

## EXHIBIT 143

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

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**From:** Douglas Purdy </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=DOUGLAS PURDY>  
**Sent:** Sunday, December 30, 2012 6:20 PM  
**To:** Mike Vernal; Justin Osofsky; Deborah Liu; Sam Lessin; Douglas Purdy  
**Subject:** Message summary [id.367850543310682]

Samuel Lessin:

>Hey guys - I heard that someone saw a nekkos add from wechat today. We def should talk about this. I feel like if we limit our apis to someone we shouldnt be doing nekkos. Thoughts?

Douglas Purdy:

>There is an ongoing thread about this with legal, etc. we currently only prohibit google from ads. My understanding is that we are looking to extend this right now. If we prohibit API access, prohibiting ads seems right. Justin, I think you have the latest?

Justin Osofsky:

>I am also concerned about Wechat which spent \$59K on Neko ads on 12/28. We're meeting with the policy and legal teams this week. Doug, would you like me to add you to the meeting invite?

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>I don't think that the issue is as simple as creating a bright line rule that equates platform API restrictions with ad spend restrictions.

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>Given the many threads (some of which raise legal questions where Colin has been advising), I've been judicious around copying you all in to streamline inboxes. However, on this particular issue, it seems important for you to understand the full context. I will copy you in to the appropriate thread.

Deborah Liu:

>Thanks, Justin. I raised it in this week's HPM. They are spending a decent amount on Neko ads (\$50K+), but we have also have no policy in place so we cannot take action of any type for now.

Michael Vernal:

>I'm glad we're framing this up.

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>From a principle perspective, we should make sure we're not treating Neko ads specially here. Eg, our decision here should be whether WeChat can advertise using Facebook, not whether they can use Neko ads.

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>Fwiw, I think I am fine with this advertising (or, at the least, I'm not as troubled as others might be). At the very least, we should make sure we treat competitors holistically in the ads system rather than making a local decision here.

Samuel Lessin:

>I agree that it is best for it not to be local / to consider the whole ads system, but I really don't think we should be selling them ads. Justin, if you are working on this we should be ready to frame it up for mark a week from Monday.

Justin Osofsky:

>Will do. The meeting with the xfn team is on Friday, 1/4 so we should be ready to discuss with Mark on Monday, 1/7.

Michael Vernal:

>Can we try to talk about this in the Ads team's slot with Mark?

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>I think it's important to discuss, but I also think its really neither an Open Graph or Identity topic. It's more relevant to either Ads or Messaging. Per mark's feedback, I'd rather keep the Monday slot focused on Identity, Open Graph, and data acquisition.

Michael Vernal:

>And just to set context why I feel this way -- one of things we're exploring is just making "Install App" an objective, like "Like Page." In that world, every ad can be a "Neko" ad. So this really is a question about who can use the ad system.

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>Also, I think we already have some rules around this -- I think we prohibit google from using our ad system in places. So best to be consistent with those.

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>Lastly, if we did ban WeChat from using "Neko" ads, and then they started advertising a URL to the App Store and just paid CPC, would we be ok with that? If so, why? If not, then it (again) implicates the entire ad system.

Justin Osofsky:

>I agree that this issue is broader than Neko. We'll frame it up with the ads team. I'm also reaching out to Gokul to ensure that we're coordinated with his team.