

EXHIBIT 205

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From: Tera Randall </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=TERA477>
Sent: Wednesday, February 19, 2014 6:20 PM
To: Claudia Traverso
Subject: Re: OutCast/Platform budget update 2.19.14

Thank you!

From: Claudia Traverso <Claudia@theoutcastagency.com>
Date: Wednesday, February 19, 2014 5:03 PM
To: k a <tera@fb.com>
Cc: Jonathan Thaw <jt@fb.com>, becky AT theoutcastagency <Becky@theoutcastagency.com>, "Victoria Cassady (Outcast PR)" <vcassady@theoutcastagency.com>, RhahnAtTheOutCastAgencyCom <rhahn@theoutcastagency.com>, Jessie Baker <jessieb@fb.com>
Subject: Re: OutCast/Platform budget update 2.19.14

No problem! We'll track f8 activity separately moving forward.

On Feb 19, 2014, at 4:31 PM, "Tera Randall" <tera@fb.com> wrote:

Thank you! Can we also start a separate bucket for all f8 work? It will be good to track what we spend on it.
Thanks!

From: Claudia Traverso <Claudia@theoutcastagency.com>
Date: Wednesday, February 19, 2014 3:52 PM
To: k a <tera@fb.com>, Jonathan Thaw <jt@fb.com>
Cc: becky AT theoutcastagency <Becky@theoutcastagency.com>, "Victoria Cassady (Outcast PR)" <vcassady@theoutcastagency.com>, RhahnAtTheOutCastAgencyCom <rhahn@theoutcastagency.com>, Jessie Baker <jessieb@fb.com>
Subject: OutCast/Platform budget update 2.19.14

Hi Jonny, Tera,

Here's a quick update on Platform budget. As of end of day Monday, February 17th, we came in under budget: 40% through budget and 53% through the month.

See below for this week's annotated OC highlights, plus a summary of our priorities this week and last that are not included in the press activities recap. Let us know if you have any questions.

Thanks,
Claudia

February 2014 – Platform Activities & Budget

	Billing to-date	Monthly forecast
Proactive	\$10,536.25	\$36,000
Other (News, Inbound, Reporting)	\$6,626.25	\$6,000

Speaking	\$648.75	\$3,000
Total	\$17,811.25	\$45,000

OC Platform PROACTIVE Priorities this week and last:

- **WSJ Playlist:** Secured Ime for profile opportunity; shared briefing materials and staffed interview today, 2/19
- **Collections Data:** Secured initial interest with USA Today for larger pop culture story leading with Collections data; OC shared screen shots
- **Monetization PR plan:** Participated in brainstorm and compiled plan, including objectives, speaking opportunities and relationship building meetings; as part of plan, submitting Stephanie and Sriram for speaking slots at VentureBeat's Mobile Summit
- **Inc. 30 Under 30:** OC compiled nomination for Ilya; awaiting feedback
- **Tech Review Innovators Under 35:** Identified opportunity for James and shared information; decided to pass given level of effort involved in submission
- **Startup Grind:** Shared information on potential interview and networking opportunity for Ilya or Eddie
- **Press:Here:** Identified broadcast opportunity for Deb or Ime; gathering additional information to propose to Press:Here producers

OC Platform OTHER Priorities this week and last:

- **f8:** Compiling recommended targets for pre-briefs and f8 invites, based on Platform Simplification lists
- **SXSW 2014:** Shared press list and facilitating prep call for the "Come On, Get Appy" panel secured; OC to assist with press invites this week
- **Developer Week:** Participated in keynote prep meeting with Bryan Klimpt; secured interest in Bolts story with The Next Web, Ken Yeung which is slated to appear later this week
- **Speaking Opps 2014:** Reviewed list of priority spokespeople and identified/researched relevant speaking opportunities in 2014; reviewing list with Eliza this week

Top Press Activities

- Resulting from a series of interviews with Deb Liu, Vijaye Raji and Jeff Kanter, BuzzFeed wrote a story about Facebook's mobile app ads and the team that developed the product.
- Fierce Developer's Shane Schick interviewed Parse engineer Bryan Klimt resulting in an article about the open source library, Bolts.
- The team worked with Emily Price at Entrepreneur on a story about how Facebook is working with app developers.
- In Europe, we spoke with the London Evening Standard about the local app economy (Facebook's European Gaming Chief: London's talent makes it an app hub)

Upcoming PR-focused Events and Announcements

- Bryan Klimt is keynoting Developer Week on 2/18, talking about the Bolts open source library.
- Ime will be speaking with WSJ, Marc Myers on 2/19 for the publication's "Playlist" section.
- Ime, Ilya, Dan Morris and several other Facebook and Instagram employees to speak at SXSW in early March. Planning underway.
- Aaron Brady + several other games team members are speaking at GDC in March.
- Continuing work on an exclusive with the New York Times re: Login v4. Additionally, we're working with the policy team to upcoming privacy day at MPK.

TheOutCastAgency

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