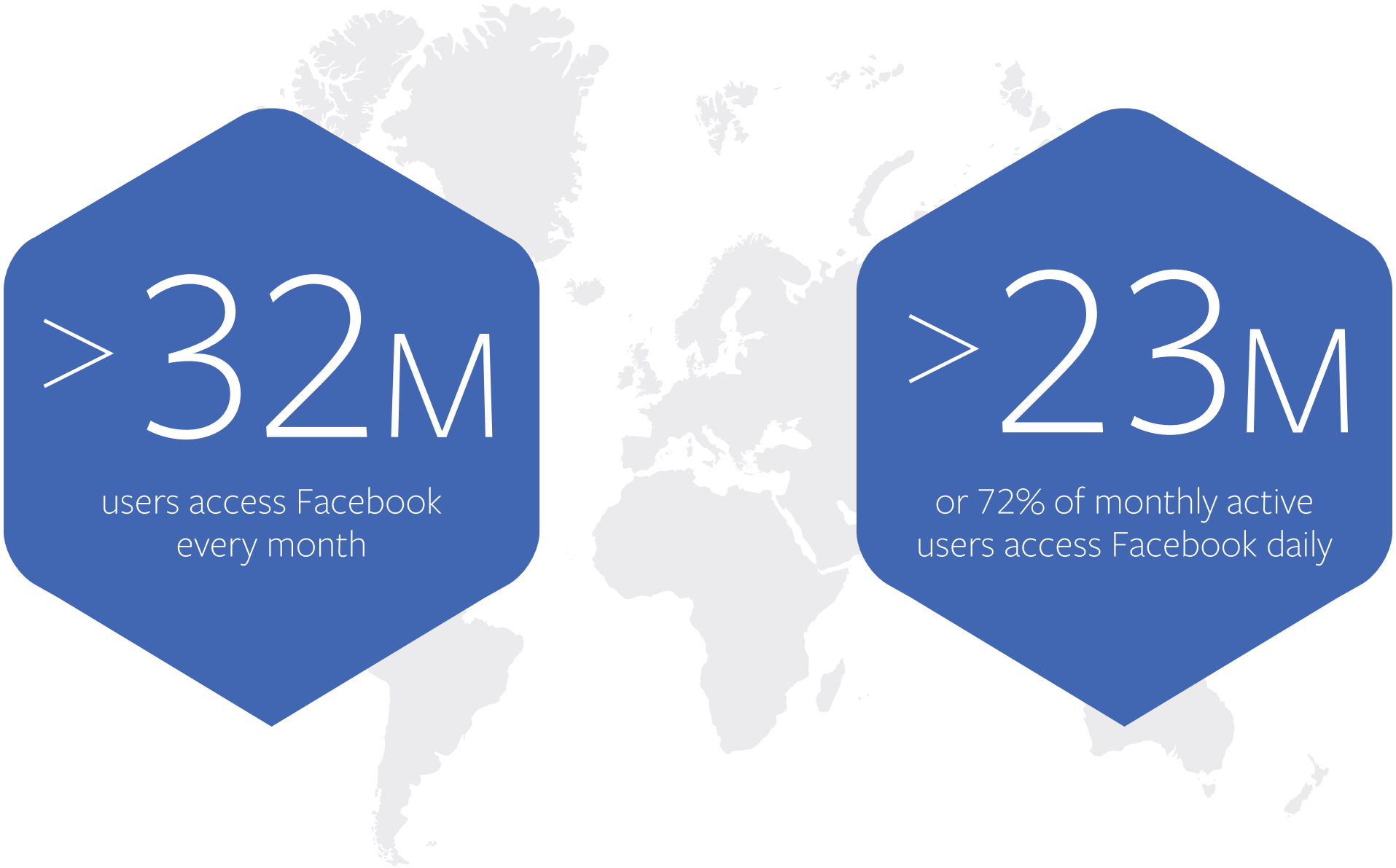
Market Snapshot—Q4 2018

DACH

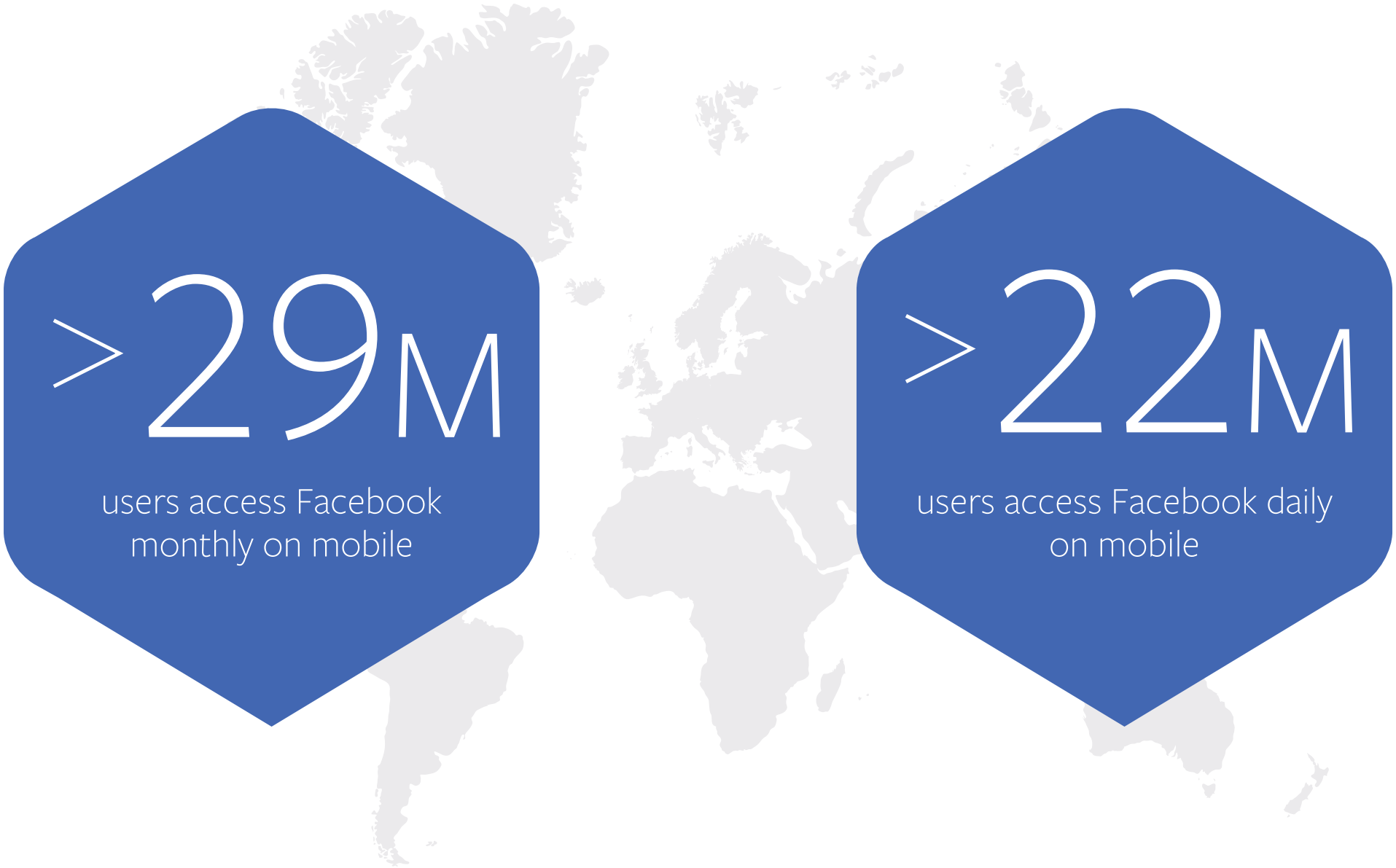
facebook

Facebook in Germany



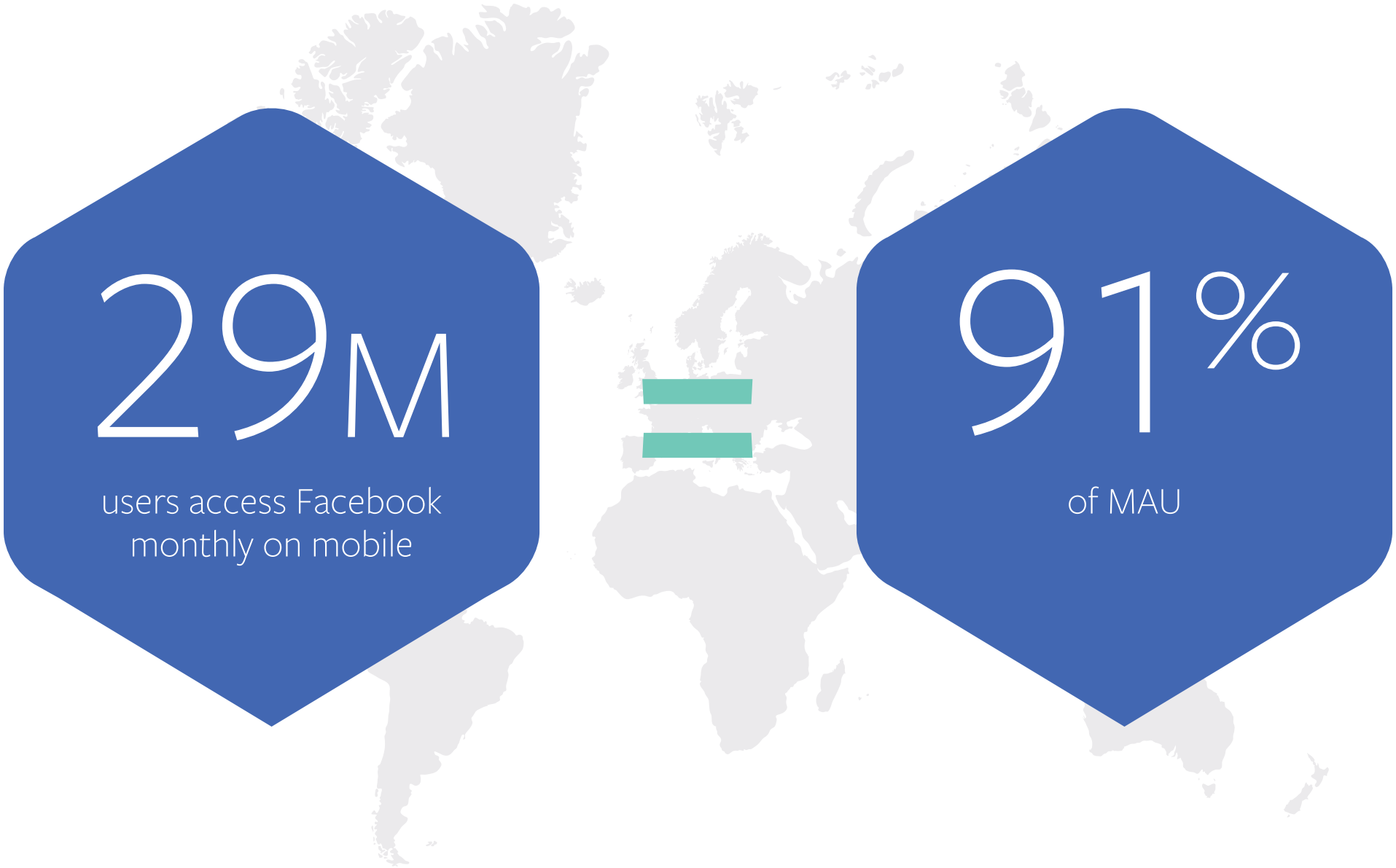
Source: Based on Facebook data, Dec 2018.

Facebook in Germany



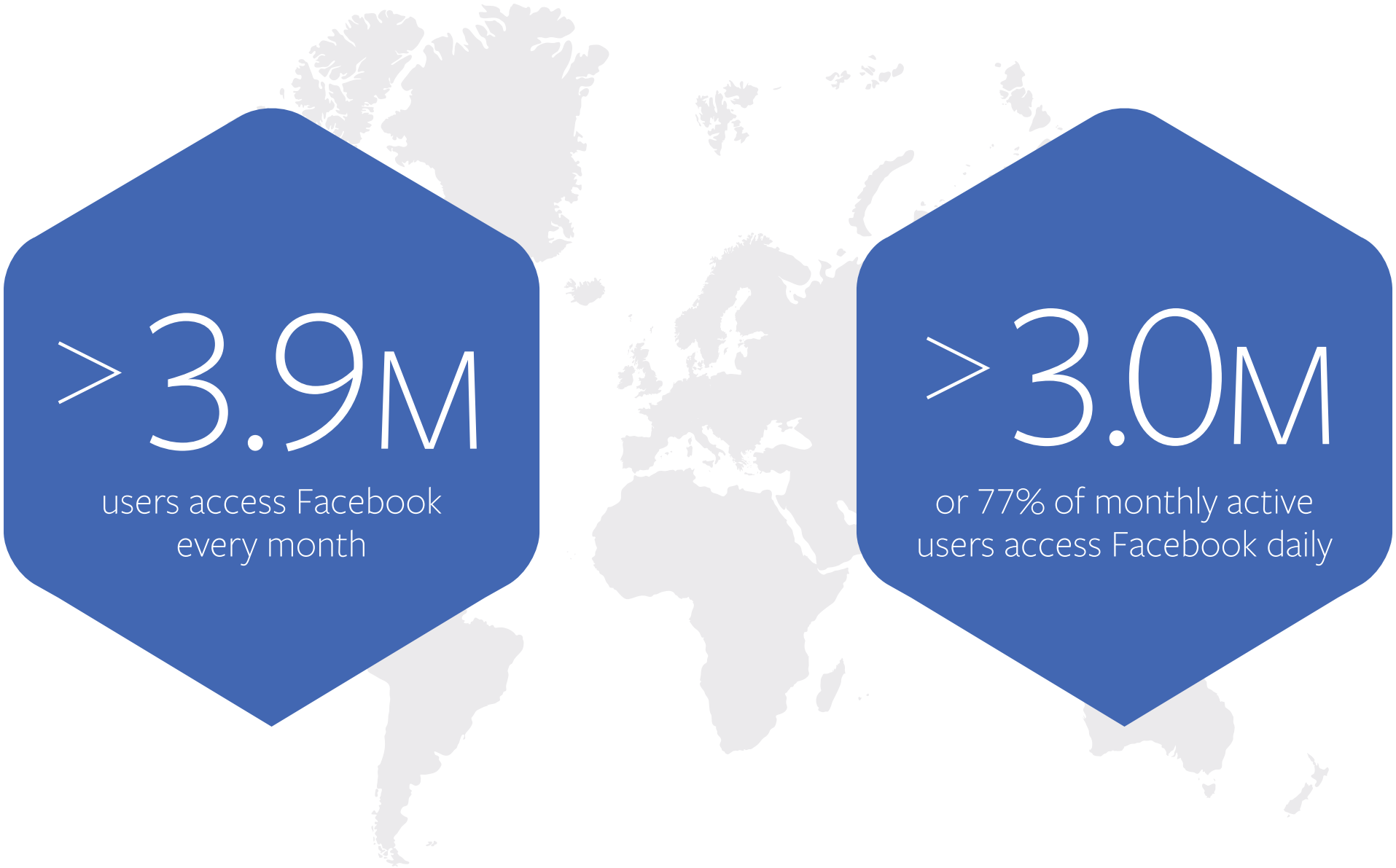
Source: Based on Facebook data, Dec 2018.

Facebook in Germany



Source: Based on Facebook data, Dec 2018.

Facebook in Austria



>3.9M

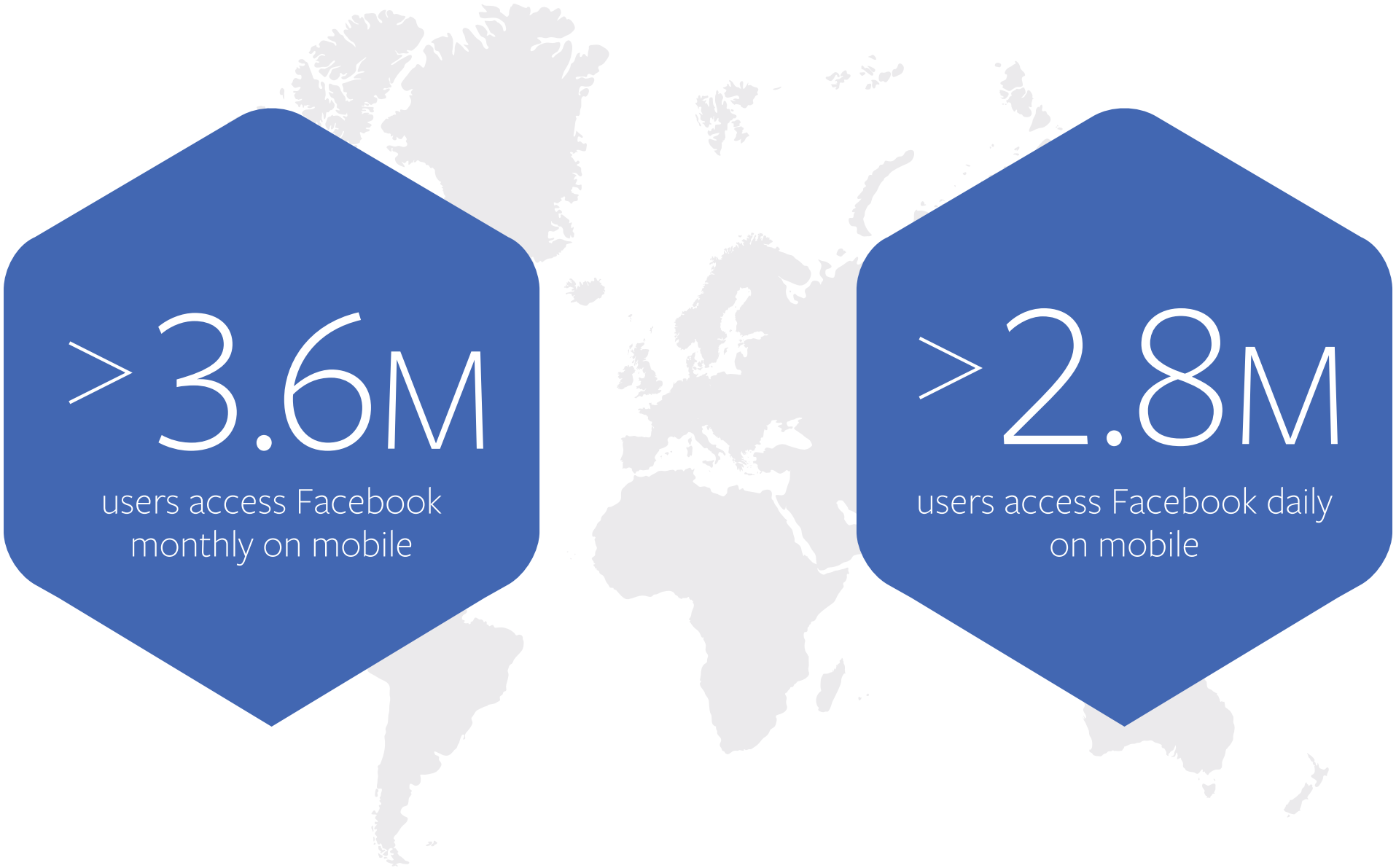
users access Facebook every month

>3.0M

or 77% of monthly active users access Facebook daily

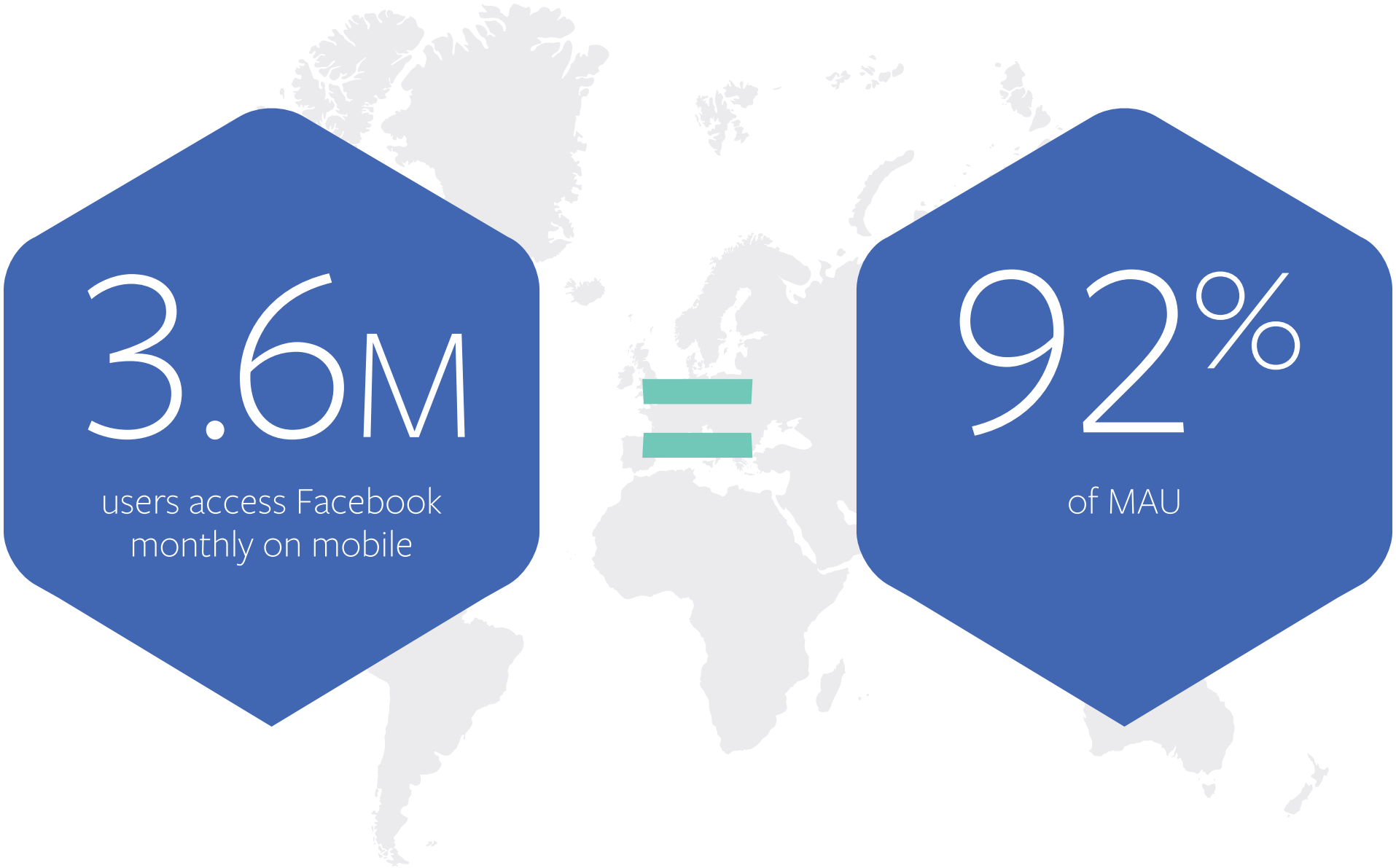
Source: Based on Facebook data, Dec 2018.

Facebook in Austria



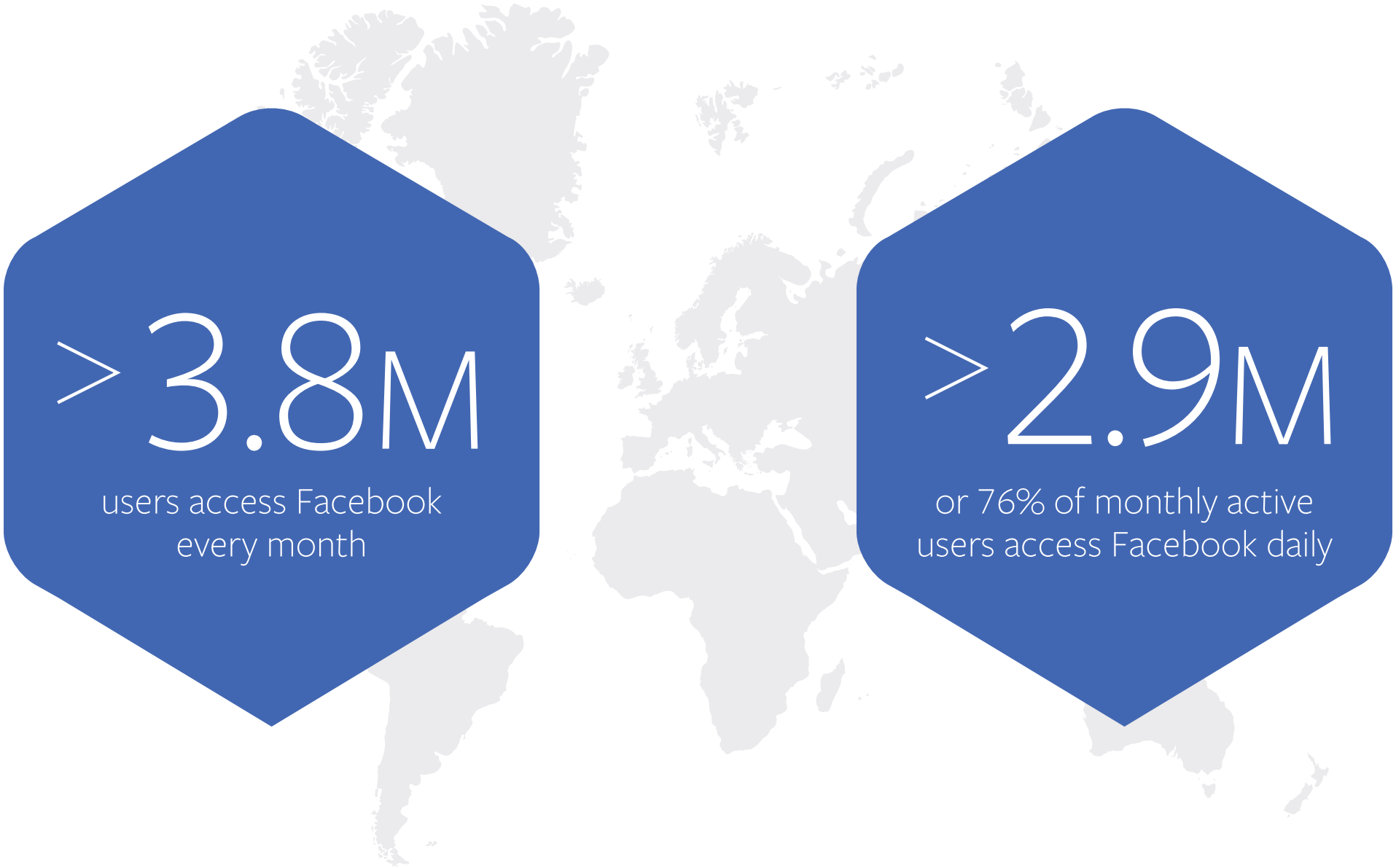
Source: Based on Facebook data, Dec 2018.

Facebook in Austria



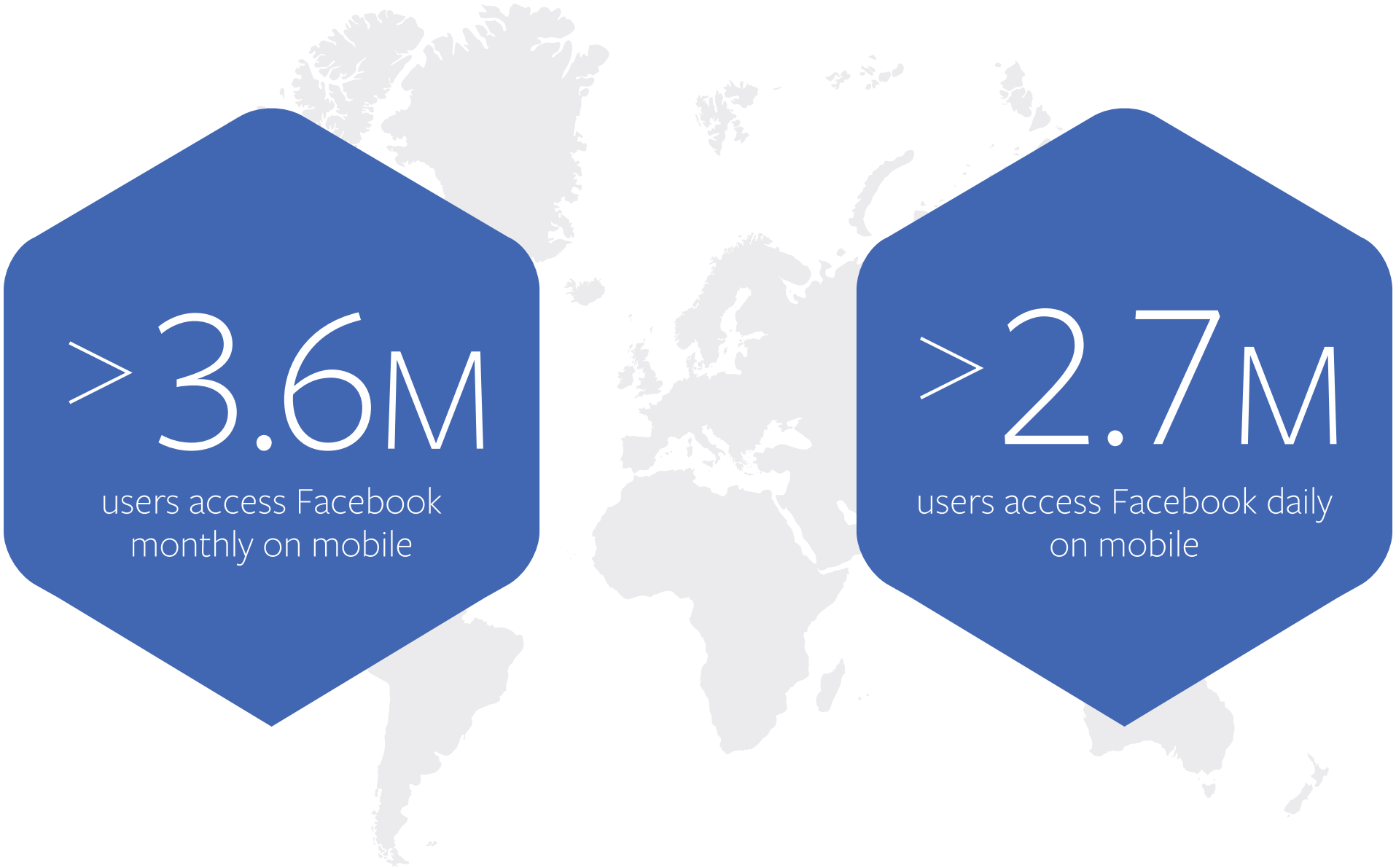
Source: Based on Facebook data, Dec 2018.

Facebook in Switzerland



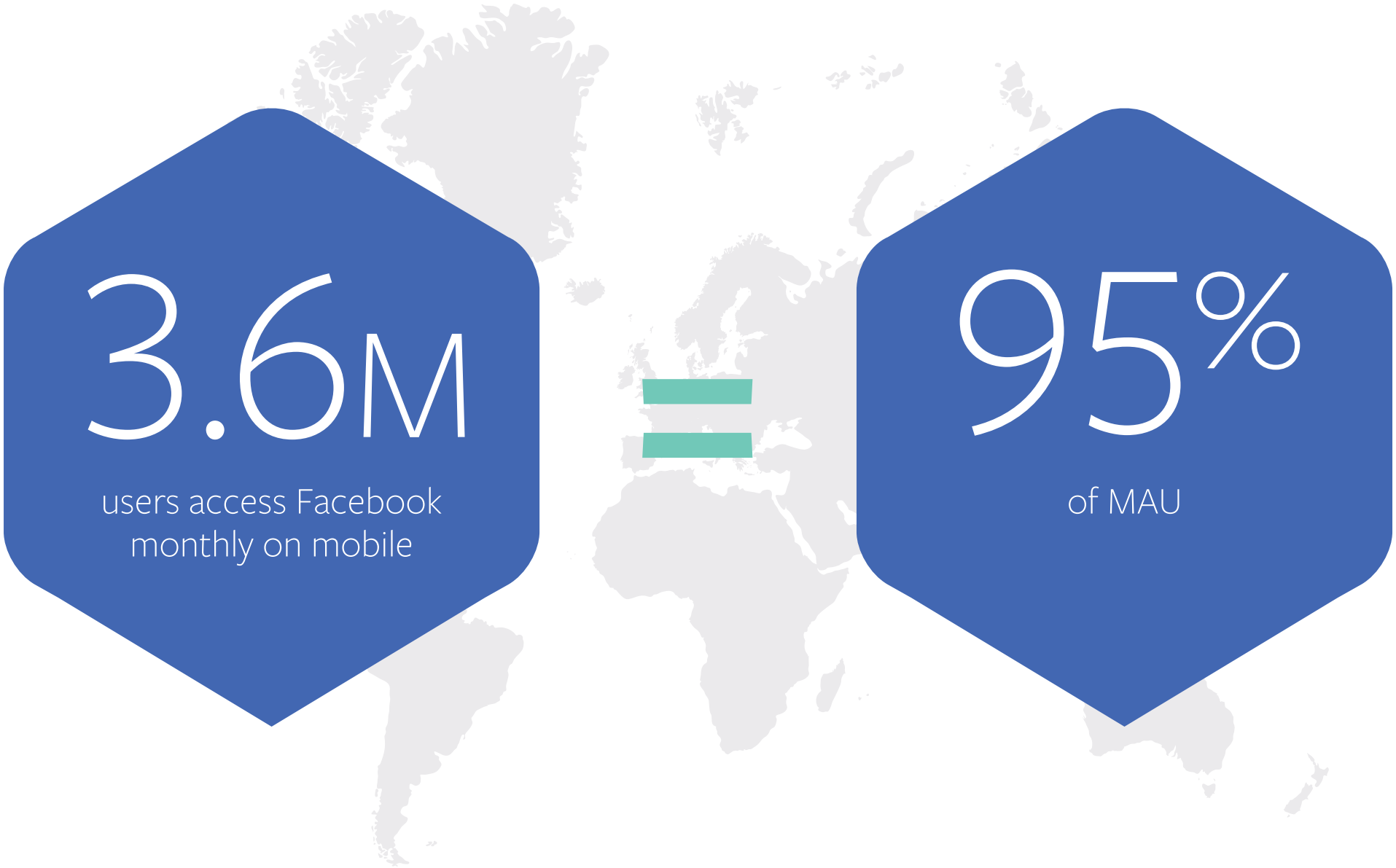
Source: Based on Facebook data, Dec 2018.

Facebook in Switzerland



Source: Based on Facebook data, Dec 2018.

Facebook in Switzerland



Source: Based on Facebook data, Dec 2018.

Thank you
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