

EXHIBIT 12

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

Facebook Platform Launch Keynote

Foundational Message & Draft Key Messages

Foundational message:

This is the next huge platform. *Question: Is “huge” the right descriptor?*

Desired Action from Audience:

We’ve got to start developing on it.

Key Messages:

1. **What you can build on (Platform)**
2. **Distribution**
3. **Business**

Opening – *Determine media needs for opening*

1. What is Facebook?

- Background/History
- Explanation of Friend Grid
- Stats

(Underlying story: use this opening as an opp to set up Facebook as a case study for what is possible with Platform for these developers. Show the viral distribution. This will set up the discussion when Mark builds an app in the next section. Potentially some cool media thing from Ryan here.)

Key Messages & Proofs

2. What is Platform?

- A. What we’ve done so far
- B. What we’re launching today – What you can build on
 - a. It’s incredibly easy
 - b. It’s completely open with full access to development tools and technology
 - c. You are on a level playing field with us
 - d. Rethink development on this platform – it’s more like developing an app for Mac OS X or Windows
 - e. Complete integration into the Facebook site (hit tech message here)
 - i. API’s
 - ii. Data available
 - iii. FQL
 - f. You can build robust apps, not just widgets (hit tech message here)
 - i. Box in profiles
 - ii. Navigation
 - iii. Whole pages
 - iv. Plug into news feed, messages, requests and help

(Underlying story: Mark builds an app quickly and easily here)

C. Distribution

- a. Friend or Social – Grid - show growth from one profile to millions
- b. It's the digital mapping of our real world filter
- c. Real people, real connections
- d. This is why we are good
- e. What we are giving you – Grid, Requests, Tags, Grab, Hooks, Newsfeeds, Messages - All this adds up to mass distribution and huge potential.

(Underlying story: Mark shows the viral distribution potential of the app he builds above here. Potentially some cool media thing from Ryan here.)

D. Business potential

- a. Growth & revenue potential
- b. Accelerated growth possible due to mass distribution
- c. Sell ads (TBD)
- d. Revenue share (TBD)
- e. Easy to start

3. Show examples

- A. Bring Partners on stage – 3 at most, Ideally 2.

Closing – Determine media needs for closing

4. Now go 😊 More to come....