

EXHIBIT 49

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Douglas Purdy </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=DOUGLAS PURDY>
Sent: Monday, November 26, 2012 12:46 PM
To: Sam Lessin; Mike Vernal
Subject: OG 2013 Plan

Pre-reading for our meeting at 5:30 today.

facebook

Open Graph

v1 Draft

facebook

2012 H2 Recap

Results

Goal	Metric	H2 Goal	H2 Actual	
Relaunch OG/Timeline	Daily PUAP to non-game OG Partners	20M	??M	<input type="radio"/>
	Time to build mobile OG app ^{A1}	10 mins	?? mins	<input checked="" type="checkbox"/>
Desktop → Mobile	Organic native mobile installs	#1	?	<input checked="" type="checkbox"/>
	% of top 400 iOS/Android apps using SDKs	50%	?	<input type="radio"/>
	Run rate from mobile install ads	\$100M	?	<input type="radio"/>
Developer Trust	Developer NPS	0	?	<input type="radio"/>

Slide 3

A1 Waiting on the specific actuals.
Author, 3/20/2017

Grades

Project	Description	Grade
Collections	TBD	B+
Feed	A2	B
GDP		B-
API & Tools		B
Mobile Platform		A
Mobile Install Ads		A
Apps & Games		D
Payments		B

Slide 4

A2 Descriptions pending from PMs

Team focused on quality and user happiness in H2 and made significant progress towards those goals. GDP v3 is in a test right now and will roll out by eoy. Timeline collections is on track for company wide dogfooding this year and public launch end of Jan. The team also spent a lot of time cleaning up the ecosystem from bad actors and spammy apps and creating more engaging newsfeed experiences.

Author, 3/20/2017

Speaker Notes for Slide 4

I think A should mean "we're killing it," B should mean "we're doing ok," C should mean "we're significantly behind where we want to be" and D should be "very unsatisfactory".

facebook

2013 H1 Plan

Goals

- OG Core
 - Start meaningfully mapping the graph with the Timeline/OG relaunch
 - Begin driving new content discovery and monetization with OG data
- Platform
 - Launch the new platform business model (Platform 3.0)
 - Complete the transition from desktop to mobile (Nativization)
- Monetization
 - Become the leader in mobile app advertising (FPAN/Neko 2.0)
 - Launch a wallet for non-virtual goods in mobile apps (Payments 3.0)

Metrics

- OG Core
 - ??? Publishing MAU (from xxx)
 - ??? EPU (Edges per User) (from xxx)
 - 2x to engagement on OG feed stories (from 1.4 actions per story)
 - -25 User NPS (from -50)
- Core Platform
 - 50% of the top 400 iOS/Android apps use FB
 - 0 Developer NPS (from xxx)
- Monetization
 - \$250M run rate in Neko/FPAN revenue (from \$100M)
 - \$20M run rate in (Non-Canvas) TPV

A21

Slide 8

A21 Need to get the real monetization numbers from Deb
Author 2, 3/20/2017

Open Graph Core (MPK)

- Collections
 - . Complete launch of Timeline 2.0 collections across desktop and mobile
 - . Continue iterating on Timeline (custom/mutual collections & recommendations)
 - . Launch music and fitness verticals
 - . Make partners successful
- Discovery
 - . Integrate collections/verticals into NF/Browse
 - . Better content discovery experience in NF
- GDP/Trust
 - . Complete rollout of GDP 3.0
 - . Redesign and launch Approval Queue
- Graph Model
 - . Ensure expressiveness of model for data reciprocity

Open Graph Core (SEA/NYC/LON)

- Seattle
 - Verticals (Books, Movies): Launch on Timeline/NF/Browse + Partners
 - Action Importers: Build out framework for data reciprocity
 - Monetization: Measure + grow monetary value of OG
- NYC
 - Identity Growth: Launch new about section & collections
- LON
 - Entities: Build out the entity graph for key OG verticals

Core Platform

- Platform 3.0
 - Launch Paid Developer Program (annual fee + excessive use fees)
 - Launch Paid Growth APIs (Invitations,etc.)
 - Deprecate/Restrict existing APIs to support new business model
- Web -> Mobile transition
 - Complete port of web dialogs to native
 - Launch OG CRUD Service

Monetization

- Neko/FPAN
 - Deprecate the eCTR overestimate for feed ads
 - Launch mobile FPAN on iOS/Android/web
 - Launch custom analytics & ad retargeting
- Payments
 - Launch Payments 3.0 on iOS/Android/web
 - Complete Payment Engine & Credits deprecation
 - Support first party products and credential acquisition

facebook

Team

OG Core

MPK: Alex, Rose
Graph Model
Collections
Discovery
Verticals (Music, Fitness)
GDP

SEA: Rohit, Ash
Verticals (Book, Movies)
Monetization
Action Importers

NYC: Alex, Matt
Identity Growth

LON: Alex, Rose
Entities

Core Platform

Core Platform: Vlad, Charles
API: Vlad, Charles
Dev Tools: Alan, Constantin
Mobile Platform: Greg, Eddie
Insights: Greg, Eddie
Integrity: Eugene, Eddie

Monetization

Mobile Ads & FPAN: Deb, Vijaye
Payments: Deb, Yuji

facebook

Backup

OG Core

Leaders

EMs: Alex Himmel & Rohit Wad
PM: Rose Yao

Projects

OG in Timeline
OG in News Feed
I18N
Verticals (Fitness, Music)
GDP
Social Plugins
Javascript SDK
Books & Movies (Seattle)
Action Importers (Seattle)
Monetization (Seattle)
Identity Growth/About (NYC)
OG Entities (London)
Graph Model

Core Platform

Leaders

EM: Vladimir Fedorov
PMs: Charles Jolly & Deb Liu

Projects

API
Dev Experience
Insights
Integrity
Mobile SDKs
Games
Mobile Ads
Taste

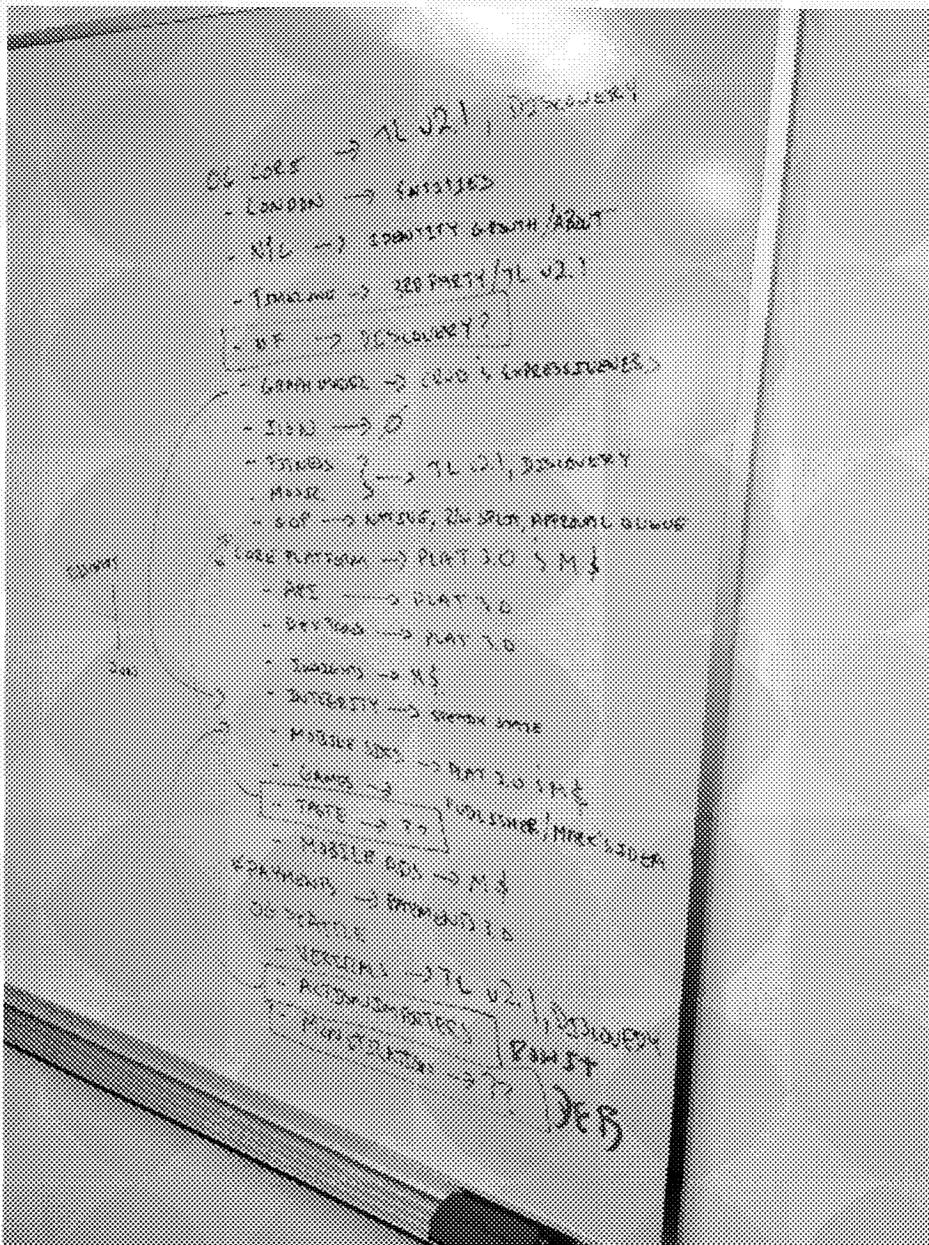
Payments

Leaders

EM: Yuji Higaki
PM: Deb Liu

Projects

Payments Engine
Payments 3.0



OG Core: User sentiment and trust

- Goal: users trust Facebook platform; enjoy convenience of accessing and sharing from apps with Facebook.
- Key success metric: increase Platform User NSAT from 25 to 40.

Current Sentiment	NSAT
Facebook Overall	67
Platform	26
Delta	-41

- Product roadmap:
 - Anonymous logins: users can start apps with anonymous accounts and grant basic read, write, other permissions later.
 - Preview and feedback on writes: first write per action type pops up share sheet like preview; user can subscribe to notifications for first few delegated writes.
 - App settings refresh: improve discoverability, navigation, consistency of app settings management
- Note: +15 NSAT is a rough goal. We're going to look at other recent FB product launches and impact on NSAT before refining estimate in next few weeks

OG Core: Graph completeness (Identity)

- Priority fields: work, edu, hometown, current city
- Priority geos: US, Europe, Japan, Canada
- Key success metrics:
 - Basic Profile Completeness: users have at least one field filled in for work/edu/hometown/current city. Goal: increase by 25% (if today we are at 60%, our goal is to be at 75%)
 - True Profile Completeness: users (on average) have at the average number of fields filled in. (E.g. 50+ users in US should have an average of 4.2 jobs.) Goal: increase by 25%.
- Product roadmap:
 - Basic plumbing: data accuracy, metric dashboards, and a/b test environment.
 - Mobile editing: get mobile profile editing at least at par with desktop.
 - New About Profile Unit: develop a change in user expectations around profile completeness; prominent UI elements in profile/timeline which encourages users to freely add information.
 - Flexibility: Ensure that learnings and tactics can be expanded to other fields beyond current priority fields.
 - Monetization: develop and implement a major monetization use case (e.g. recruiting).

OG Core: Graph completeness (Collections)

.Key success metrics:

- x% of FB users have at least 5 books/movies/musicians added to their timeline
- y% of engagement for partners/apps comes from Timeline collections
- Product roadmap
 - Launch Timeline About page with books/movies/music/fitness on all platforms
 - Add custom collections, better recommendations/suggestions, and mutual collections
 - Get 3 new major partners integrated: Apple (iTunes, iBooks, iMovie), Amazon (Kindle, Amazon Unboxed), Pandora

OG Core: Graph completeness (Entities)

- Goals
 - 95+% coverage of movies/books/music entities compared to our partners (Netflix/Hulu, Goodreads/Amazon, Spotify)
 - Quality of movies/books/music entities include HD images, key metadata (ex: author, isbn, musician, album, actor, etc)
- Enable one awesome new experience via entities
 - Upcoming concerts from musicians you listened to
 - Movies at the theatre you checked into

OG Core: Content discovery

- Goals
 - Help users tell great engaging stories that contribute to their identity via OG (Creator)
 - Help users discover new content (Viewer)
 - Create a developer ecosystem that incentives quality content sharing with increased app discovery and distribution (Developer)
- Metrics
 - Engagement: like/comment/add rate across OG stories
 - Distribution: CTR for OG objects (includes both OG objects that go to developer pages/apps and OG traffic that remains on FB to pages/snowbox experiences)
- Roadmap
 - Make mobile OG feed experience awesome
 - Great newsfeed stories across all top level verticals (books, movies, music, fitness)
 - Integrate with newsstand
 - Prototype a social collections explorer that is object rather than people oriented to help users discover new content

OG Core: Developer Happiness

- Simpler model
 - Better developer tools and flows
 - Simplified collection model (deprecate aggregations)
 - Objectless actions and Minutia support
- Mobile focused
 - Move from URL model to object oriented model (CRUD APIs)
 - Native plugins for ios/android (like/share)
- Stable platform
 - Scraper improvements and better fallback logic and debugging tools
 - Object and action mutator cleanup
 - Perf improvements
- Metrics
 - x % of new actions from CRUD APIs
 - y% decrease in error rates
 - z% more efficient cpu usage for OG action/object creation

Core Platform: Goals

- Complete projects to bring Developer NPS > 0
- Redesign developer program as growth tool for apps.
- Continue to focus on promoting quality app experiences, minimizing spam.
- Introduce paid program

Core Platform: Mobile

- **Complete native sharing options.**
 - Enable a great, native sharing experience for un-TOS'ed users by adding Share, Invites, Requests, Like, etc Dialogs to FB4A / Wilde and the SDK (where appropriate)
 - Simplify the experience developing an OG app on mobile. Allow developers to share OG objects and actions without a server.
 - Ongoing SDK work including other UI controls, error handling, better testing support

Core Platform: Games

- Release initial mobile game-focused product, support additional channels for games and Timeline v2.
 - Native plug-ins for Login, Feed, Invites, Game Center.
 - Improved analytics for Games.
 - Mobile Game-of-the-Week/Month, Targeted Mobile Game Distribution via Feed.
 - Add Immersive Canvas, in-game groups & chat.
 - Add new high quality feed story units, Collections for Timeline v2

Core Platform: DevX & Insights

- **Redesign developer experience as growth tool.**
 - Add dashboard features to developers.facebook.com and app dashboard.
 - Redesign chrome for the app dashboard to allow flex width, new nav and remove current design constraints
 - Additional features around Dev Alerts (task management, aperture integration, etc)
 - Add support for contextual help and documentation into the app dashboard
 - Mobile SDK diagnostic/onboarding status (SDK Init correct, etc)
 - Reboot Platform Insights
 - Launch Custom Insights

Core Platform: Quality Initiatives and Paid Program

~~. Focus~~ distribution on quality apps that users will love and reinforce our brand.

- Launch Approved Apps Program, providing more distribution to approved apps.
- Introduce unified review process in both dev tool and dev ops.
- Introduce paid premium support program.

Core Platform: API

- Versioning across API/SDK
- Testing push to test in house apps and important integrations on every push

Platform Monetization

- **Goal**
 - . Drive monetization through payments, mobile ads, and commerce
- **Approach**
 - . Develop key partnerships and deliver Payments 3.0 for mobile apps and mobile canvas
 - . Migrate from Credits to Payment Engine system
 - . Invest in payments platform to improve performance for canvas and ads
 - . Improve footprint of Neko ads in mobile feed, bring CPI down
 - . Extend Neko ads to partner sites via Starling, FPAN
 - . Deliver social commerce – “the product product” experience onsite

Platform Support Engineering

- Improve Developer NPS from -7 to positive by focusing on top NPS detractors
 - Docs - auto gen all reference materials and maintain accuracy with codebase
 - Stability - decrease # of breaking changes per year from monthly to quarterly
 - Bugs - decrease # of regressions introduced to developers by 50%; achieve SLAs for confirmed bugs mid pri and above
- Launch a developer support center
 - One stop shop for developers to get technical support
- Comprehensive testing
 - Thorough tests to cover weekly and daily pushes (mobile builds, OG, games, payments, top partners, SDKs, APIs)
 - Automated testing and reporting for Graph, FQL, and JS SDK

Developer Advocacy

- **Themes**

- Focus on mobile SDK adoption & education
- Continue developer site refactor & reach steady state with documentation
- React to developer impact of paid program & product updates

- **Programs**

- One events program for existing developers (spring mobile events)
- Two scaled program for developer acquisition (BMIC + contest)
- Complete & Publish CoreMob Specification

- **Goals**

- Developer growth
 - Number of 30-day active developers: 150k (currently 117k)
 - Number of native mobile developers: 45k (currently 27k)
 - Number of mobile web developers: 50k (currently 33k)
- Developer satisfaction
 - NPS +5 (?)
 - Stack Overflow running at 65% answer rate (non FB), steady state