EXHIBIT 185

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From:	Ilya Sukhar </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=ILYAS8A7>
Sent:	Tuesday, August 13, 2013 10:20 AM
To:	Mike Vernal
Cc:	Douglas Purdy; Vladimir Fedorov
Subject:	Re: Facebook Platform v.Next

Well, if it's like mobile, then wouldn't each team own their API like they own their iOS integration? I think that natural tension would be the biggest risk.

From: Mike Vernal <vernal@fb.com>
Date: Tuesday, August 13, 2013 9:18 AM
To: Ilya Sukhar <is@fb.com>
Cc: Douglas Purdy <dmp@fb.com>, Vladimir Fedorov <vladf@fb.com>
Subject: Re: Facebook Platform v.Next

That is the right question.

I think we only do it if the messenger team wants it (and probably staffs it). It's like mobile - a shared framework, then individual teams own their features.

It makes platform a tool for the company.

Biggest risk is getting rest of company to accept three-year back compat.

On Aug 13, 2013, at 9:16 AM, "Ilya Sukhar" <is@fb.com> wrote:

Got it. Would the messenger team ever do it themselves?

From: Mike Vernal
Sent: Tuesday, August 13, 2013 8:59 AM
To: Ilya Sukhar
Cc: Douglas Purdy; Vladimir Fedorov
Subject: Re: Facebook Platform v.Next

Messenger integration. Messenger is existential threat for is. Making out messaging app the de facto web standard by integrating with all other apps out there.

1

On Aug 13, 2013, at 8:20 AM, "Ilya Sukhar" <is@fb.com> wrote:

What's an example of something we would build under the 'FB Product Strategy' bucket?

From: Mike Vernal
Sent: Monday, August 12, 2013 10:49 PM
To: Douglas Purdy; Ilya Sukhar
Cc: Vladimir Fedorov
Subject: Re: Facebook Platform v.Next

This seems like an interesting direction to explore.

I think the key question here is basically -- what's the business model (and why does it merit investment in a company where we have no one working on our tablet experience, despite 100M MAU)?

I think understanding the business model will make clear which services we _have_ to build, which would be nice, and which don't make sense.

I think there are probably 2-3 clear business models for platform, but they don't really bear on the Foo as a Service stuff:

- Developer Ads: We build stuff in the order it makes us money here.

- FB Product Strategy: We build integrations as it helps the business models of specific Facebook products. E.g., we do feed if it makes feed better. We do messaging if it helps messenger win. We enable people to wire-up to our entity graph if that makes sharing easier or helps crowdsourcing efforts, etc.

- Mobile Developer Mindshare: We do all this to lock-in mobile developers to our stack (vs. iOS or Google). Prioritization would be in terms of features that developers needs that probably maximize leverage/lock-in.

Thoughts?

-mike

2

From: Douglas Purdy <<u>dmp@fb.com</u>>
Date: Monday, August 12, 2013 7:10 PM
To: Ilya Sukhar <<u>is@fb.com</u>>
Cc: k a <<u>vernal@fb.com</u>>, Vladimir Fedorov <<u>vladf@fb.com</u>>
Subject: Re: Facebook Platform v.Next

1. Agreed. I love this as the cornerstone of the "build pillar". Jay P. really doesn't want to do VMs or block storage as it is not leveraged per se.

2. Also agreed, perhaps the key is to talk about people-centric/aware mobile apps with examples that demonstrate value outside of the consumer space? A mobile CRM solution would be a great example.

On Aug 12, 2013, at 5:42 PM, "Ilya Sukhar" <<u>is@fb.com</u>> wrote:

> So, in general, I love this. Two initial things come to mind that I would change if I were pitching this:
>
> 1. I'd position Platform's sweet spot as the layer just above the infrastructure. Sure, we'll give you access to VMs just like AWS, but we won't win there. We win by providing higher level services that developers don't want to build and that AWS isn't good at (e.g. database, graph, analytics, feed, etc). We can build these services in a mobile-focused, people-aware manner that they can't. Don't think about servers and don't think about devices. This is basically the Parse pitch amplified.
> 2. We shouldn't box ourselves in too early by thinking of the product as a 1-1 mapping between FB infrastructure and service. I think we can go wider than just apps that are effectively "facebook plus content for a specific vertical".

> **From:** Douglas Purdy <<u>dmp@fb.com</u>>
> **Date:** Friday, August 9, 2013 4:03 PM
> **To:** Mike Vernal <<u>vernal@fb.com</u>>, Ilya Sukhar <<u>is@fb.com</u>>, Vladimir Fedorov <<u>vladf@fb.com</u>>
> **Subject:** Re: Facebook Platform v.Next

> After another editing pass.

> ## Facebook Platform v.Next

> ### Key Questions

> What is a multi-billion dollar standalone developer business that has no impact on Facebook user trust?

> What would it take for a Netflix and Airbnb (or the next Netflix or Airbnb) to shift from AWS to us?

> If they won't move completely, due to sunk costs, is there a way that they could use our developer products on top of AWS in a way that is valuable for both them and us?

FB People Services

Facebook People Services are the fastest way to build a people-centric app. What is people-centric app? Think of Netflix, Spotify or Airbnb. These are consumer services with different business models, but with a common theme: they are centered on people and the content they care about. Each of these services needs to build out the following components for their service to be successful:

- A real identity system including payments

- A graph of entities (videos, songs, places) and people-based connections (movies watched, song listened, places I have stayed, etc.)

- A ranked feed of these entities and connections (movies to watch, songs to listen to, where should I stay, etc.)

- A growth engine that they can use for new user sign-up and reengagement

- Core infrastructure that enables them to host content and run their core experiences

As it turns out, Facebook has developed all of these components for use in our own consumer service. Facebook People Services is simply us taking these components and making them available for 3rd party developers.

The best analogy is Amazon taking at their online retail business and making their core app infrastructure available as Amazon Web Services. This is the same play, but at a higher level (not just compute, storage, etc.). Further, this contrasts with the existing Facebook Platform in that it is not, initially, tied to Facebook user data. In fact, one can imagine Twitter, Path, Line, Snapshat (all products that could be viewed as competitors with the Facebook app) being built on these services. To push the Amazon analogy further, Amazon Video competes head to head with Netflix, but they both sit on the same infrastructure: AWS.

The Services

Identity as a Service

We make the world's largest real identity infrastructure available to your business. This is same identity system used by the Facebook app (UserEnt, etc.) that you can use to address your app's identity needs. This is a separate identity from the user's Facebook identity, in that each app has their own user entity tied specifically to their app. This service allows you to handle new user sign-up, account verification, account management, user integrity (fraud/malicious user activity) and payments using the same services that the Facebook app does. We provide convenient tools to load your existing user data or federate with your existing user systems.

Graph as a Service

The user graph is a service that provides a scalable collection, storage and query of user activities within your product. This service is the production of our Ent and EntQuery mechanisms, populated with app specific data. In addition, the Graph service leverages the "Open Graph", a Facebook hosted data set that contains all the public locations, movies, songs, shows, celebrities, etc. that can be referenced from your app specific graph.

Feed as a Service

The feed service provides a real-time or batched ranked feed of changes in your app's graph that can be displayed to consumers. For example, the home screen of Netflix is simply a feed of all the unwatched movie entities that may be interesting to the

4

user. The feed service makes building this kind of people-centric feature extremely simple for your app.

Growth as Service

The growth service helps developers grow and engage your user base. This service leverages Facebook's deep knowledge and success at growing and retaining our own user base, but provides it directly to you. This includes email campaigns, NetEgo within your app, etc.

Infrastructure as a Service

This service competes directly with AWS. It offers the same compute, storage and management infrastructure using by the Facebook app, but for your business.

<292EFB77-6A5F-4DAC-8DE4-7B801FC81A2F.png>

From: Douglas Purdy <dmp@fb.com>
Date: Friday, August 9, 2013 at 3:25 PM
To: Mike Vernal <vernal@fb.com>, Ilya Sukhar <is@fb.com>, Vladimir Fedorov <vladf@fb.com>
Subject: Facebook Platform v.Next

[Thoughts?]

Facebook Platform v.Next

Key Questions

What is a multi-billion dollar standalone developer business that has no (or positive) impact on Facebook user trust?

What would it take for a Netflix and Airbnb (or the next Netflix or Airbnb) to shift from AWS to us?

If they won't move completely (sunk costs), is there a way that they could use our developer products on-top of AWS in a way that is valuable for both them and us?

FB People Services

Facebook People Services are the fastest way to build a people-centric business. What is people-centric app? Think of Netflix, Spotify or Airbnb. These are consumer services with different business models, but with a common theme: they are centered on people and the content they care about. Each of these services needs to build out the following component for their service to be successful:

· A "real" identity system

· A payment processing and reporting mechanism

· A graph of entities (videos, songs, places) and people-based connections (movies watched, song listened, places I have stayed, etc.)

· A ranked feed of these entities and connections (movies to watch, songs to listen to, where should I stay, etc.)

· A growth engine that they can use for new user sign-up and reengagement.

As it turns out, Facebook has developed all of these components for use in our own consumer service. Facebook People Services is simply us taking these components and making them available for 3rd party developers.

5

The best analogy is Amazon looking at their online retail business and making that infrastructure available as Amazon Web Services. This is the same play, but at a higher level (not just compute, storage, etc.). Further, this contrasts with the existing Facebook Platform in that it is not, initially, tied to Facebook user data. In fact, one can imagine Twitter, Path, Line, Snapshat (all products that could be viewed as competitors with the Facebook app) being built on these services. To push the Amazon analogy further, Amazon Video competes head to head with Netflix, but they both sit on the same infrastructure: AWS.

The Services

Identity as a Service

We make the world's largest secure, "real" identity system available to your business. This is that the Facebook app identity that we have shared with developers, but a separate identity that uses UserEnt infrastructure. This service allows you to handle new user sign-up, account verification, account management, user integrity (fraud/malicious user activity) and payments using the same services that the Facebook.com and the Facebook apps do. We provide convenient tools to load your existing user data or federate with your existing user systems. We provide a complete set of APIs and mobile SDKs for your engineering teams to build or migrate your product's identity system.

Graph as a Service

The user graph is a service that provides a scalable collection, storage and query of user activities within your product. This service is the production of our Ent and EntQuery mechanisms, populated with app specific data. In addition, the Graph service leverages the "Open Graph", a Facebook People Service hosted data set that contains all the public locations, movies, songs, shows, celebrities, etc. that can be referenced from the app specific graph.

Feed as a Service

The feed service provides a real-time or batched ranked feed of changes in the graph that can be displayed to consumers. For example, the home screen of Netflix is simply a feed of all the unwatched movie entities that may be interesting to the user. The feed service makes building this kind of people-centric feature extremely simple for developers.

Growth as Service

The growth service helps developers grow and engage their user base. This service leverages Facebook's deep knowledge and success at growing and retaining our own user base, but provides it to developers. This includes email campaigns, NetEgo within 3rd party apps, etc.

Infrastructure as a Service

This service competes directly with AWS. It offers the same compute, storage and management infrastructure using by Facebook.com, but made available to 3rd party developers.

<11E73CA4-6DC9-4E3F-AAB3-7673DB326359.jpg>

<11E73CA4-6DC9-4E3F-AAB3-7673DB326359.jpg>

<292EFB77-6A5F-4DAC-8DE4-7B801FC81A2F.png>