- On January 1, 2019, we adopted Accounting Standards Update No. 2016-02, Leases (Topic 842) (ASU 2016-02), as amended, which supersedes the lease accounting guidance under Topic 840, and generally requires lessees to recognize operating and financing lease liabilities and corresponding right-of-use (ROU) assets on the balance sheet and to provide enhanced disclosures surrounding the amount, timing and uncertainty of cash flows arising from leasing arrangements.
- Revenue by Geography (P.13)
- During the three months ended March 31, 2019 , we repurchased and subsequently retired approximately 3.1 million shares of our Class A common stock for an aggregate amount of approximately $521 million . As of March 31, 2019 , approximately $8.5 billion remained available and authorized for repurchases.
- Stock based compensation plans does not state stock options, only RSUs.
    - Stock options have not been granted as FB has switched to RSUs for compensation program. As of December 2018, this was the last information on stock options.

	Shares Subject to Options Outstanding			
	Number of Shares	Weighted Average Exercise Price	Weighted Average Remaining Contractual Term	Aggregate Intrinsic Value (1)
	(in thousands)		(in years)	(in millions)
Balance as of December 31, 2017	3,078	$ 10.06		
Stock options exercised	(1,941)	$ 7.90		
Balances at December 31, 2018	1,137	$ 13.74	1.7	$ 133
Stock options exercisable as of December 31, 2018	1,137	$ 13.74	1.7	$ 133

(1) The aggregate intrinsic value is calculated as the difference between the exercise price of the underlying stock option awards and the official closing price of our Class A common stock of $131.09 , as reported on the Nasdaq Global Select Market on December 31, 2018 .

- During the first quarter of 2019 , worldwide ARPU was $6.42 , an increase of 16% from the first quarter of 2018

RESULTS OF OPERATIONS

FACTOR	VARIATION YOY	DRIVER
Revenue	+ 26%	• Advertising +26% | Payments -4% ◦ *Negative trends in Payments again after having couple of quarters with positive results.* • Increase in revenue from ads in mobile (93% of total ad revenue from mobile) • Factors that influenced in increase of ads: ◦ The increase in advertising revenue for the first quarter of 2019 was due to an increase in the number of ads delivered, partially offset by a slight decrease in the average price per ad. • # of ads increase 32% ◦ Increase in users and engagement ◦ Increase in number and frequency of ads displayed • Avg price of ad -4% ◦ increasing proportion of the number of ads delivered as Stories ads and in geographies that monetize at lower rates. • Future revenue will increase due to a combination of above factors. • Strengthening of US dollar had unfavorable impact on revenue.
Cost of Revenue	+46%	increase in operational expenses related to our data centers and technical infrastructure and higher costs associated with partnership agreements, including content and traffic acquisition costs.
R&D	+28%	Payroll | +36% headcount
Marketing & Sales	+27%	The increase was mostly driven by community operations and payroll and benefits expenses. Our payroll and benefits expenses increased as a result of a 32% increase in employee headcount from March 31, 2018 to March 31, 2019 in our marketing and sales functions.
General & Admin	+437%	The increase was mostly due to a $3.0 billion legal accrual related to the ongoing FTC matter recorded in the first quarter of 2019. (can this be considered as a one-time thing? | without taking this into consideration the YoY increase was of 41% mainly caused by headcount) Payroll | +33% headcount
Taxes	+69%	• a majority of which is due to a decrease in excess tax benefits from share-based compensation and an increase in income prior to the effect of the $3.0 billion legal accrual related to the ongoing FTC matter that is not expected to be tax-deductible. • Our effective tax rates in the first quarter of 2019 increased compared to same period in 2018 , mostly due to the legal accrual related to the ongoing

		FTC matter that is not expected to be tax-deductible and a decrease in excess tax benefits from share-based compensation. • Effective tax rate is 30% vs 11% for 2018.

LIQUIDITY & CAPITAL RESOURCES

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  - net operating loss carryforward was $8.07 billion
  - $292 million of federal tax credit carryforward
  - $13.95 billion of the $45.24 billion in cash and cash equivalents and marketable securities was held by our foreign subsidiaries