

EXHIBIT 71

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Benton Williams </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BENTON36D>
Sent: Tuesday, September 17, 2013 4:44 PM
To: Sam Lessin; Dan Rose
Cc: Chris Daniels; Amin Zoufonoun
Subject: RE: Early Bird Special 2013-09-12- noteworthy apps and trends

The team did not look exceptional. LI profiles reattached if you are curious.

From: Sam Lessin
Sent: Tuesday, September 17, 2013 2:47 PM
To: Dan Rose
Cc: Benton Williams; Chris Daniels; Amin Zoufonoun
Subject: Re: Early Bird Special 2013-09-12- noteworthy apps and trends

Yes ... On my radar... But not something I am very amped about unless someone thinks the team is strong. My sense is these guys will get shutoff under platform 3.0...

...

On Sep 17, 2013, at 12:10 PM, "Dan Rose" <drose@fb.com> wrote:

Sam – I assume this is on your radar?

From: Benton Williams <benton@fb.com>
Date: Monday, September 16, 2013 7:10 PM
To: Chris Daniels <chrisd@fb.com>, Amin Zoufonoun <amin@fb.com>, k a <drose@fb.com>
Subject: RE: Early Bird Special 2013-09-12- noteworthy apps and trends

Quick summary and relevant data I could find – sorry for any duplication with what Chris wrote.

Overall

Agree with Chris that it feels like too much and could eventually be supplanting some FB functionality. They have some traction, but not dominant – Go Contacts appears to have similar downloads (though they are more on Android). Funding is substantial and quite surprising. Also interesting that this is the 3rd contacts app from Israel. It would be very interesting to see Onavo data on engagement – if it is used simply to sync, one thing, if it is has high time per user usage and users are using it to message and interact, I think we should be scared that the threat of supplanting some FB functionality may be real. Currently the report shows 18% D/MAU which isn't too high, but this metric isn't measured in a standard way and could be overstated. Time spent would be more instructive and I think should be available via Onavo.

What it does:

You link it to your FB (or LI or G+) account and it matches the contacts that it can to your FB friends. Then it syncs them with your contacts and creates an alternative contact view that mashes up

the info in your contact with fields from each contacts' social accounts. So for my buddy Brian whose number I have in my contacts app, I now have a view within the app that shows the following:

- a) A picture taken from one of the social networks
- b) The option to write on his timeline
- c) An option to design and send a card that would post to his timeline
- d) Which social networks Brian and I are connected on
- e) Composite contact info from all sources (including hometown, birthday, email, etc.)
- f) A business card if I took a picture of it

It will also send reminders about updates and birthdays. The idea is that it replaces your contacts, rather than simply updating your iOS contacts. The low matchrate for me emphasized the wide difference between my phone contacts and my fb friends.

Company:

Based in Israel and was founded in 2011.

They have raised \$4M(!) 11/12 from undisclosed investors.

Team of 9 with 7 technical folks who at first blush appear to be of medium strength (profiles attached for the five I could find)

Quick traction data I could find:

- iOS/Android rank: 4.5 with 23k ratings / 4.5 with 15k ratings
- Per the "Early Detection" report 1.1M MAU
- "Over 6m people with iPhone and Android love sync.me" <-not sure what metric this refers to
- 500k-1M installs on Android; 502k (according to XYO)
- 9.5M installs on iOS (according to XYO)
- 229k FB likes
- 1.3M contacts syncd (per website)

Benton

From: Chris Daniels

Sent: Monday, September 16, 2013 6:35 PM

To: Amin Zoufonoun; Dan Rose

Cc: Benton Williams

Subject: RE: Early Bird Special 2013-09-12- noteworthy apps and trends

A few thoughts:

- Its asking for a huge number of permissions: public profile, friend list, news feed, birthday, work history, status updates, hometown, current city, photos, website, likes, friends birthdays, friends work histories, friends status updates, friends hometowns, friends current cities, friends photos, friends websites. This feels like too much. In particular, not sure what they're doing with newsfeed.
- Platform 3.0 friends API restriction is going to severely limit the functionality of this app.
- I believe that it could be undoing all of the good work we have done to limit the amount of data that gets from FB to the contacts list (at least in my test in iOS). This is really bad. Javi's team should look into this.
- If we remain passionate about owning a contacts app, they seem to have the momentum that we should be evaluating them.
- They haven't done a great job of de-duplication. I'd think that this would be key for contacts.

Chris

From: Amin Zoufonoun
Sent: Monday, September 16, 2013 5:20 PM
To: Dan Rose; Chris Daniels
Cc: Benton Williams
Subject: Re: Early Bird Special 2013-09-12- noteworthy apps and trends

i haven't had a chance to download and play around with it – tinder is keeping me busy ;)

benton, who is tracking the contacts apps for us, will revert with feedback.

<http://www.zdnet.com/yearning-for-a-unified-contact-list-sync-me-wants-your-number-7000018875/>

From: Dan Rose <Drose@fb.com>
Date: Monday, September 16, 2013 5:08 PM
To: Amin Zoufonoun <amin@fb.com>, Chris Daniels <chrisd@fb.com>
Subject: FW: Early Bird Special 2013-09-12- noteworthy apps and trends

What do you guys think about sync.me?

From: Chris Miller <chrismiller@fb.com>
Date: Thursday, September 12, 2013 4:34 PM
To: Mark Zuckerberg <zuck@fb.com>, k a <drose@fb.com>, Chris Daniels <chrisd@fb.com>, Sheryl Sandberg <sheryl@fb.com>, Chris Cox <ccox@fb.com>, Javier Olivan <jolivan@fb.com>, Mike Johnson <mj@fb.com>, Dave Kling <dkling@fb.com>, Dave Wehner <dwehner@fb.com>, David Fischer <davidf@fb.com>, Sam Lessin <sl@fb.com>, Cory Ondrejka <cory.ondrejka@fb.com>, Andrew Bosworth <boz@fb.com>, Mike Schroepfer <schrep@fb.com>, Greg Badros <badros@fb.com>, David Ebersman <ebes@fb.com>, Jay Parikh <jay@fb.com>, Danny Ferrante <dferrante@fb.com>, Amin Zoufonoun <amin@fb.com>, Gary Johnson <garyj@fb.com>, Benton Williams <benton@fb.com>, Salil Pitroda <pitroda@fb.com>, Justin Osofsky <jsofsky@fb.com>, Ime Archibong <ime@fb.com>, Kevin Systrom <kevin@instagram.com>, Srinivas Narayanan <srinivas@fb.com>, Linda Wan <lindawan@fb.com>, Joseph Ferrer <jferrer@fb.com>, Nathaniel Stone <nathaniel@fb.com>, Jeff McCombs <jeffmmccombs@fb.com>, Deborah Liu <debliu@fb.com>, Max Eulenstein <maxe@fb.com>, Sriram Krishnan <sriramk@fb.com>, Michael Cohen <michaelcohen@fb.com>, Nakul Patel <np@fb.com>, Rick Kelley <rk@fb.com>, Alexandre Hohagen <ahohagen@fb.com>, Carolyn Everson <carolyn@fb.com>, Benji Shomair <bshomair@fb.com>
Cc: Chad Heaton <chadh@fb.com>, Brendan Marten <bmarten@fb.com>, Zach Zorfas <zorfas@fb.com>, Tina Cardaci <tcardaci@fb.com>, Danny Chung <dychung@fb.com>, Ann Lu <ann@fb.com>
Subject: Early Bird Special 2013-09-12- noteworthy apps and trends

TL;DR

- The apps highlighted this week have shown the ability to gain users with interesting use cases including:
 - making your FB contacts phone contacts – Sync.me
 - using FB to enhance in-store commerce offers – Cartwheel by Target
 - offering users a passive recruiting solution – Silp
 - offering a freemium video editing solution - Magisto

- Dating, photo editing, and TwitchTV, a gaming video network, all continue to be strong, consistent performers

Early Identifier Dashboard and Noteworthy Apps and Trends

https://tableau.thefacebook.com/views/Corp_Dev_Dashv6/FBEnabled-Leaderboard

The applications highlighted this week have features that Facebook is currently investigating or pursuing. These apps have already exemplified the ability to perform well within these spaces, having consistently growing user bases.

- **Sync.me** is a contacts organizer that maps Facebook data to phone contacts and automatically refreshes data as Facebook users update their information or even status updates. This is a good example of how Facebook could help users get more utility out of their phones or make additional inroads in the messaging space.
 - 1.1M MAU | 23% average weekly growth | Top Countries: USA, Israel | Top Demo: Males 25-44
- **Cartwheel** is Target's coupon service that uses Facebook login and other social integrations (e.g., feed, collections, friends). The application is very mobile-friendly and is an interesting example of how to integrate social with commerce. The app is built for users to collect and share coupons and then redeem them in Target stores.
 - 1.0M MAU | 15% average weekly growth | Top Country: USA | Top Demo: Females 25-44
- **Silp** is a professional networking site that uses Facebook data to help match users to open positions. While this isn't a great example of integrating professional networking with Facebook, it is interesting to see there is an appetite for this functionality. Also, with scale, Silp has the potential to begin gaining clients/businesses to make a more complete experience.
 - 0.9M MAU | 12% average weekly growth | Top Countries: India, Indonesia, Brazil | Top Demo: Males 24 & Under
- **Magisto** is a video editing application that adds visual effects, music, and allows users to compile clips and photos into one video. An app like this shows that users might want more robust video editing features, like compiling several clips into one video, having the ability to save projects to publish later, or adding music (sometimes for a fee) to their videos.
 - 0.6M MAU | 4% average weekly growth | Top Country: USA | Top Demo: Females 24 & Under
 - The Android version currently ranks in the top 30 for top grossing apps in the US
- **Other**
 - Dating apps **Tinder** and **Badoo** perform well with young-male demographics and have appeared in the top 10 apps in FB-enablement data for the last 5 weeks
 - Photo editing apps like **Aviary Editor** continue to perform well
 - E-sports video community **TwitchTV** has continued to grow within the younger-male demographic and has appeared in our top 15 apps for the last 10 weeks
 - 0.3M MAU | 3% average weekly growth | Top Country: USA | Top Demo: Males 24 & Under