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Quarterly Earnings Slides

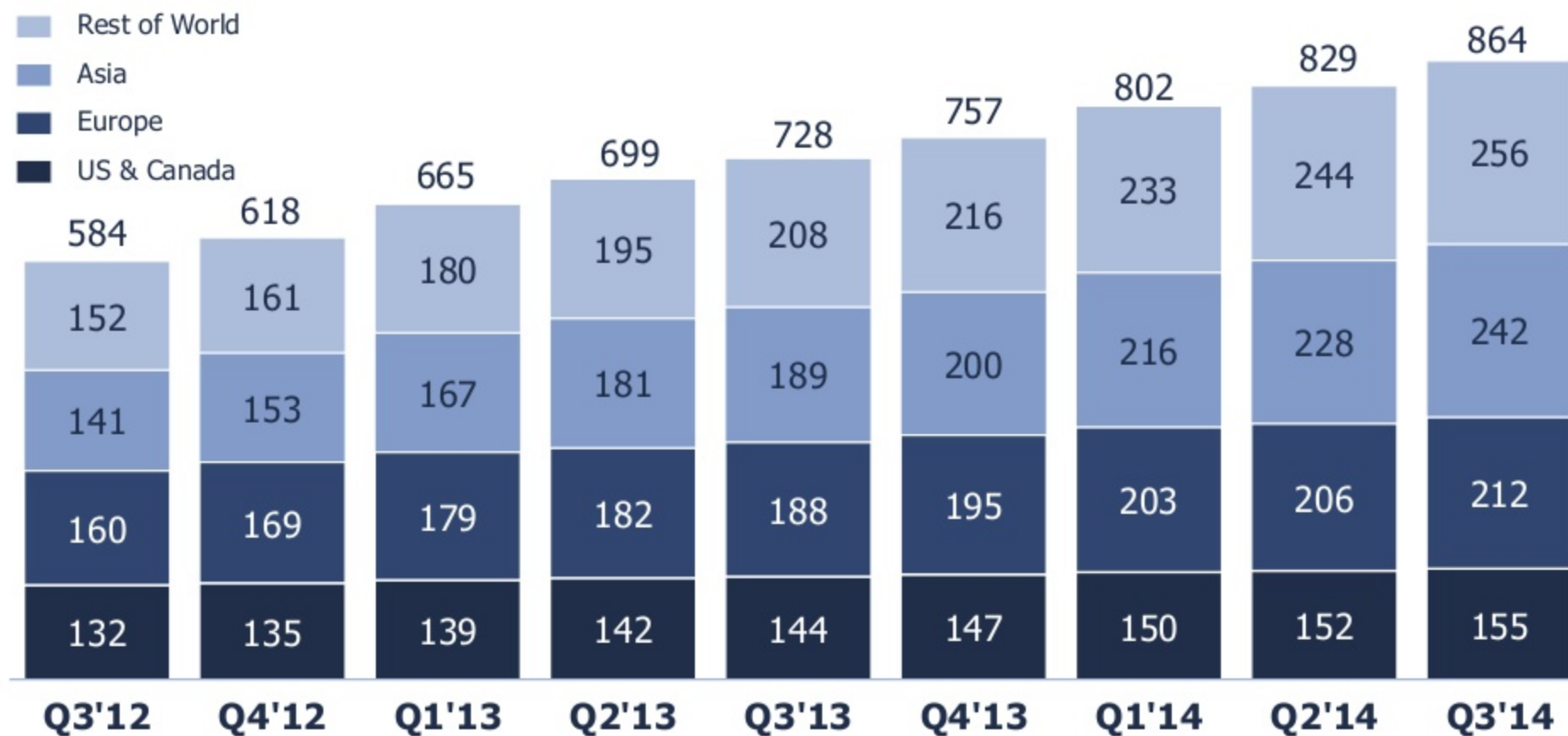
Q3 2014

Non-GAAP Measures

In addition to U.S. GAAP financials, this presentation includes certain non-GAAP financial measures. These non-GAAP measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with U.S. GAAP. A reconciliation of non-GAAP financial measures to the corresponding GAAP measures is provided in the appendix to this presentation.

Daily Active Users (DAUs)

In Millions



DAUs / MAUs

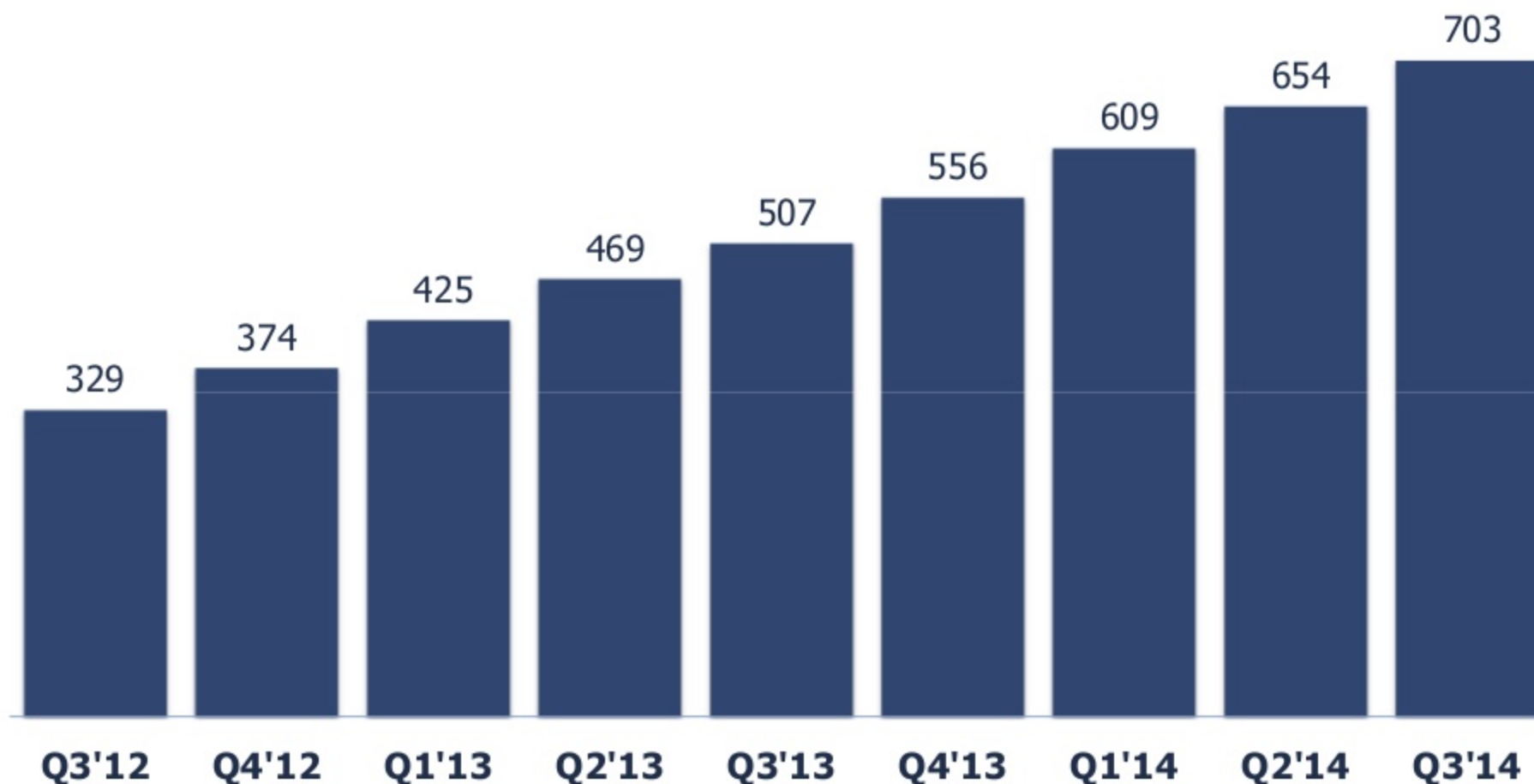
| Q3'12 | Q4'12 | Q1'13 | Q2'13 | Q3'13 | Q4'13 | Q1'14 | Q2'14 | Q3'14 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 58% | 59% | 60% | 61% | 61% | 62% | 63% | 63% | 64% |

Please see Facebook's most recent quarterly or annual report filed with the SEC for definitions of user activity used to determine the number of our DAUs, mobile DAUs, MAUs, and mobile MAUs. The number of DAUs, mobile DAUs, MAUs, and mobile MAUs do not include Instagram users unless they would otherwise qualify as such users, respectively, based on their other activities on Facebook.

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Mobile Daily Active Users (Mobile DAUs)

In Millions



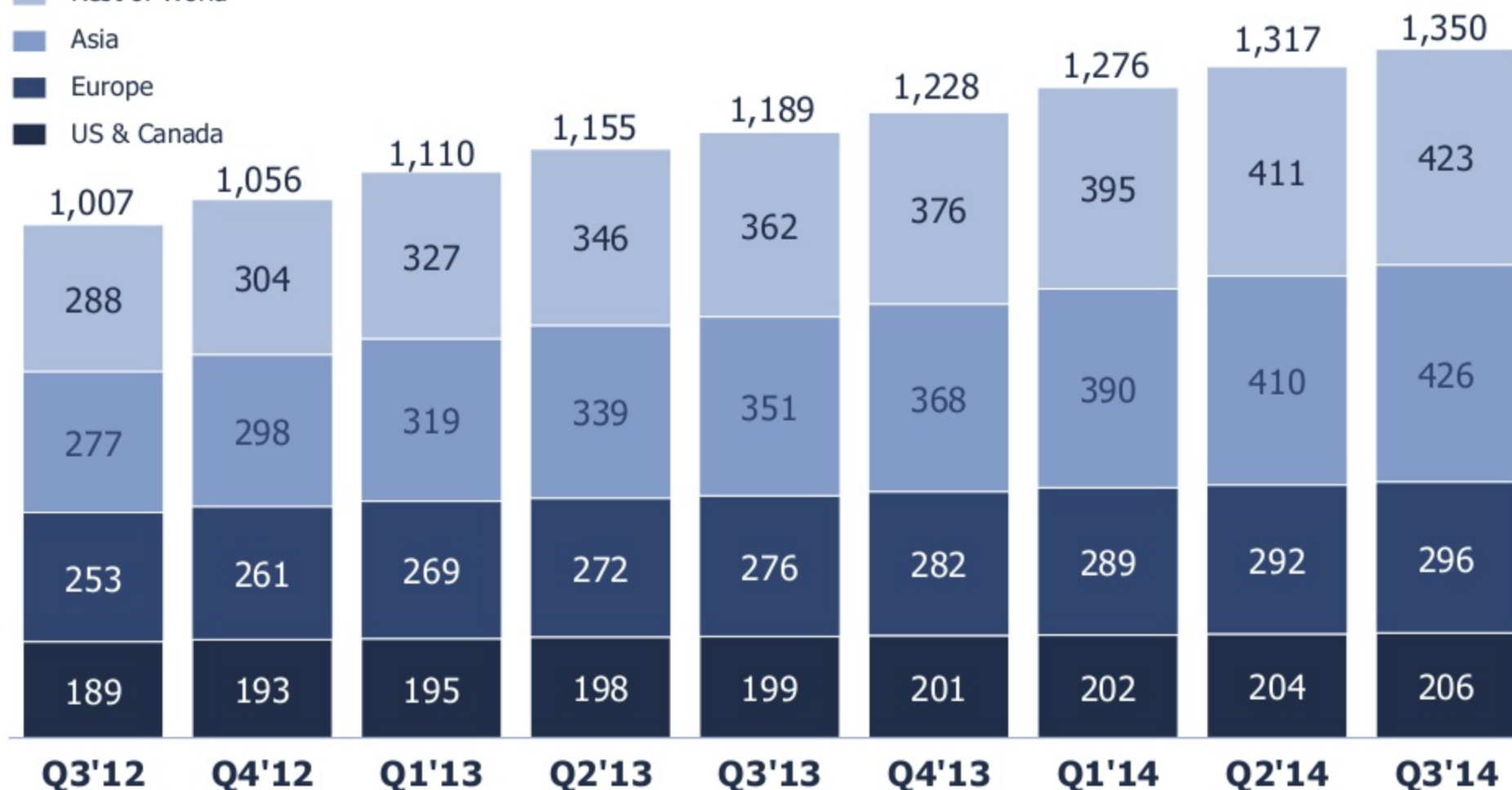
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Monthly Active Users (MAUs)

In Millions

- Rest of World
- Asia
- Europe
- US & Canada

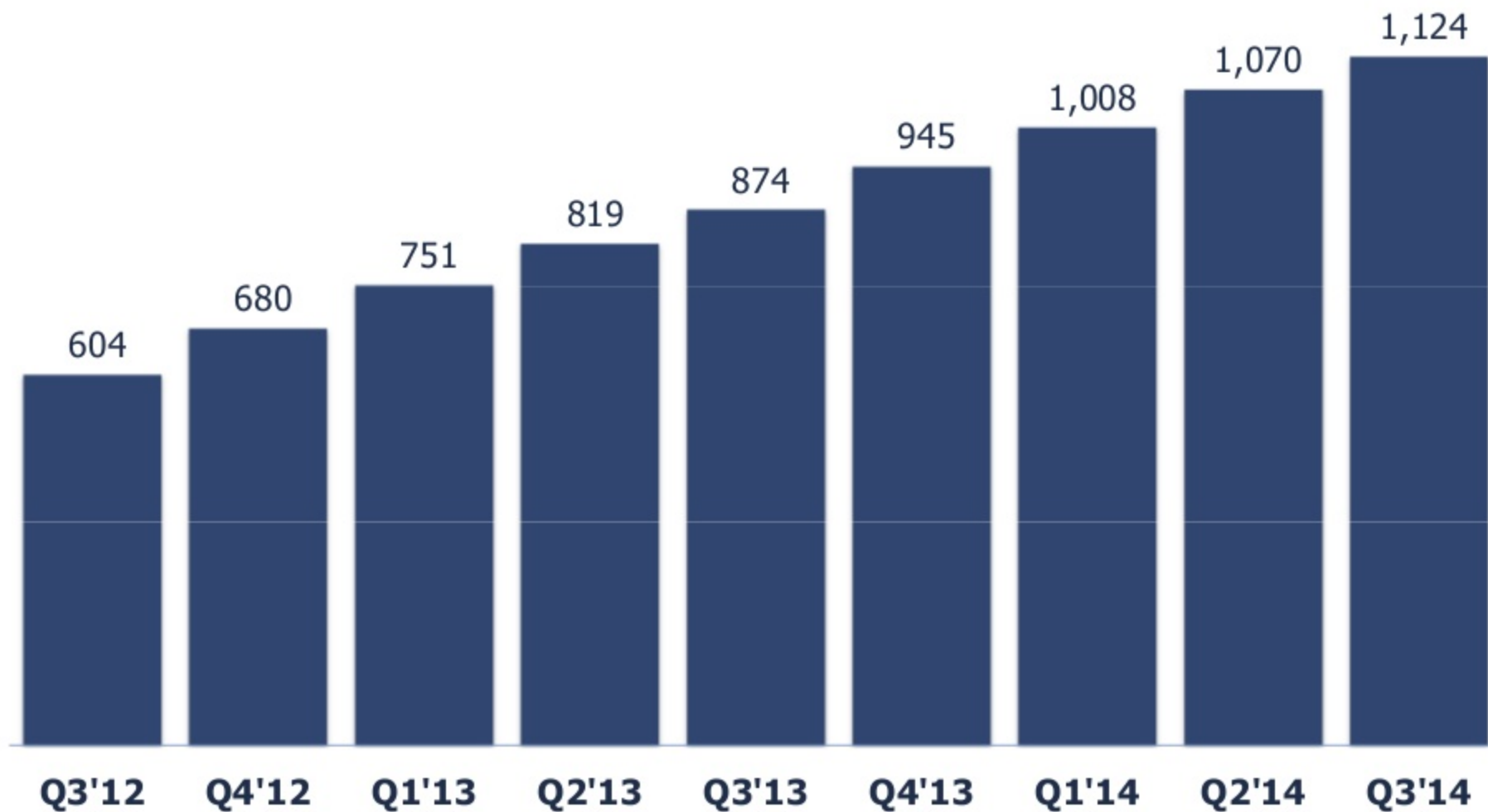


Please see Facebook's most recent quarterly or annual report filed with the SEC for definitions of user activity used to determine the number of our DAUs, mobile DAUs, MAUs, and mobile MAUs. The number of DAUs, mobile DAUs, MAUs, and mobile MAUs do not include Instagram users unless they would otherwise qualify as such users, respectively, based on their other activities on Facebook.

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Mobile Monthly Active Users (Mobile MAUs)

In Millions

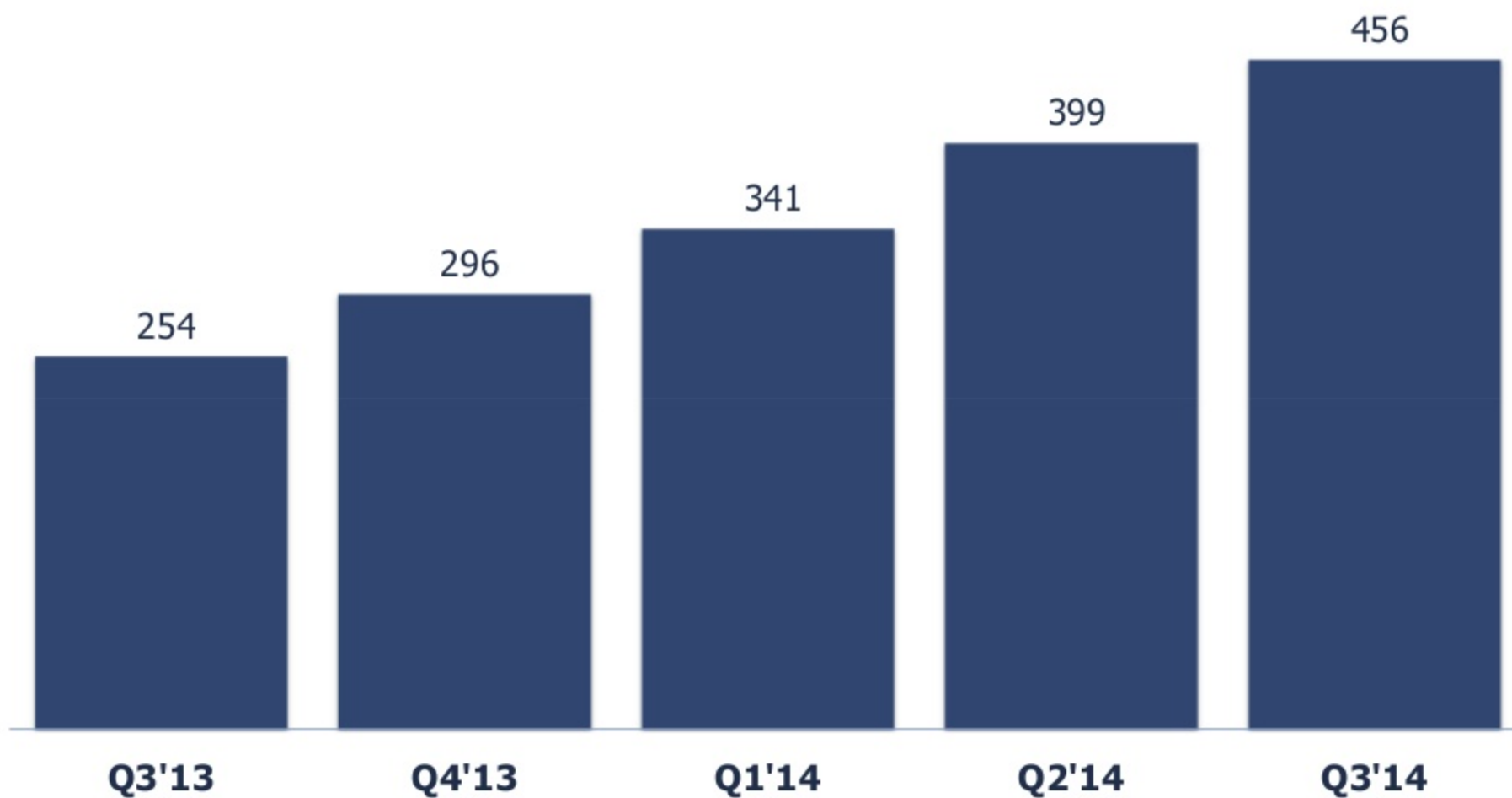


Please see Facebook's most recent quarterly or annual report filed with the SEC for definitions of user activity used to determine the number of our DAUs, mobile DAUs, MAUs, and mobile MAUs. The number of DAUs, mobile DAUs, MAUs, and mobile MAUs do not include Instagram users unless they would otherwise qualify as such users, respectively, based on their other activities on Facebook.

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Mobile-Only Monthly Active Users (Mobile-Only MAUs)

In Millions



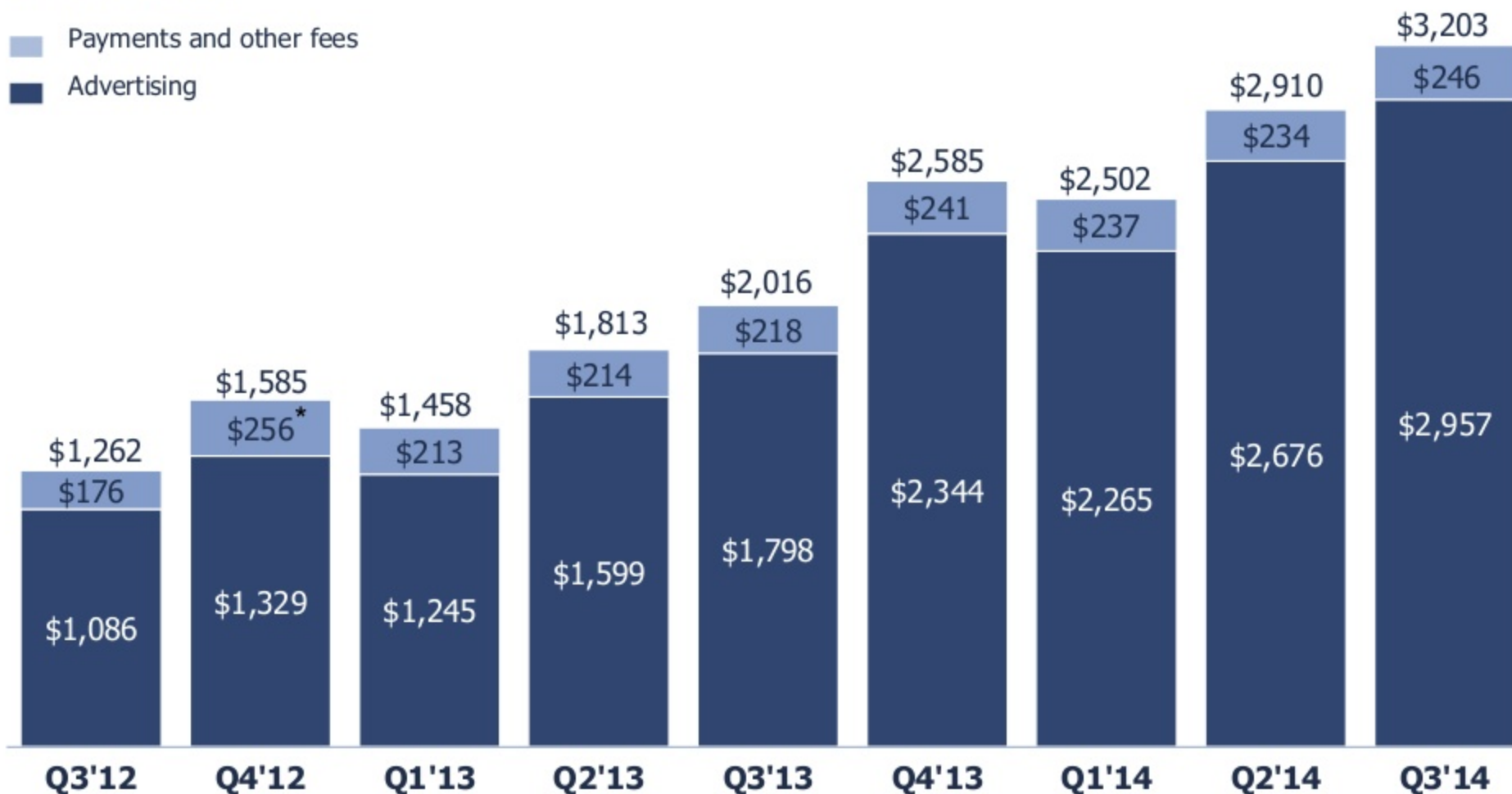
Mobile-only MAUs are defined as users who accessed Facebook solely through mobile apps or mobile versions of our website, or used our Messenger app, in the last 30 days of the given quarter. The number of mobile-only MAUs do not include Instagram users unless they would otherwise qualify as such users based on their other activities on Facebook.

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Revenue

In Millions

- Payments and other fees
- Advertising



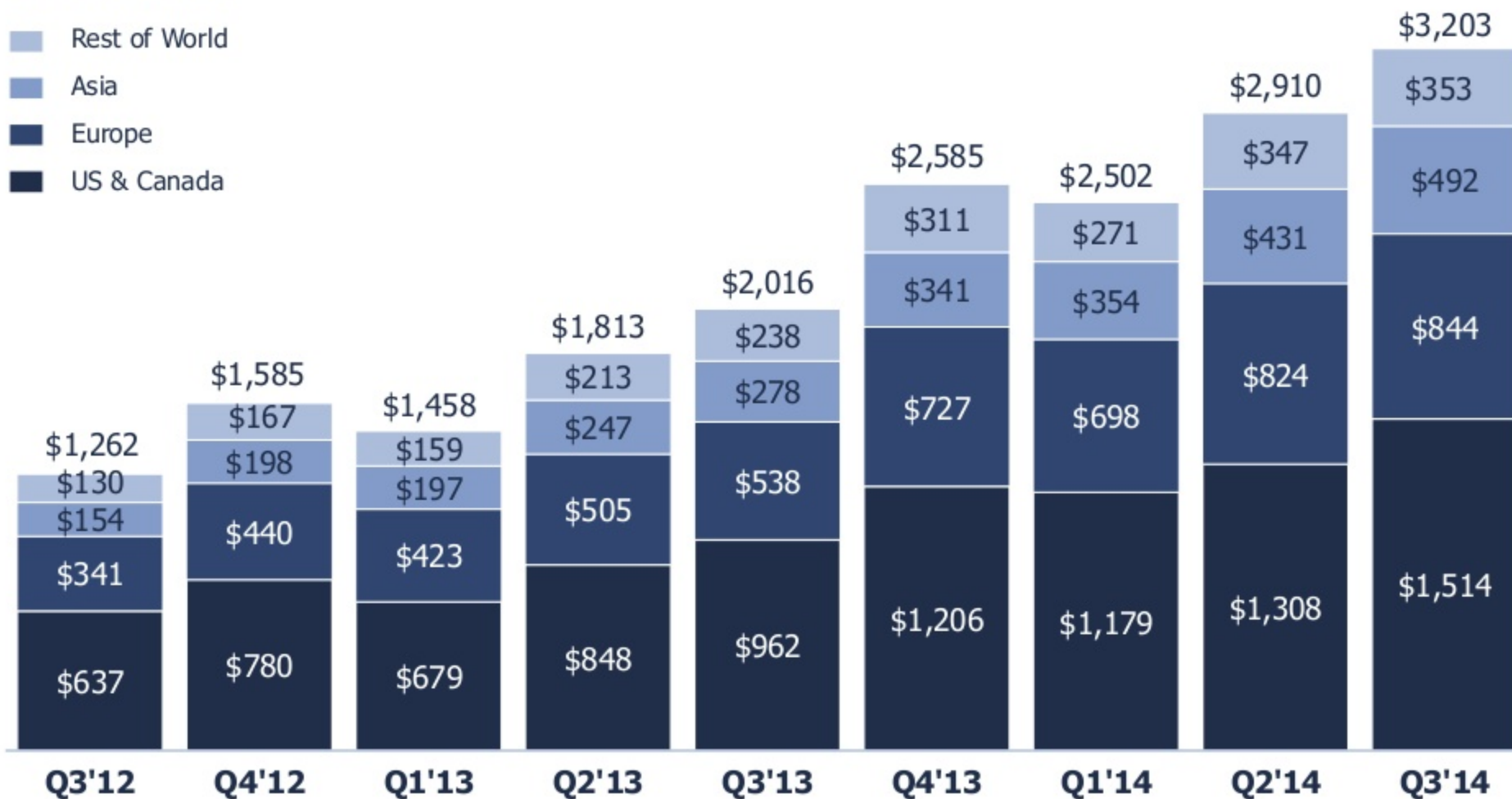
*In the fourth quarter of 2012 we recognized revenue from four months of Payments transactions for accounting reasons detailed on pages 47 and 48 of our Form 10-K filed on February 1, 2013.

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Revenue by User Geography

In Millions

- Rest of World
- Asia
- Europe
- US & Canada



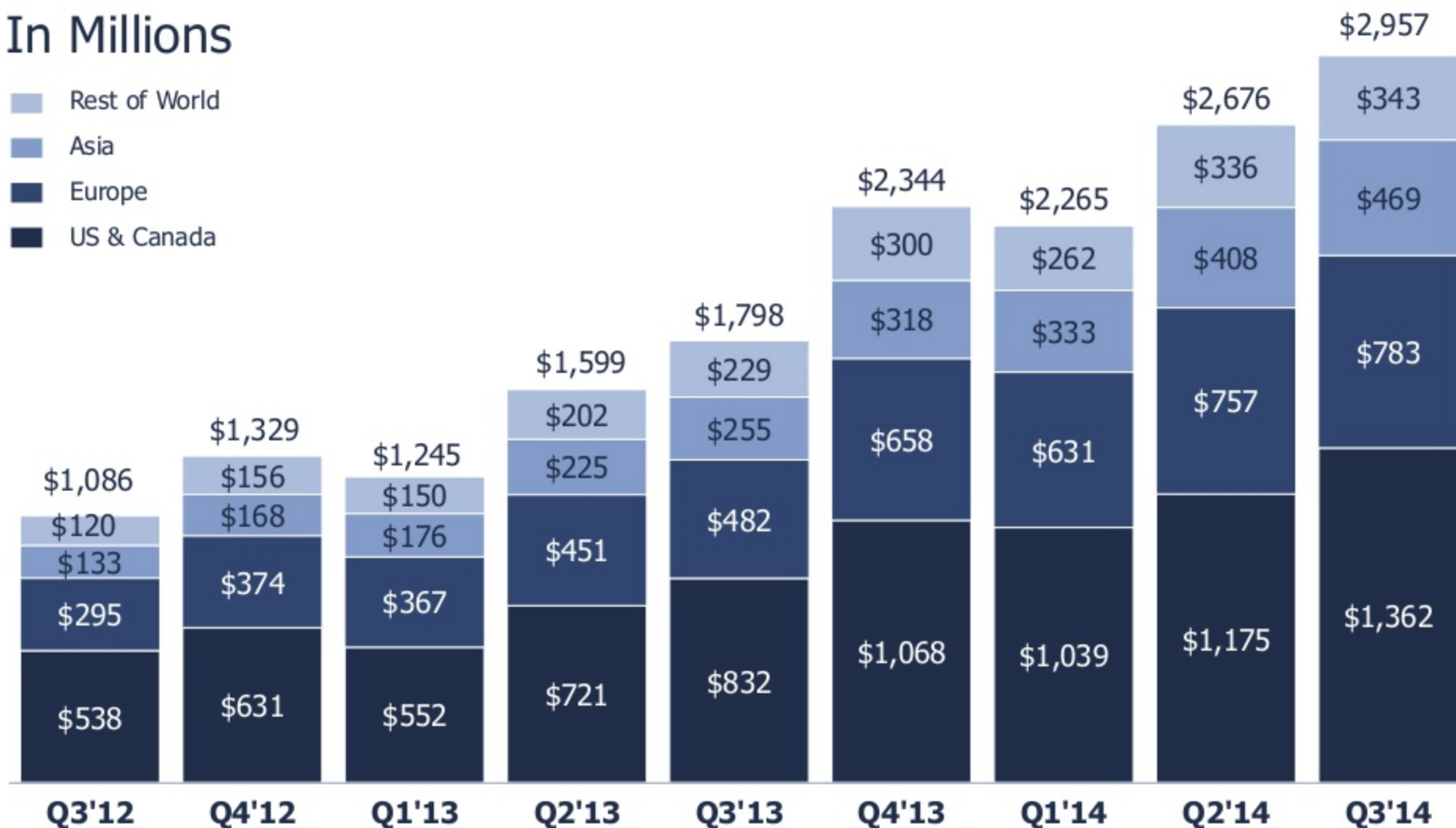
Revenue by user geography is geographically apportioned based on our estimation of the geographic location of our users when they perform a revenue-generating activity. This allocation differs from our revenue by geography disclosure in our consolidated financial statements where revenue is geographically apportioned based on the location of the marketer or developer.

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Advertising Revenue by User Geography

In Millions

- Rest of World
- Asia
- Europe
- US & Canada



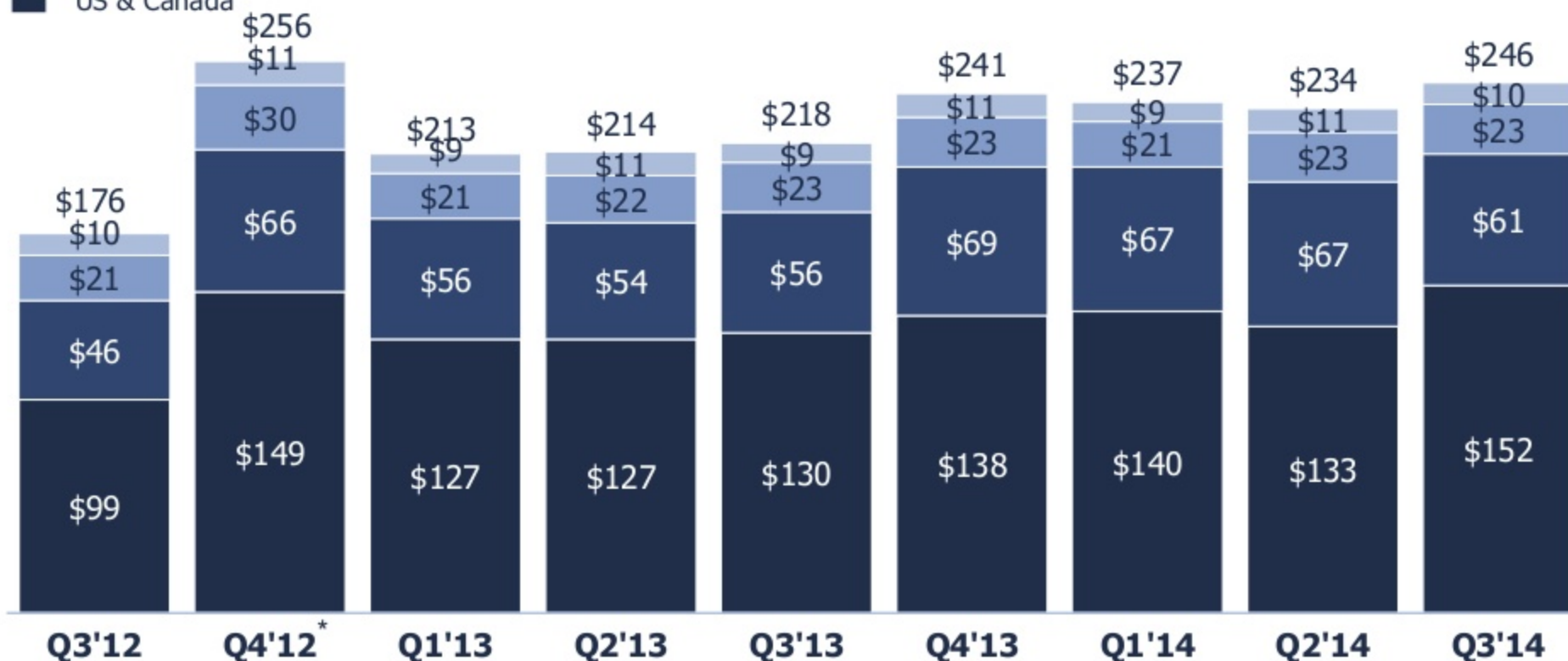
Revenue by user geography is geographically apportioned based on our estimation of the geographic location of our users when they perform a revenue-generating activity. This allocation differs from our revenue by geography disclosure in our consolidated financial statements where revenue is geographically apportioned based on the location of the marketer or developer.

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Payments & Other Fees Revenue by User Geography

In Millions

- Rest of World
- Asia
- Europe
- US & Canada



Revenue by user geography is geographically apportioned based on our estimation of the geographic location of our users when they perform a revenue-generating activity. This allocation differs from our revenue by geography disclosure in our consolidated financial statements where revenue is geographically apportioned based on the location of the marketer or developer.

*In the fourth quarter of 2012 we recognized revenue from four months of Payments transactions for accounting reasons detailed on pages 47 and 48 of our Form 10-K filed on February 1, 2013.

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Average Revenue per User (ARPU)

Worldwide

Payments
Advertising



US & Canada



Europe



Asia



Rest of World



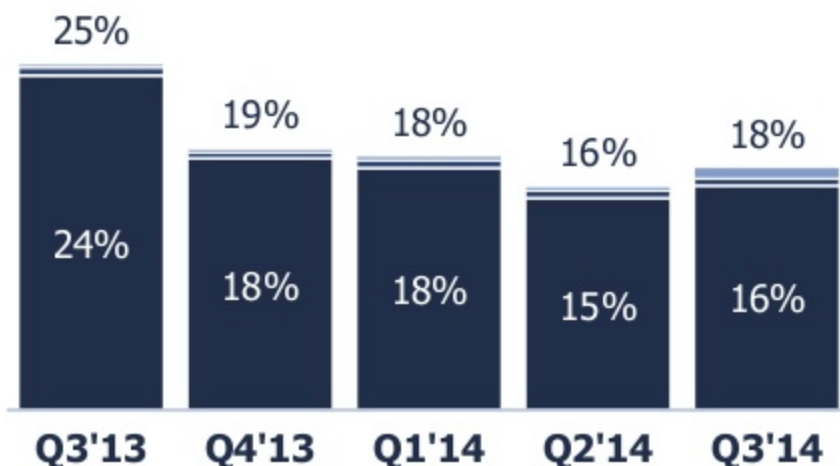
Revenue by user geography is geographically apportioned based on our estimation of the geographic location of our users when they perform a revenue-generating activity. This allocation differs from our revenue by geography disclosure in our consolidated financial statements where revenue is geographically apportioned based on the location of the marketer or developer. Please see Facebook's most recent quarterly or annual report filed with the SEC for the definition of ARPU.

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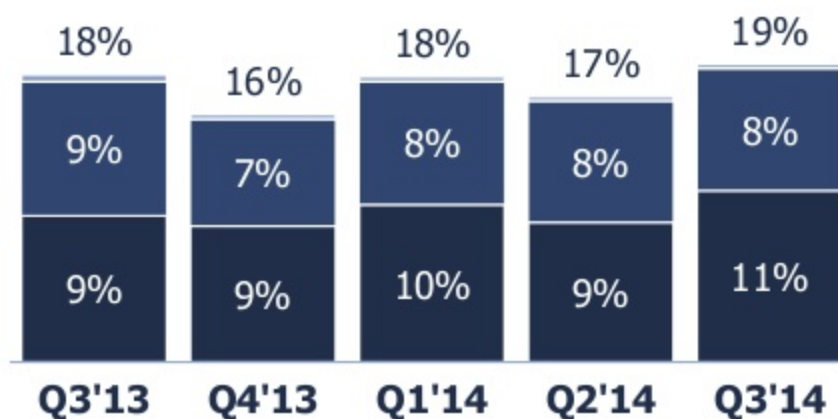
Expenses as a % of Revenue

Amortization of intangibles Share-based compensation + Payroll tax related to share-based compensation All other expenses

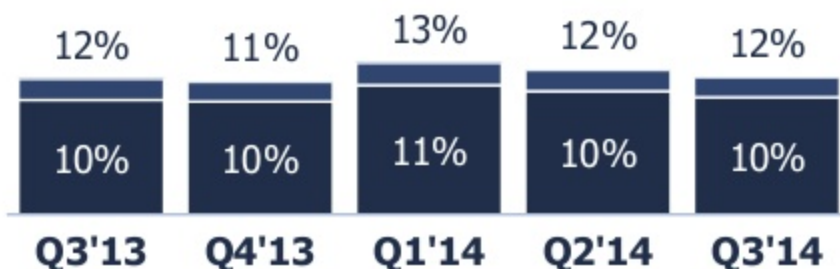
Cost of Revenue



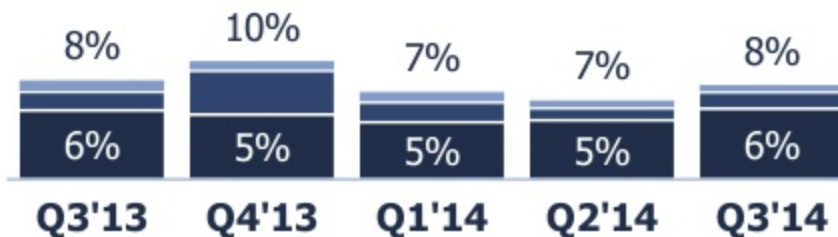
Research & Development



Marketing & Sales



General & Administrative



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Income from Operations

GAAP Income from Operations (In Millions)



Non-GAAP Income from Operations (In Millions)

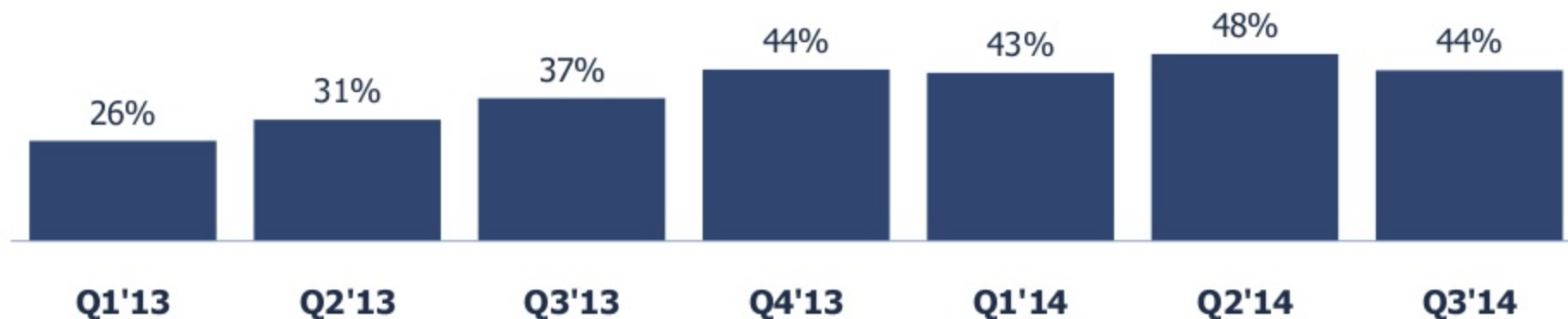


Non-GAAP income from operations excludes share-based compensation expense, payroll tax expenses related to share-based compensation, and amortization of intangibles—see the Appendix for a reconciliation of this non-GAAP measure to GAAP income from operations.

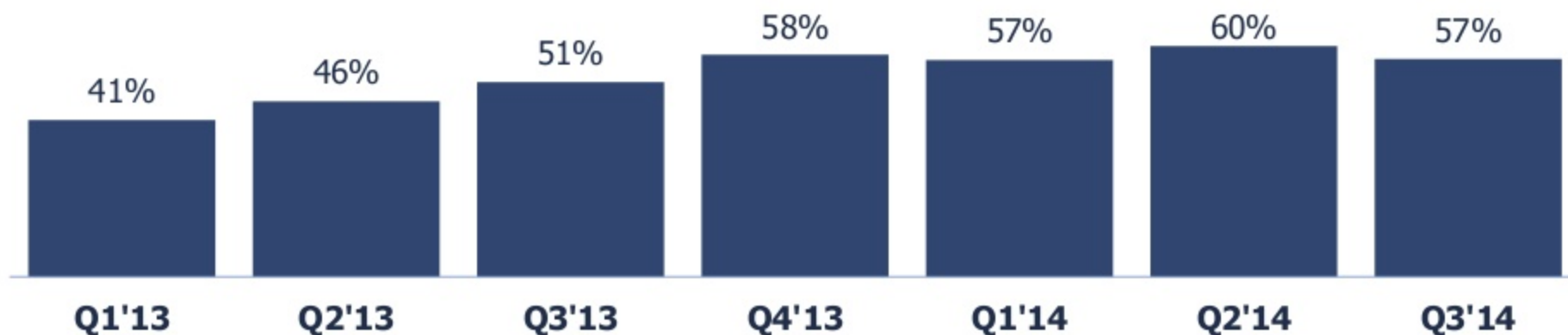
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Operating Margin

GAAP Operating Margin



Non-GAAP Operating Margin



Non-GAAP operating margin excludes share-based compensation expense, payroll tax expenses related to share-based compensation, and amortization of intangibles—see the Appendix for a reconciliation of this non-GAAP measure to GAAP operating margin.

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Effective Tax Rate

GAAP Effective Tax Rate

(\$ in millions)

GAAP income before provision for income taxes
GAAP provision for income taxes

Effective Tax Rate

| Q1 2013 | Q2 2013 | Q3 2013 | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| \$ 353 | \$ 545 | \$ 726 | \$ 1,130 | \$ 1,075 | \$ 1,386 | \$ 1,336 |
| 134 | 212 | 301 | 607 | 433 | 595 | 530 |
| 38% | 39% | 41% | 54% | 40% | 43% | 40% |

Non-GAAP Effective Tax Rate

(\$ in millions)

Non-GAAP income before provision for income taxes
Non-GAAP provision for income taxes

Effective Tax Rate

| Q1 2013 | Q2 2013 | Q3 2013 | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 |
|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| 576 | 813 | 1,014 | 1,495 | 1,415 | 1,749 | 1,759 |
| 241 | 294 | 348 | 681 | 489 | 627 | 610 |
| 42% | 36% | 34% | 46% | 35% | 36% | 35% |

Net Income

GAAP Net Income (In Millions)



Non-GAAP Net Income (In Millions)



Non-GAAP net income excludes share-based compensation expense, payroll tax expenses related to share-based compensation, related income tax adjustments, and amortization of intangibles—see the Appendix for a reconciliation of this non-GAAP measure to GAAP net income.

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Diluted Earnings Per Share

GAAP Diluted Earnings Per Share



Non-GAAP Diluted Earnings Per Share



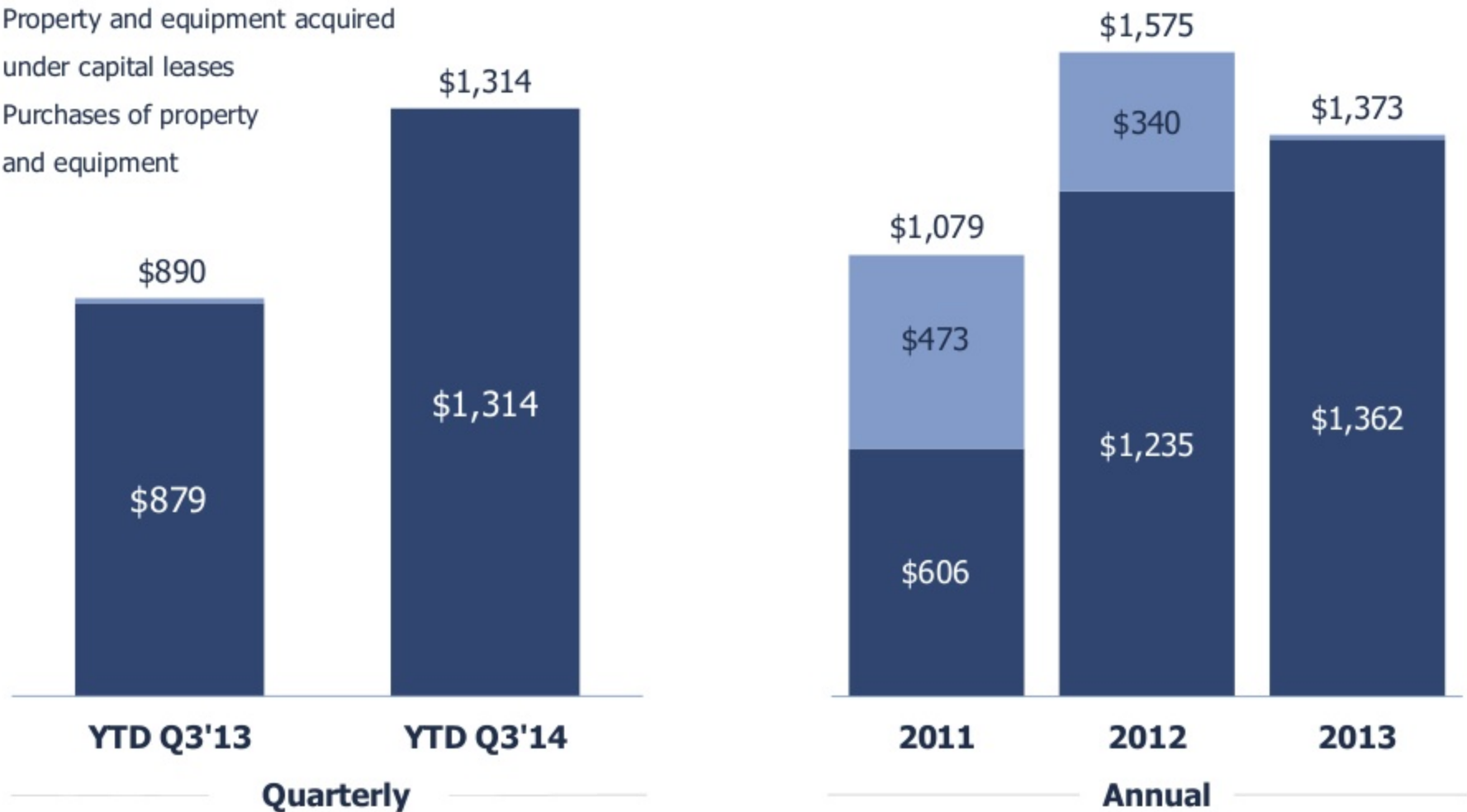
Non-GAAP diluted earnings per share excludes share-based compensation expense, payroll tax expenses related to share-based compensation, related income tax adjustments, and amortization of intangibles—see the Appendix for a reconciliation of this non-GAAP measure to GAAP diluted earnings per share.

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Capital Investments

In Millions

- Property and equipment acquired under capital leases
- Purchases of property and equipment



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Appendix