<u>One billion – key metrics</u>
Facebook reached 1 billion monthly active users on September 14 at 12.45 PM Pacific time.

Since Facebook launched, we've seen:

- **Over 1.13 trillion likes since launch** in February 2009
- **140.3 billion friend connections**
- **219 billion photos uploaded**
    - Data was pulled on 9/10/2012, and represents the total # of photos currently on this site – in other words, it excludes deleted photos. If we wanted to include all photos ever uploaded, the estimate we have is 265 billion. Photo uploading launched fall 2005.
- **17 billion location-tagged posts, including check-ins**
    - Includes location-tagged posts as well as check-ins. Data was pulled 9/10/2012, and represents total location-tagged posts & check-ins since launch of the product in August 2010
- **62.6 million songs have been played 22 billion times - that's about 210,000 years of music**
    - Data was pulled on 9/11/2012, and represents song plays since the launch of music-listening applications in September 2011

Characteristics of users joining the week Facebook hit 1B

- The median age of the user is about 22
- The top five countries where people connected from at the time we reached this milestone were Brazil, India, Indonesia, Mexico and the United States (NOTE: in alphabetical order)
- Facebook now has 600M mobile users

Characteristics of users joining the week Facebook hit 500M users (July 2010)

- The median age of the user at that time was about 23
- Top five countries where people connected from at the time we reached this milestone were Brazil, India, Indonesia, Mexico, and the United States (NOTE: in alphabetical order)
- Users signing up at this time now have an average of 305 friends

Characteristics of users joining the week we hit 100M (August 2008)

- The median age of the user at that time was about 26
- The top five countries where people connected from at the time we reached this milestone were Chile, France, Turkey, the United Kingdom, and the United States (NOTE: in alphabetical order)
- The user signing up at this time now has an average 334 friends

Characteristics of users joining the week Facebook hit 50M users (October 2007)

- The median age of the user signing up at this time was about 26
- Top five countries where people connected from at the time we reached this

milestone were Australia, Canada, Turkey, the United Kingdom and the United States (NOTE: in alphabetical order)
- Users signing up at this time now have an average of 321 friends

Characteristics of users joining the week Facebook hit 25M users (January 2006)
- The median age of users signing up at that time was about 19
- The top five countries where people connected from at the time we reached this milestone were Australia, Canada, Germany, the United Kingdom, and the United States (NOTE: in alphabetical order)
- Users who signed up at this time now have an average of 598 friends