

AMENDED Exhibit 53

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR
MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

5/26/2023

GROWTH

ACQUISITION

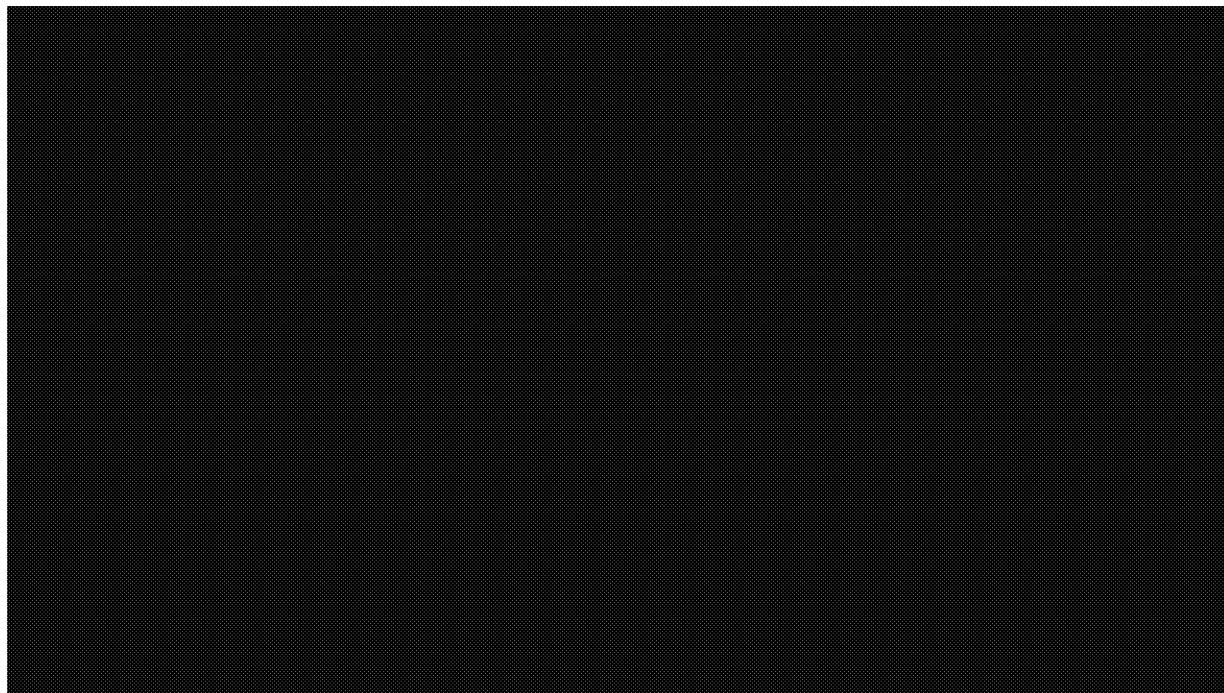


IG Acquisition Vision

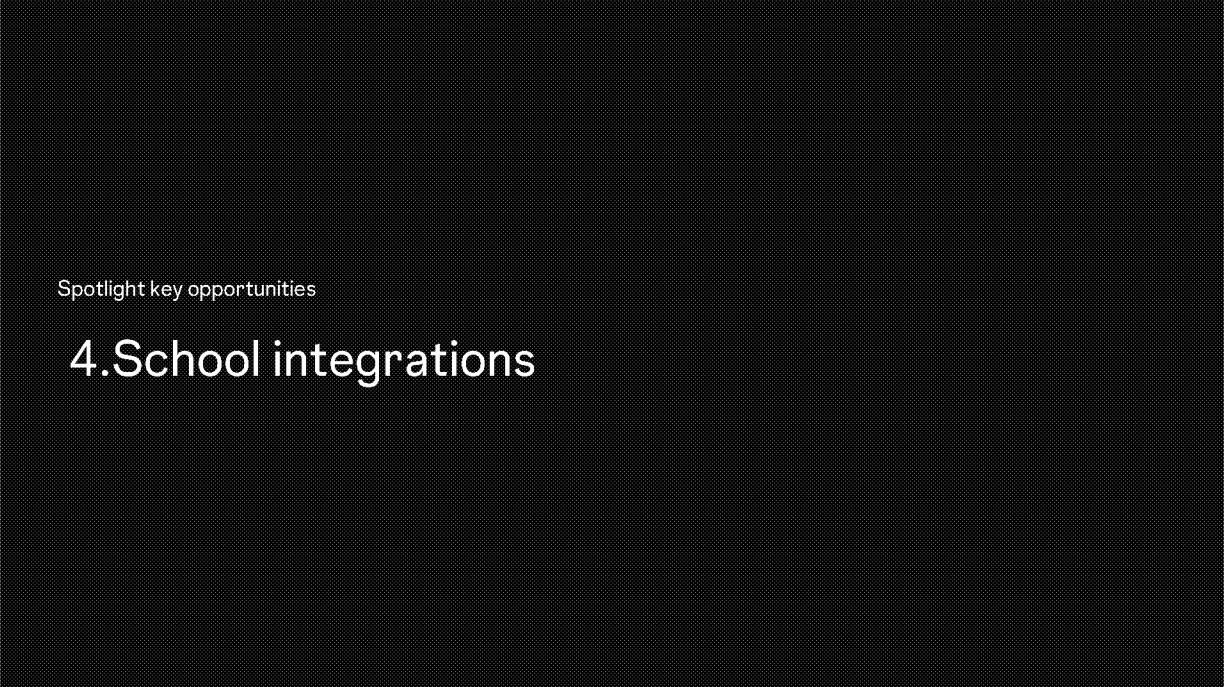
Controlling the Narrative

Goals of presentation

Objective	Early steer on <u>concepts</u> before H2 prioritization Higher level steer on longer term <u>spotlight opportunities</u> & gauge early conviction
Discussion	Concepts you have early conviction in or want us to dig into more? Can leads help open up channels with marketing, partnerships (important figures & 3p apps) teams by aligning with the right POC leads? Due to time sensitive nature of teen decline (FB saw <u>50% loss of teens within 2 years</u>) are growth leads aligned that we can move fast on angle changing areas without proven ROI yet? Should we consider XFN structural changes, test fast and pivot early approaches...?



Controlling the narrative
Strategy overview
Spotlight key opportunities



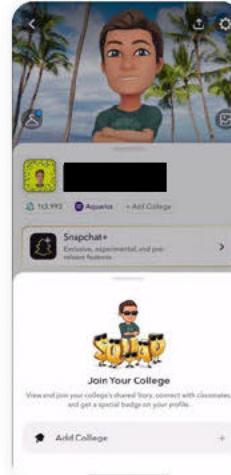
Spotlight key opportunities

4. School integrations

Leverage school networks

Our competitors in social connection are leveraging school integrations as a way to keep in touch with their community.

Can we take this a step further and use school networks as a lever for acquisition?



Attaching your college email to your snapchat grants you access to campus specific features

TC

At its Snap Partner Summit today in Santa Monica, Snapchat unveiled a series of new features coming to its app. The company is rolling out new Stories features, adding updates to the Snap Map, enhancing Bitmoji, introducing new ways to virtually interact with friends and more.

Snapchat is launching two new shared Story mods, starting with "Communities," which is a shared Story for interacting with people in the same school. With this new Story mode, users from the same school can see what other people on campus are up to, build new friendships and share their point of view. Snapchat has tested the new Story mode in certain schools, and plans to roll out Communities to additional colleges and high schools this month.



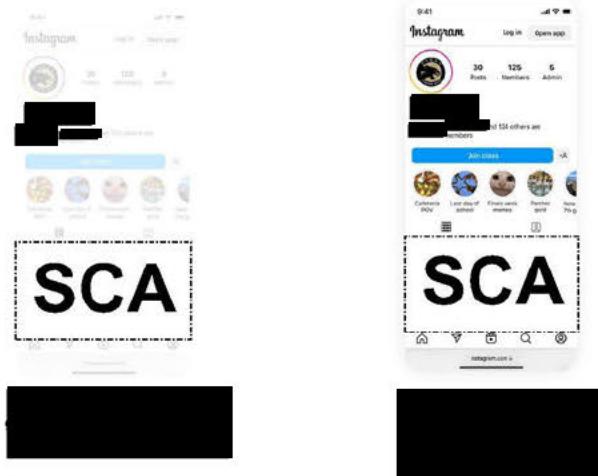
In April 2023, Snapchat has started to partner with several high schools to test new community story features

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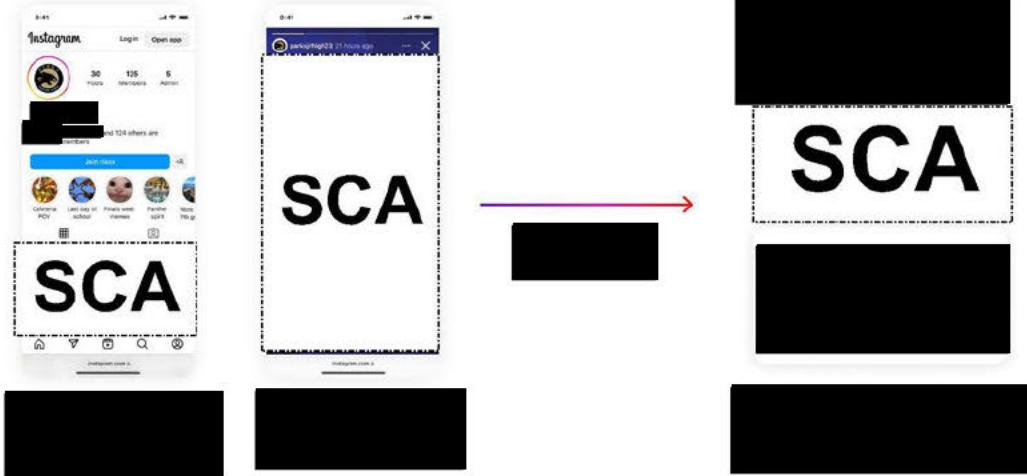
How can we position Instagram as integral to navigating school relationships, especially during transition periods?



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In addition to acquisition, [REDACTED]
[REDACTED]

Signals we can use:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]



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