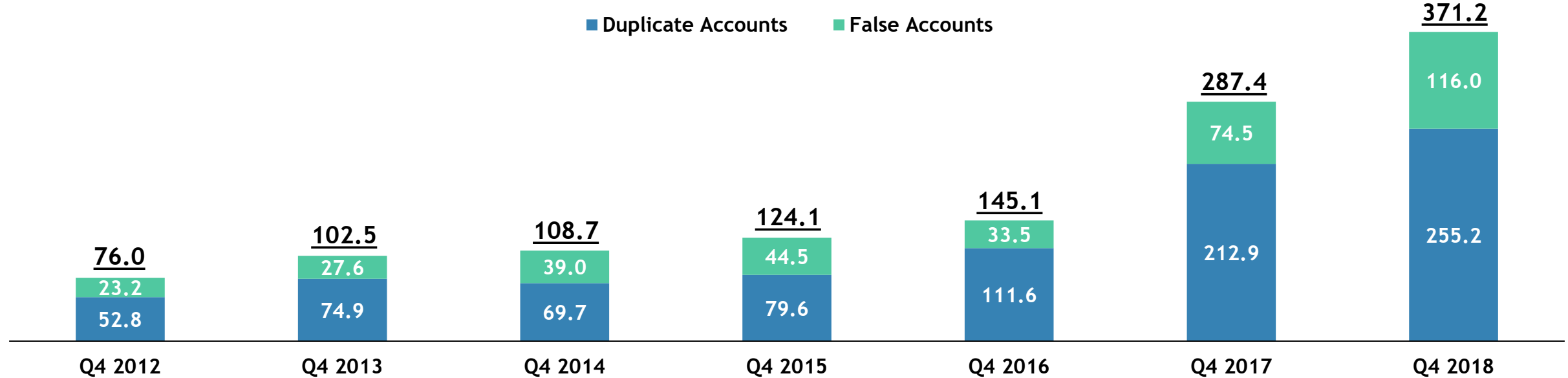


Duplicate Or False Accounts Have Been A Growing Issue For Facebook And Are Now Collectively Larger Than The Population Of The *United States & Canada Combined*

Facebook Global Monthly Active Users (MAUs): Duplicate or False Accounts
4Q 2012 - 2018
(in millions)



Facebook's Duplicate or False Accounts Are Equivalent To The Population Of These Countries



Source: Pivotal Research analysis of Facebook data from their 2018 10-K SEC filing (Facebook divides false accounts into two categories: user-misclassified or "undesirable"); comparable country population figures based on data from United Nations, Department of Economic & Social Affairs (DESA) / Population Division, World Population Prospects, 2012 - 2018. The country population data is based on their appropriate year within the analysis.