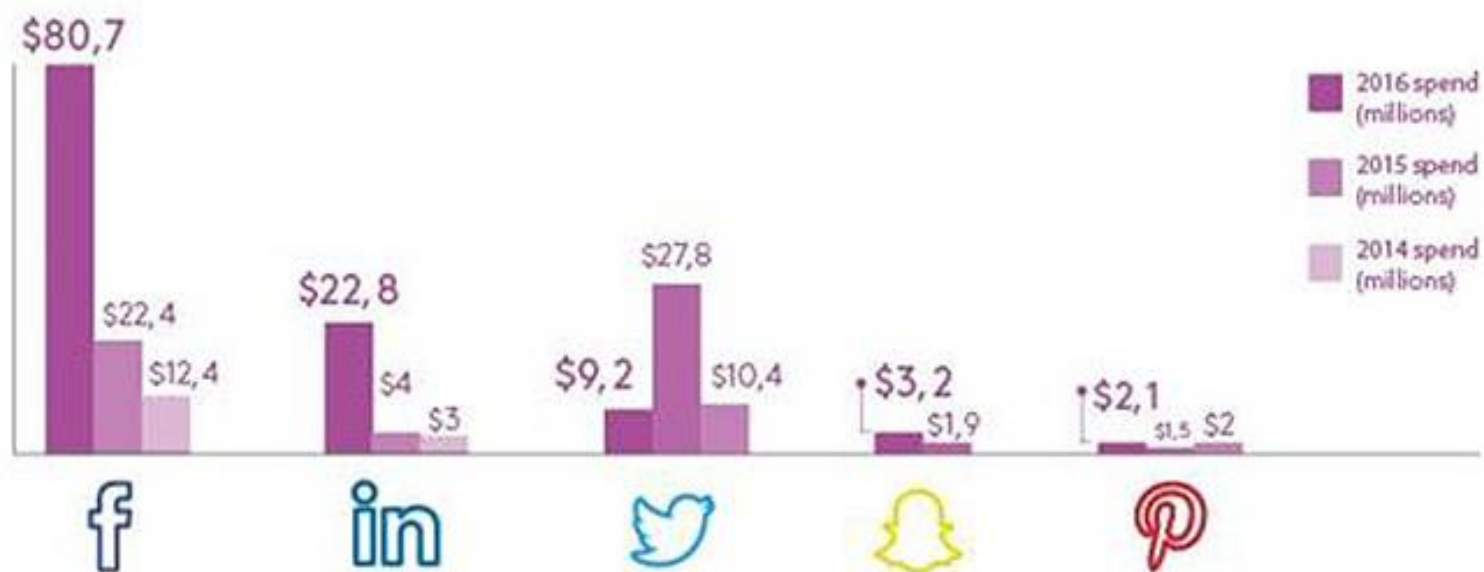
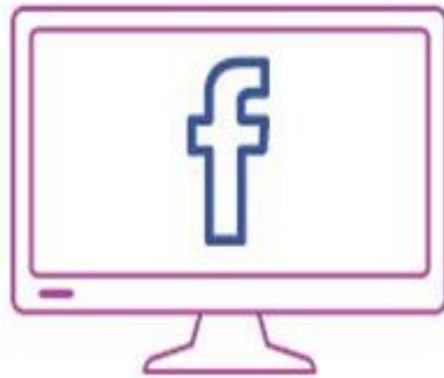


1/ Distribution of advertising expenditure year-over-year



Source: Kantar Media. Expenditures are reported at gross value and reflect paid advertising activity in TV, press, radio, out-of-home and digital media (for the purpose of this study we measured internet display, mobile apps, mobile web, online video and paid search advertising activity across a broad range of properties) Brand advertising on its own platform is considered unpaid promotional activity and does not contribute to these amounts. Instagram wasn't taken into account as its spend in 2016 was below \$100,000.

2/ TV spending used by Facebook/LinkedIn in 2016



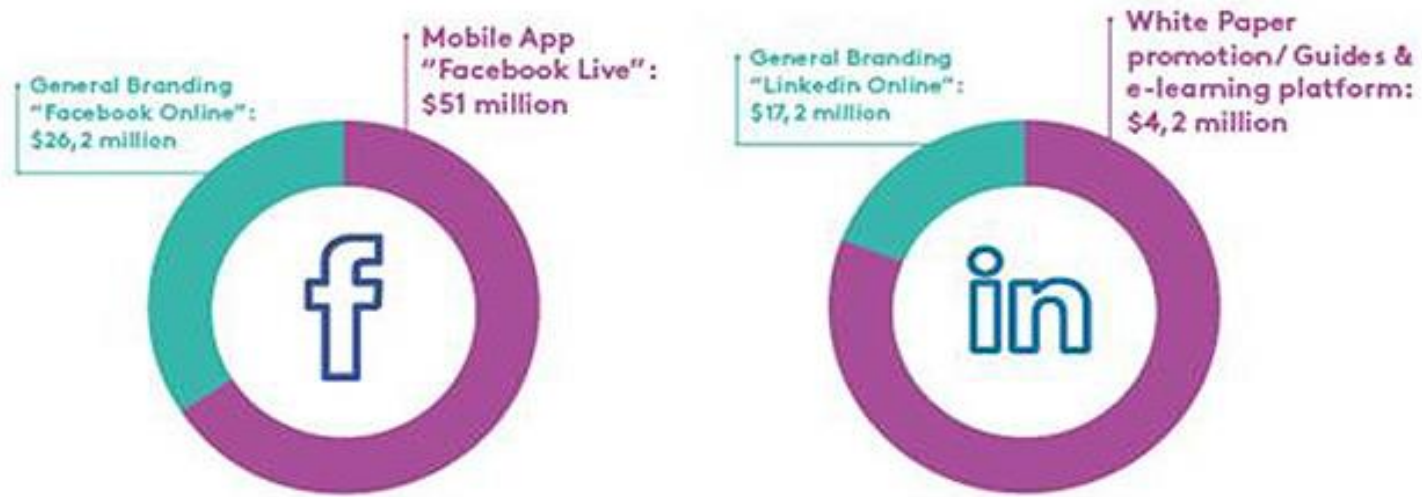
Television:
\$47.5 million



Television:
\$2.2 million

Source: Kantar Media. Expenditures are reported at gross value and reflect paid TV advertising activity

3/Top products featured in the advertising campaigns of LinkedIn & Facebook



Source: Kantar Media. Expenditures are reported at gross value and reflect paid advertising activity in TV, press, radio, out-of-home and digital media (for the purpose of this study we measured internet display, mobile apps, mobile web, online video and paid search advertising activity across a broad range of properties) Brand advertising on its own platform is considered unpaid promotional activity and does not contribute to these amounts.