

EXHIBIT 209

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From: Kacie Thomas <KThomas@theoutcastagency.com>
Sent: Tuesday, April 28, 2015 8:57 AM
To: Johanna Peace
Cc: FBPlatform
Subject: Re: Migration Whiteboard - Day-of Materials and Next Steps

Great – thanks, JP! See you soon!

KACIE THOMAS

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From: Johanna Peace <johannap@fb.com>
Date: Tuesday, April 28, 2015 at 8:41 AM
To: Kacie Thomas <KThomas@theoutcastagency.com>
Cc: FBPlatform <FBPlatform@theoutcastagency.com>
Subject: Re: Migration Whiteboard - Day-of Materials and Next Steps

Hi all —

Pasted the updated pitch below along with the full text of the blog post.

Thanks,
Johanna

Subj: Updates for Facebook Developers on April 30

Hi XX -

As you may know, at F8 in 2014, we introduced some changes to give people more control over the information they share with apps. We announced the new Facebook Login, which lets people edit the information they share with an app when they log in, along with a Login Review process and other changes to our API designed to protect people's information.

When we introduced these changes year, we asked all developers to upgrade their apps to use the new Login and API by April 30th, 2015. On that date (this Thursday), we'll begin to upgrade all apps to Graph API v2.0 and removing access to any permissions that have not been approved via Login Review.

Many developers have already upgraded their apps, and we're excited about the results:

- Our Login Review team has reviewed more than 40,000 apps.
- On average, apps using the new Facebook Login are requesting 50 percent fewer permissions than apps using the previous version of Login. When apps request only the permissions that are right for people using them, people feel more comfortable logging into those apps.
- In fact, the overall average rate of people logging in using the new Login is 11 percentage points higher than the previous version.

If a developer has not yet upgraded their app, it will be automatically upgraded on or after April 30, though they can still choose to upgrade at any time before that happens. For details on what happens when an app upgrades, see our blog post below and online here [\[insert link to blog post\]](#). Please let me know if you have any questions or need anything else.

Thanks,
XX

What to Expect on April 30 - Upgrading to Graph API and the New Login

At F8 in 2014, we [introduced](#) Graph API v2.0, the new Facebook Login, and a lightweight Login Review process. The goal of these changes was to give people more control over the information they share with apps. We asked all developers to upgrade their apps and go through Login Review by April 30, 2015. On that date, we'll begin upgrading all apps to Graph API v2.0 and removing access to any permissions that have not been approved via Login Review.

During the past year, many developers have already migrated their apps, and we're excited about the results:

- Our Login Review team has reviewed more than 40,000 apps.
- On average, apps using the new Facebook Login are requesting 50 percent fewer permissions than apps using the previous version of Login. When apps request only the permissions they need, people feel more comfortable logging into those apps.
- The combined effects of Graph API v2, the new Login, and Login Review mean the overall average conversion rate of the new Login dialog is 11 percentage points higher than the previous version.
- People approve commonly requested permissions such as `email`, `user_friends` and `user_birthday` more than 97% of the time.

Beginning April 30, we'll start upgrading all apps to the New Login and Graph API v2. To see if your app has been automatically upgraded, you can go to [your app's Dashboard](#) to see the oldest version of the API that your app can access.

[screen shot]

If your app hasn't been migrated yet, you can opt in to the migration at any time by updating your app's code to call Graph API v2.0, or by enabling the ["Use Graph API v2.0 by default" switch in your app's settings tab, under "Migrations."](#) We strongly recommend upgrading by these methods, rather than waiting for the automatic upgrade, as this gives you more control over when people start seeing changes in your app.

[screen shot]

As a reminder, when an app is upgraded, the following things will happen:

- People will see the new Facebook [Login Dialog](#), with the ability to decline permissions — so new users may not grant all the permissions you request.

- New people logging into the app will be known by an app-scoped ID.
- Only permissions which have been approved via [Login Review](#) will be shown in the Login Dialog.
- Only permissions which have been approved via Login Review will be used when making API calls on behalf of existing users.
- Certain permissions (e.g. friends_photos) will no longer be available.

As more apps across the ecosystem upgrade to the new API and Login next week, we'd like to thank you and the entire developer community for working with us to create a better app ecosystem for people. We can't wait to see you build more awesome apps and mobile businesses with Facebook.

If you have further questions, please visit our [FAQ](#) and comprehensive guide to the [API v1.0 deprecation](#).

From: Johanna Peace <johannap@fb.com>
Date: Monday, April 27, 2015 at 8:37 PM
To: Kacie Thomas <KThomas@theoutcastagency.com>
Cc: FBPlatform <FBPlatform@theoutcastagency.com>
Subject: Re: Migration Whiteboard - Day-of Materials and Next Steps

Thanks Kacie!

I can't see the Google doc link, but happy to take a look if you can share it with my personal gmail — Johanna.peace@gmail.com

For the pitch — I made some changes in the version below — wanted to focus more on the people-first and control messages, and the results we've seen in the past year; slightly less on the scary "things are changing" aspect :) Feedback welcome.

Looking forward to tomorrow!

Thanks,
 Johanna

Subj: Updates for Facebook Developers on April 30

Hi XX -

As you may know, at F8 in 2014, we [introduced](#) some changes to give people more control over the information they share with apps. We announced the new Facebook Login, which lets people edit the information they share with an app when they log in, along with a Login Review process and other changes to our API designed to protect people's information.

When we introduced these changes year, we asked all developers to upgrade their apps to use the new Login and API by April 30th, 2015. On that date (this Thursday), we'll begin to upgrade all apps to Graph API v2.0 and remove access to any permissions that have not been approved via Login Review.

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If a developer has not yet upgraded their app, it will be automatically upgraded on or after April 30, though they can still choose to upgrade at any time before that happens. For details on what happens when an app upgrades, see our blog post below and online here [\[insert link to blog post\]](#). Please let me know if you have any questions or need anything else.

Thanks,
XX

[\[insert full text of final blog post\]](#)

From: Kacie Thomas <KThomas@theoutcastagency.com>
Date: Monday, April 27, 2015 at 5:51 PM
To: Johanna Peace <johannap@fb.com>
Cc: FBPlatform <FBPlatform@theoutcastagency.com>
Subject: Migration Whiteboard - Day-of Materials and Next Steps

Hi JP – Looking forward to seeing you and the team tomorrow! Below, we've provided our day-of media list, day-of pitch and an overview of next steps/status to keep us all on track.

When you come in to our office tomorrow morning, please sign-in with security in the first floor lobby and head up to the 12th floor (our OC office). We've also reserved a conference room that's separate from the event area for prep with Simon and Eddie.

Let us know if you have any questions in the meantime! We'll look out for the final blog post and will update the below pitch if there are any key edits that need to be made.

Thanks!
Kacie

Day of Media List

<https://docs.google.com/a/outcastpr.com/spreadsheets/d/1fDBkRTkIXbYItU-C57hgkwRkkLE0cNi6KaA-nGqGnos/edit#gid=0>

Day of Pitch

Hi XX -

As you may know, during F8 in 2014, we introduced [Graph API v2.0](#), the new [Facebook Login](#), and a [Login Review process](#), and have asked all developers to upgrade their apps through Login Review by April 30th, 2015. On that date (this Thursday), we'll begin to upgrade all apps to Graph API v2.0 and remove access to any permissions that have not been approved via Login Review.

To help re-cap what will change when an app is upgraded to v2.0, the following will happen:

- People will see the new [Login Dialog](#), with the ability to decline permissions
- New people logging into the app will be known by an app-scoped ID
- Only permissions which have been approved via [Login Review](#) will be shown in the Login Dialog
- Only permissions which have been approved via Login Review will be used when making API calls on behalf of existing users.
- Certain permissions (e.g. `friends_photos`) will no longer be available

For more details, you can find full text for the blog post below and online here [\[insert link to blog post\]](#). Please let me know if you have any questions or need anything else.

Thanks,
XX

[\[insert full text of final blog post\]](#)

Next Steps

- Location details
 - OC has our largest conference room on the 16th floor reserved at 100 Montgomery St.
- Briefing/Prep materials for Simon and Eddie
 - Details: JP has reviewed with Simon and Eddie; we've reserved a separate conference for you to prep
- Attendee Badges/Check-in Process
 - Details/Next Steps: Annie will bring on Tuesday morning.
- Food
 - Details/Next Steps: OC has ordered lunch from Specialties and will set up for event.
- Day-of Outreach
 - Details/Next Steps: The blog post will go live at 1 p.m. PT
 - Attending Media: Send final blog post to reporter attendees during the event
 - Non-attending Media: OC to send day-of pitch to day-of media list once blog post goes live
- Coverage Tracking
 - Details/Next Steps: OC will send coverage re-cap at 1 p.m. PT and EOD coverage report highlighting new articles; we'll also share a Quip so you can monitor and track as we go.

KACIE THOMAS

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