

## EXHIBIT 51

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

---

**From:** Dan Rose </O=THEFACEBOOK/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=DROSE>  
**Sent:** Monday, December 03, 2012 12:04 PM  
**To:** mteam  
**Subject:** HPM

Highlights:

- Atlas (confidential, mteam only). We reached agreement with Microsoft to acquire Atlas for \$100M. We now enter the diligence phase of this deal which will take a few weeks — with a goal to close before Christmas — so please keep this as a close hold until then. This was a challenging negotiation because Microsoft wasn't sure they wanted to sell us the asset, but we ultimately convinced them it was in everyone's best interests.
- Platform business model. After months of discussion we ultimately decided not to charge for access to our standard APIs, though we will make a number of changes to our read side platform which Vernal is packaging as Platform 3.0: requiring reciprocal sharing from developers, restricting non-app friends, launching paid invitations, introducing premium paid APIs, and charging developers \$49/yr. Mark's insight about the purpose of our platform is important for people to internalize: "There's a clear tension between platform ubiquity and charging, so it's important to first fully explore what we're trying to get out of platform. The answer I came to is that we're trying to enable people to share everything they want, and to do it on Facebook. Sometimes the best way to enable people to share something is to have a developer build a special purpose app or network for that type of content and to make that app social by having Facebook plug into it. However, that may be good for the world but it's not good for us unless people also share back to Facebook and that content increases the value of our network. So ultimately, I think the purpose of platform -- even the read side -- is to increase sharing back into Facebook." This insight leads to the reciprocity requirement where developers who pull data from FB must allow those people to push data from the app back to FB.
- Ansible preload. We had a good meeting in Atlanta with AT&T and HTC where Mark demoed the Ansible preload experience and got people excited about launching in April 2013. We accomplished our primary goal of convincing AT&T to bet on this device as their hero phone promotion in the spring without limiting our ability to offer the software as a download for all Android devices. There's still a lot of work to do here, starting with a trip to Taiwan this week for Vaughan, Brian Corey & Mosseri to get HTC fully on board with this plan. On the product side, our key milestone is January 7 when the device will need to enter AT&T certification.
- Bing search deal. We're trying to negotiate a short-term agreement with Microsoft that will allow us to launch Facebar without finalizing the details of our web search integration until after the initial launch. This is creating some tension with Microsoft because they're worried Facebar will tax their infrastructure without sufficient offsetting revenue. Ultimately, if Facebar drives Bing search share, we should be able to work out a reasonable deal that gets both of us what we want long-term.
- Zynga.com. We renegotiated our Zynga.com partnership because it wasn't working for either of us. Zynga regretted some of the commitments they had made, and we were uncomfortable with their use of FB to promote a competitive desktop games platform. Ultimately, this partnership failed because incentives weren't aligned, and I'm glad we were able to amicably unwind it. With this chapter closed, Zynga tells us they plan to focus their resources on building canvas, mobile and real money games, with Zynga.com a distant 4th priority.
- Mobile games platform. We're taking a page from the book of Kakao and Line as we've watched them build successful mobile games platforms in Korea and Japan. They sign exclusive deals with mobile game developers to promote their apps in exchange for 30% net rev-share (net after Apple/Google's 30% cut). We're going to test this model with a few developers by promoting their apps via sponsored bookmarks that will appear above-the-fold in the lefthand shelf of Wilde and FB4A.
- Apple iTunes. Their latest foot dragging on the iTunes OG and affiliate deal came last week when they asked us for more information about our plans for mobile App Center. I don't know where this is coming from, but I suspect they might be getting nervous about Kakao and Line building platforms on top of their platforms, and they are probing to see if we have similar plans (note: this is pure speculation / paranoia on my part).

- Canvas revenue. The accounting for canvas revenue in Q4 will be a bit funky due to the 4th-month catch-up. On an apples-to-apples basis for Q4 this business is roughly flat y/y, a bit up over Q3, and trending 4% above our last forecast from October.
- Karma. The product is rolled-out to 50% of US users, generating ~\$15-20k/day in gross sales. Half of all orders originate on mobile where recipient conversion is much lower than desktop, but it's expected to improve when we remove the "pay later" option on iOS and Android in the next couple of weeks. We saw our first significant fraud vector after launching iTunes gift cards where 73% of initial orders were fraudulent (we only lost \$250).
- Instagram integration. Over the past few months, Jeff Marshall and others in UO have been working closely with the Instagram team. UO is now answering a large % of Instagram's tickets, we're aligning our content policies, and we've built an Instagram help center on our content management platform.

People:

- Alex Schultz. He's playing a key role in advancing our mobile games platform strategy.
- Amin and Chris D. They did a terrific job negotiating the Atlas deal.
- Karma team. I'm worried the Karma business is ramping so slowly, especially relative to expectations. I'm sure people are talking about this. It's still early of course, I just hope the team is able to accelerate growth in the next few months.
- James Mitchell (confidential). James has been at FB for 5+ years and is one the most beloved leaders in UO. Colm is making some changes to the org which are uncomfortable for James, and we're doing our best to land him in a good place.
- Katie Faul. Katie goes on maternity this week, leaving behind some nice momentum -- and a small, solid team in place -- around SDK adoption and Neko sales to torso developers.
- Monika Bickert. Monika is moving from Colin Stretch's team over to Justin's org to lead global platform policy enforcement under Ellen Silver.
- Todd Miner. Todd is moving from Tim Campos' team over to Justin's org to lead NA developer support engineering, also under Ellen Silver.

Me:

- Spent the weekend in St. Louis with our close friends, where the weather was a balmy 70 degrees and sunny. Went to the football game on Sunday to watch 49ers vs Rams. Kids and adults all had a great time, and we picked a good weekend to be away from the Bay Area (though a bad weekend to be a 49ers fan).