

## EXHIBIT 111

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

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**From:** George Lee </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=GEOLEE>  
**Sent:** Friday, January 31, 2014 12:28 PM  
**To:** Eddie O'Neil; Ling Bao; Douglas Purdy; Alex Himel; Ilya Sukhar  
**Cc:** Gareth Morris; Constantin Koumouzelis; Vishu Gupta; Jake Peterson; Niket Biswas  
**Subject:** Re: implicit OG feedback from games devs

Thanks Gareth.

BTW...I hope this is not surprising to anyone. We sold developers a bill of goods around implicit OG 2 years ago and have been telling them ever since that one of the best things they could do is to a/b test and optimize the content and creative. Now that we have successes like Criminal Case in 2013, we're talking about taking it away. The metrics quotes below only tell half the story...not only do they get an important amount of traffic from this channel now, they have invested a lot of time to establish that traffic in our system. Even if we were to give them more traffic on home page in some other way, it still nullifies all of their work to integrate OG for the last 2 years.

The more I think about this, the more concern I have over the pile of asks we're making of our developers this year. PS12N is going to require them to alter how they deal with APIs (and for limited value), removing implicit sharing reverses a storyline that we've been pushing for 2 years now, and login v4 complicates the permission structure. We can measure the quantitative impact, but the qualitative impact is what could severely and irreparably hurt our canvas ecosystem.

I know you've all heard our concerns, but we're reaching a poignant moment here where it should be clear to everyone that this could be a very very painful transition.

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**From:** Eddie O'Neil <[ekoneil@fb.com](mailto:ekoneil@fb.com)>  
**Date:** Friday, January 31, 2014 at 8:23 AM  
**To:** Ling Bao <[lingzbao@fb.com](mailto:lingzbao@fb.com)>, Douglas Purdy <[dmp@fb.com](mailto:dmp@fb.com)>, Alex Himel <[ahimel@fb.com](mailto:ahimel@fb.com)>, Ilya Sukhar <[is@fb.com](mailto:is@fb.com)>  
**Cc:** Gareth Morris <[gjm@fb.com](mailto:gjm@fb.com)>, George Lee <[george@fb.com](mailto:george@fb.com)>, Constantin Koumouzelis <[constantin@fb.com](mailto:constantin@fb.com)>, Vishu Gupta <[v@fb.com](mailto:v@fb.com)>  
**Subject:** Re: implicit OG feedback from games devs

+George / Constantin / Vishu so Games has this info

Eddie

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**From:** Ling Bao <[lingzbao@fb.com](mailto:lingzbao@fb.com)>  
**Date:** Thursday, January 30, 2014 10:07 PM  
**To:** Douglas Purdy <[dmp@fb.com](mailto:dmp@fb.com)>, Alex Himel <[ahimel@fb.com](mailto:ahimel@fb.com)>, Ilya Sukhar <[is@fb.com](mailto:is@fb.com)>, Eddie O'Neil <[ekoneil@fb.com](mailto:ekoneil@fb.com)>  
**Cc:** Gareth Morris <[gjm@fb.com](mailto:gjm@fb.com)>  
**Subject:** FW: implicit OG feedback from games devs

Thanks Gareth

+Others

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**From:** Gareth Morris <gjm@fb.com>  
**Date:** Thursday, January 30, 2014 at 6:07 PM  
**To:** Ling Bao <lingzbao@fb.com>  
**Subject:** implicit OG feedback from games devs

Hey Ling, here's the feedback on implicit OG we've had from partners so far. I asked the team to send through to me by EOD Friday, so there may still be some more to come tomorrow, which I'll share with you if so.

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Pretty Simple Games / Criminal Case (FB Game of the Year 2013):

"...for every new player coming from an invite, five were coming from an OG story. We had worked hard on creating interesting OG stories, with compelling art and narrative..."

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Wooga / Diamond Dash / Pearl's Peril:

"OG (as it was) is the most important viral channel beside requests to generate new users and we were optimising all our games for this (interesting stories, compelling art). Since November even the App Center drives more new users and the game teams are very disappointed, because they put a lot of love and effort to Open Graph.

- In the past 33.1% of new users were coming from requests and 24.8% from Open Graph
  - Requests: 13.9k / OG: 10.5k
- Today 37.5% of new users are coming from requests and only 11.7% from Open Graph
  - Requests: 8.8k / OG: 2.8k

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Plarium / Total Domination:

"Total Domination's success in this area is borne out by impressive results: 13 million stories driving 136 million impressions in January 2013 alone."

See attached pic from Plarium's GDC presentation last year: "75% increase in viral registrations with Open Graph"

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Nordeus / Top Eleven:

"At Top Eleven, we are seeing OG actions as VERY valuable and useful part of the platform. It improves our virality significantly. To make this statement more prominent I have to say that we are seeing more than 150k clicks on OG actions DAILY, with users that are already using our app. That drives game re-engagement very nice. Also other but not less important thing is that we are having quite a lot of new installs via OG channel, and by that it enables us to continue growing.

Having all that in mind I hope you can imagine how BIG are OG actions for us."