

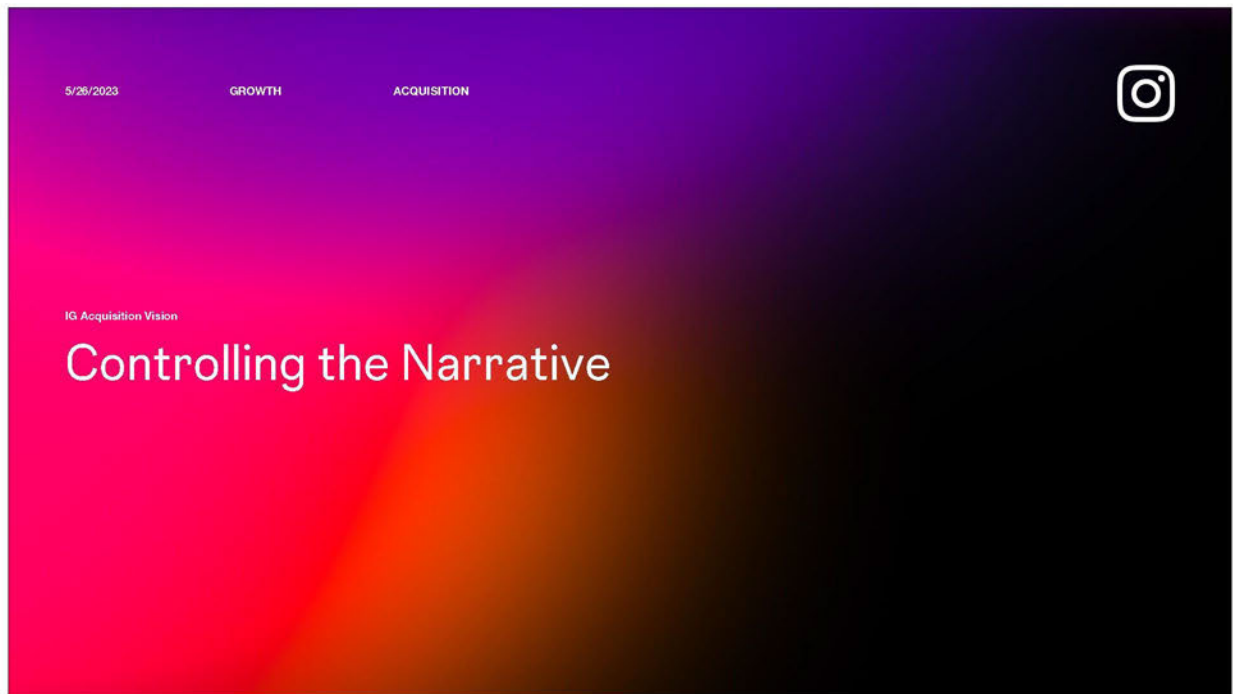
AMENDED Exhibit 53

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

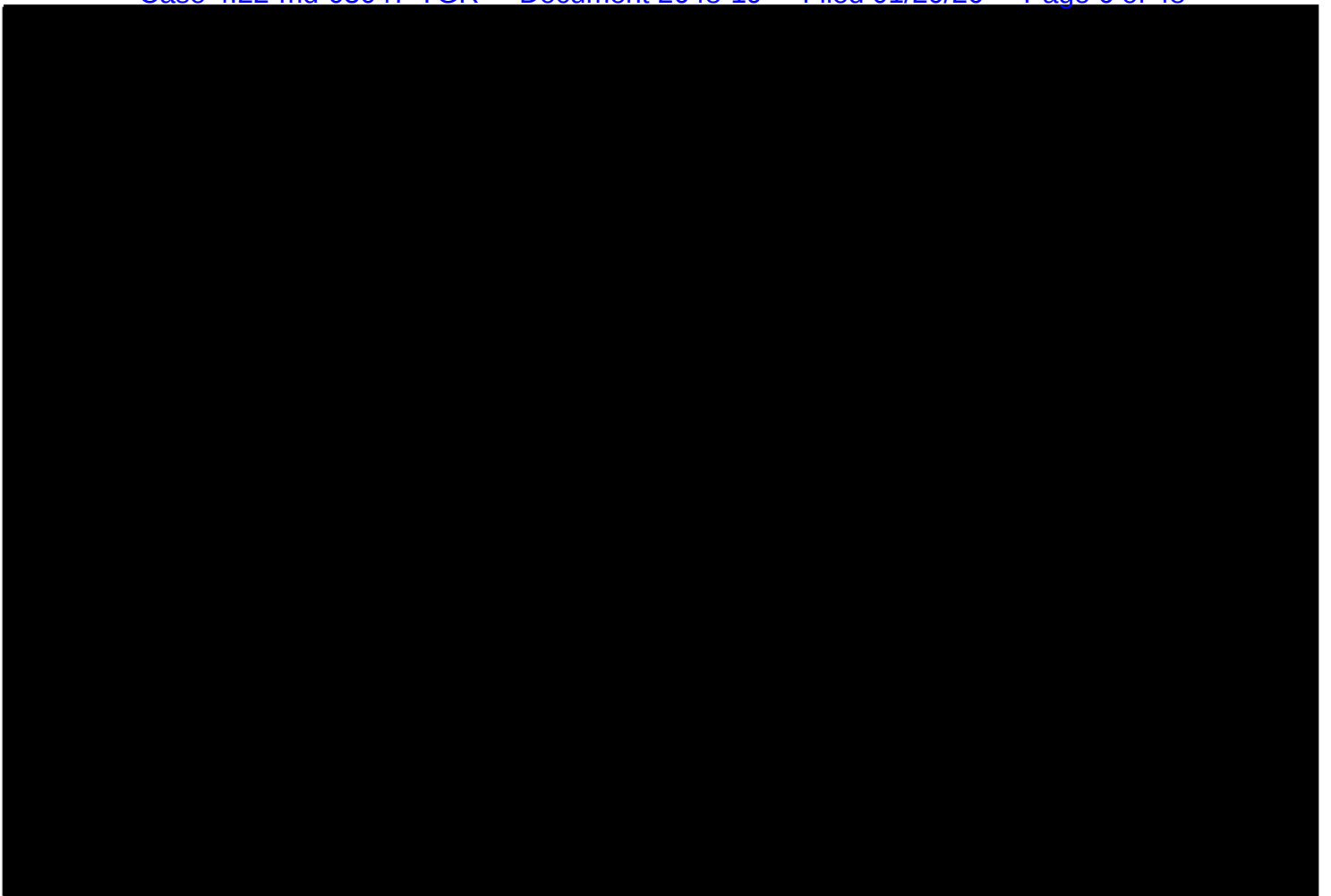


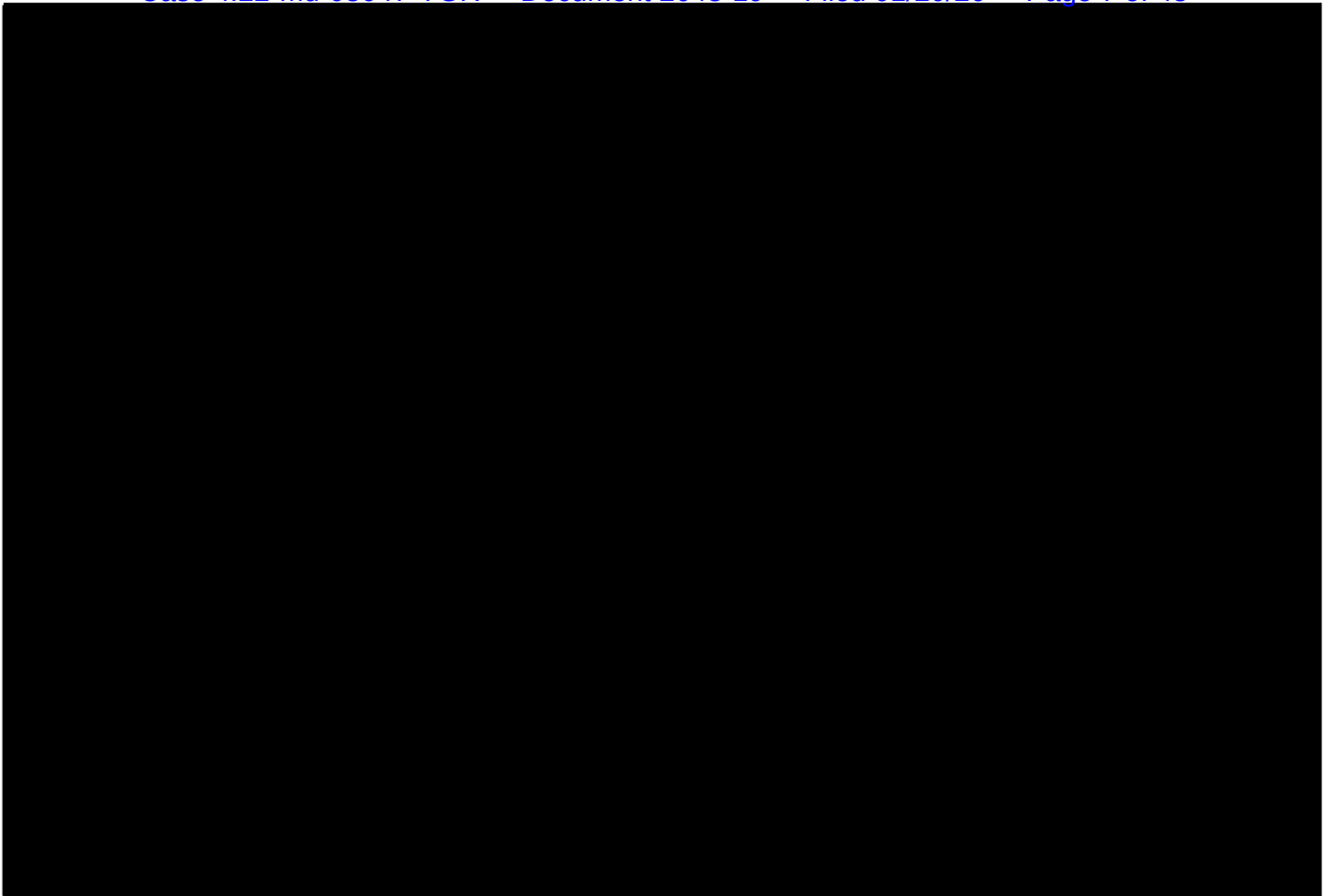
Goals of presentation

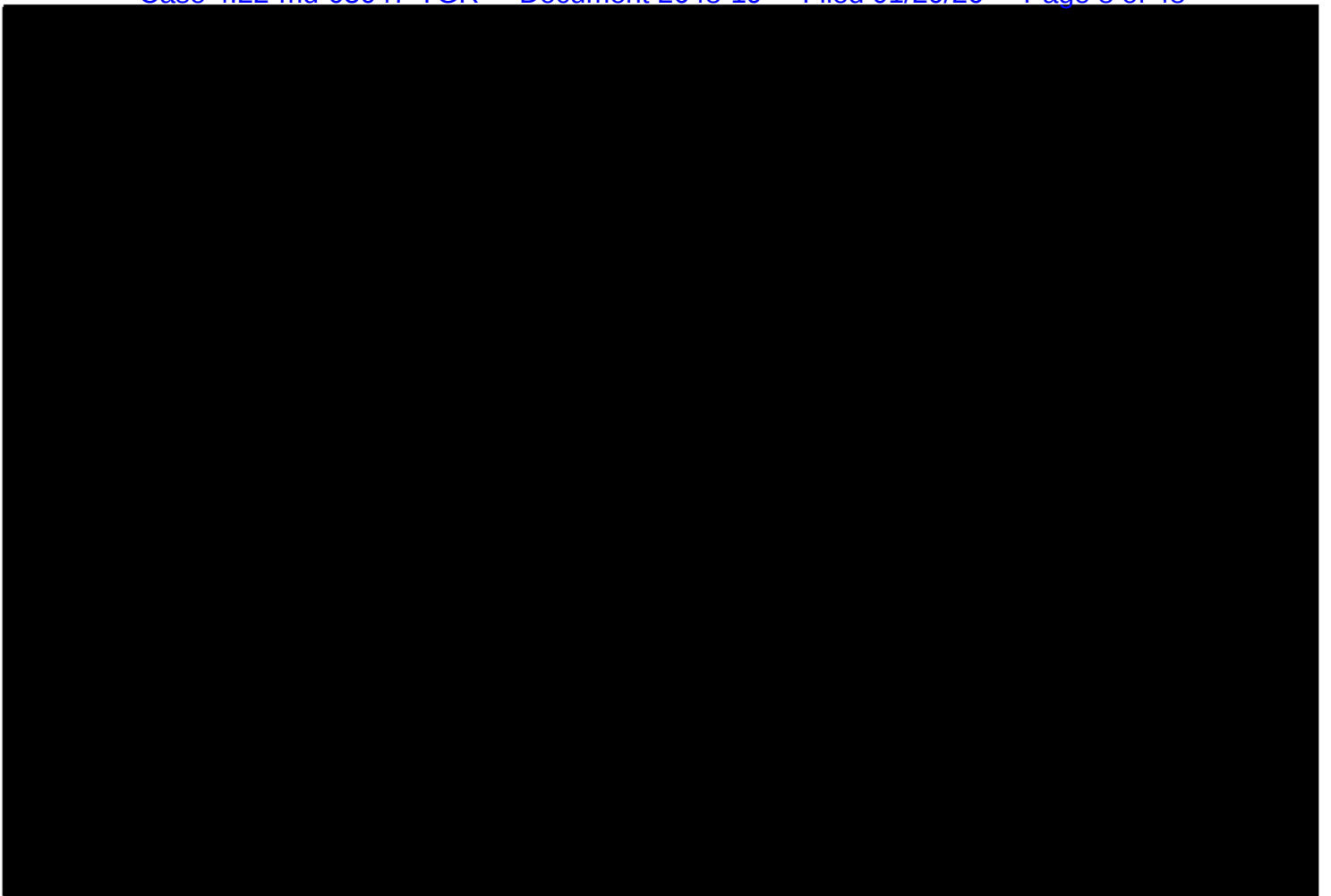
Objective	Early steer on <u>concepts</u> before H2 prioritization
	Higher level steer on longer term <u>spotlight opportunities</u> & gauge early conviction
Discussion	Concepts you have early conviction in or want us to dig into more?
	Can leads help open up channels with marketing, partnerships (important 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...?



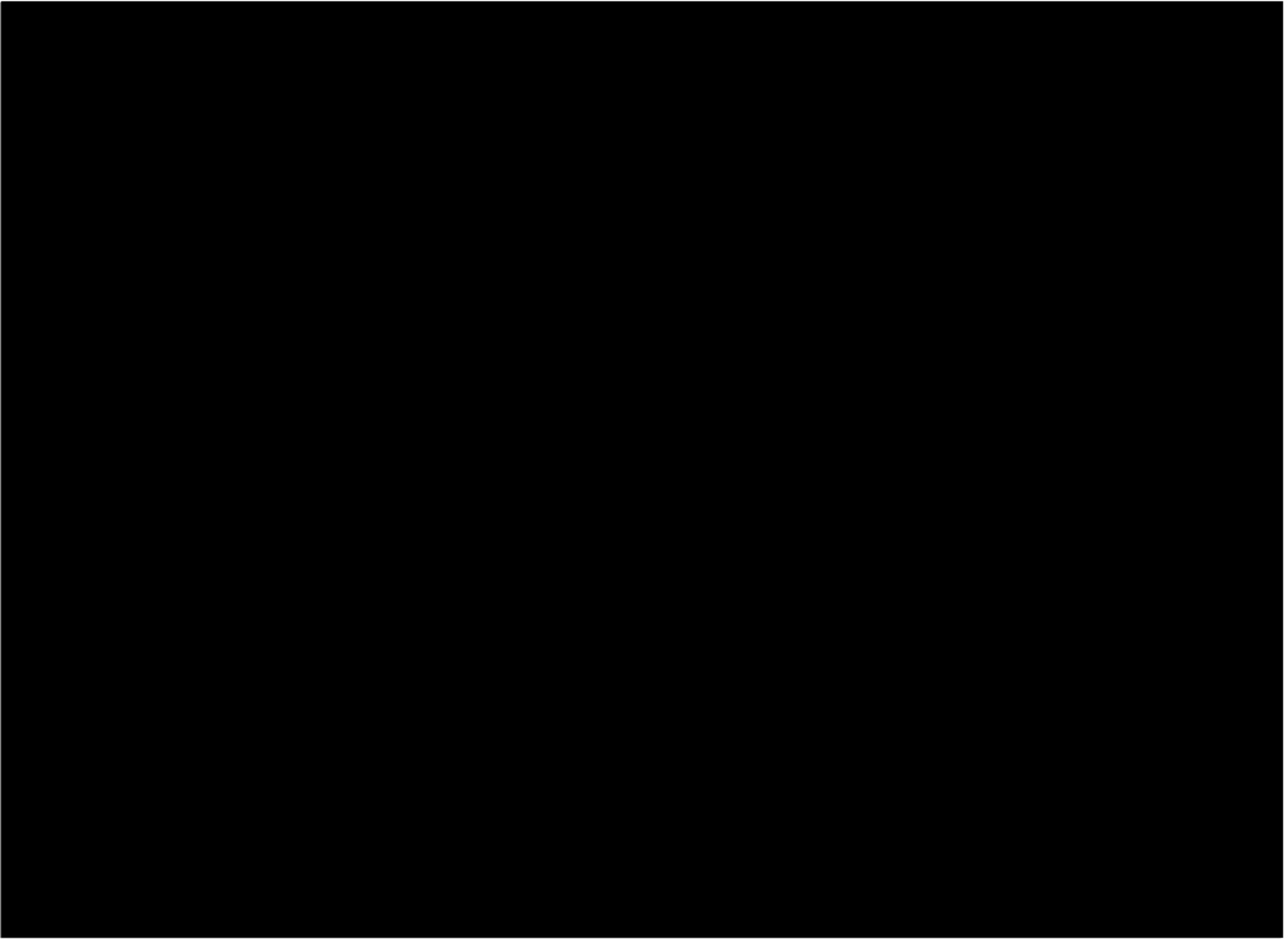
Controlling the narrative
Strategy overview
Spotlight key opportunities

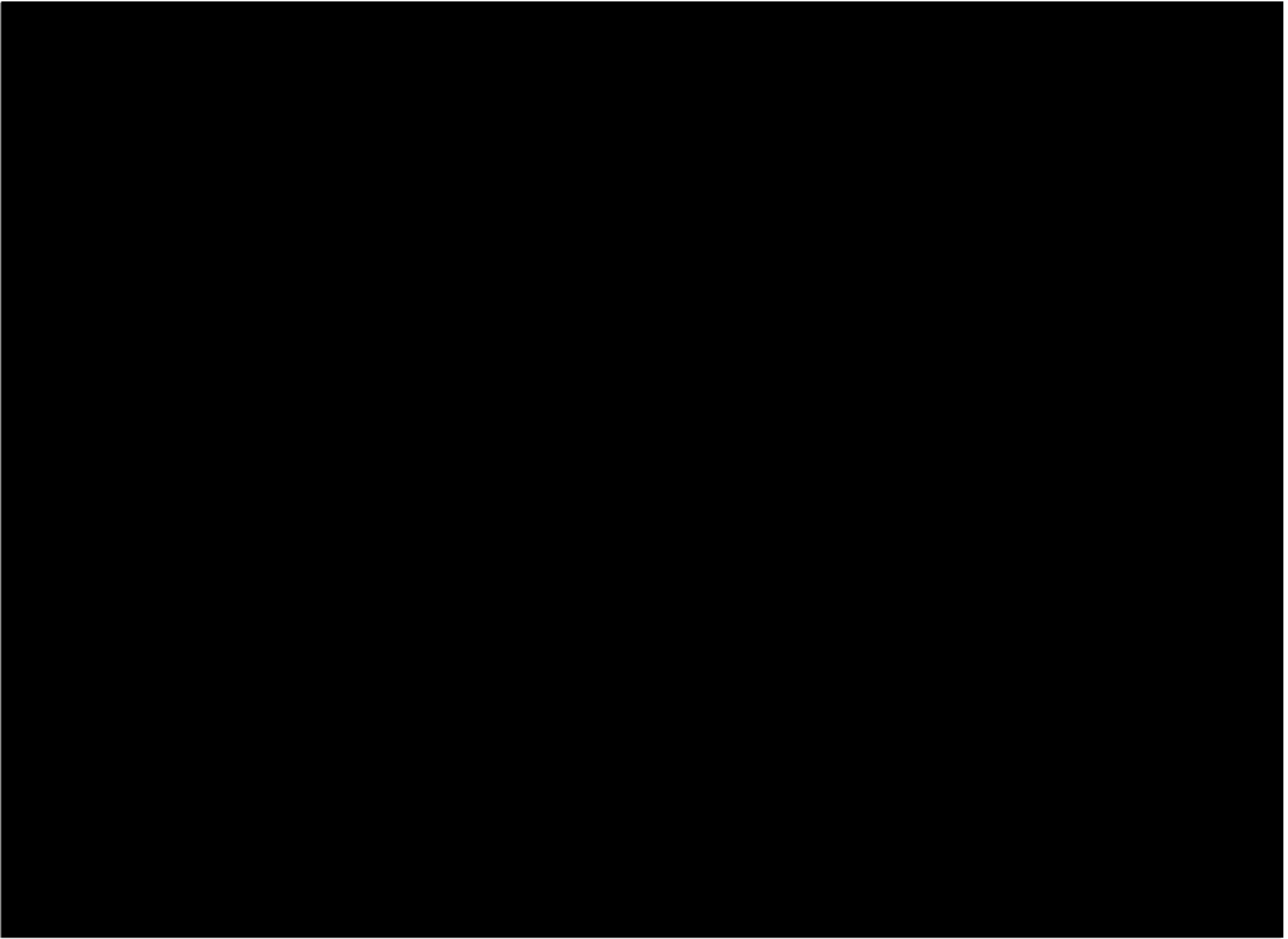


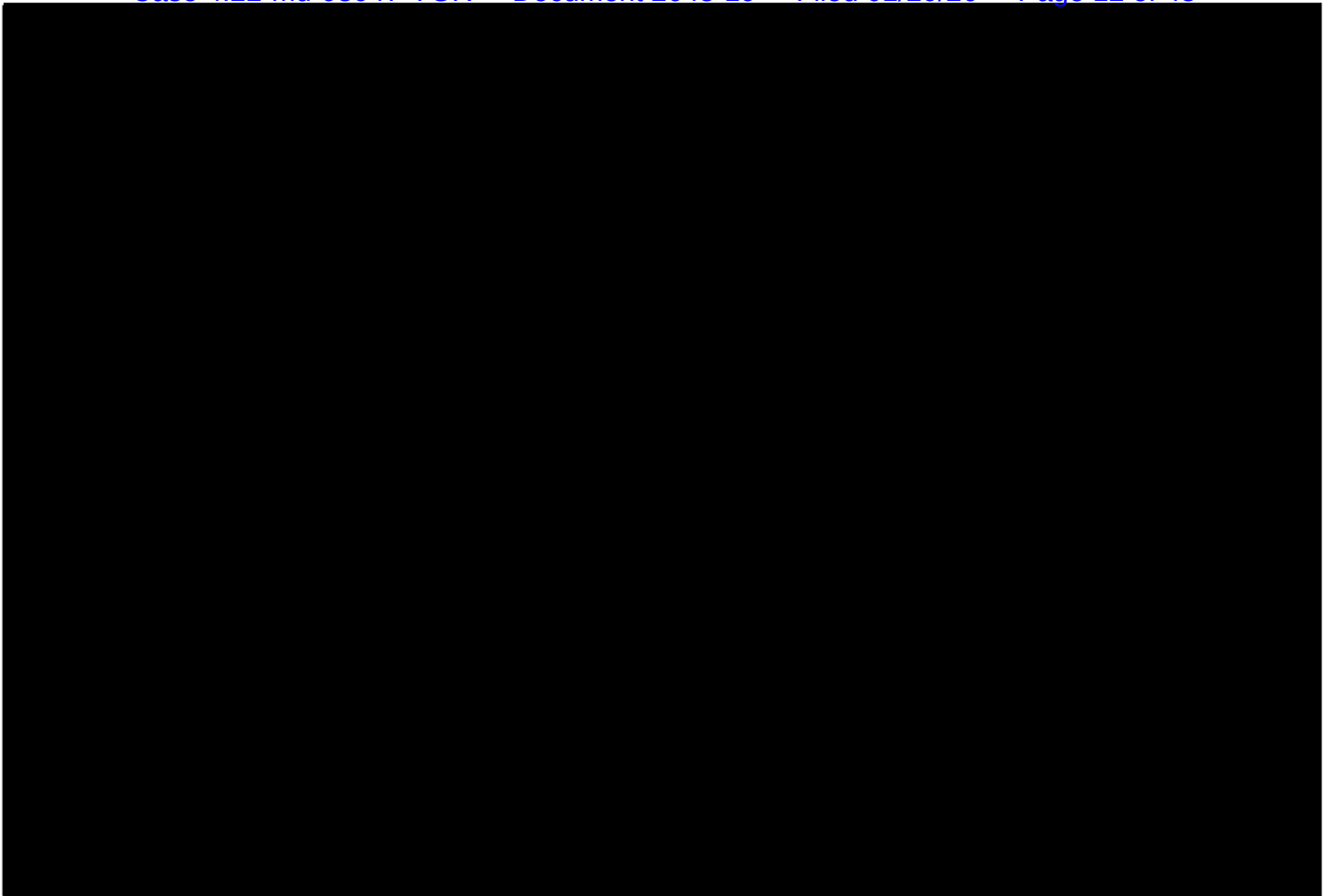


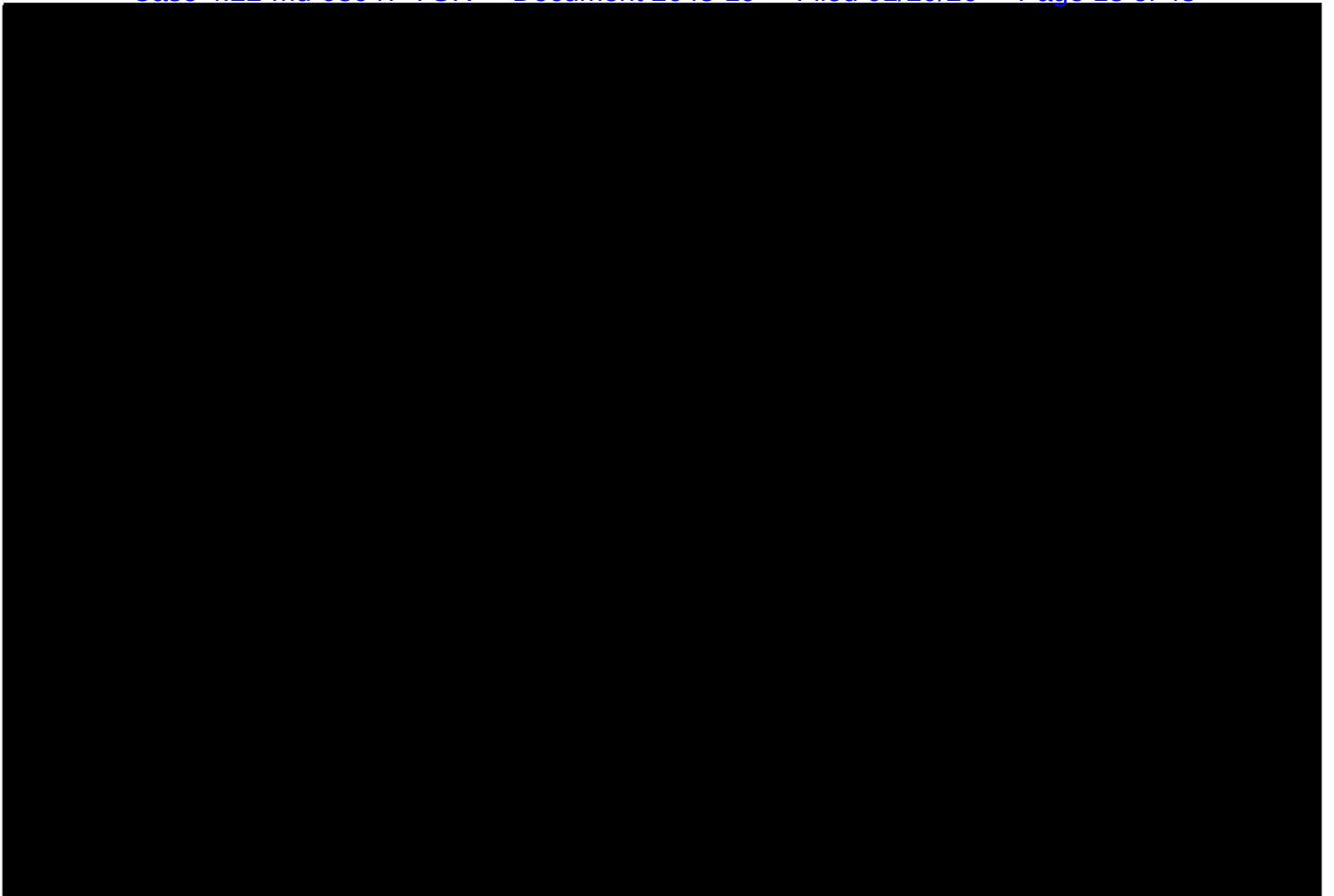


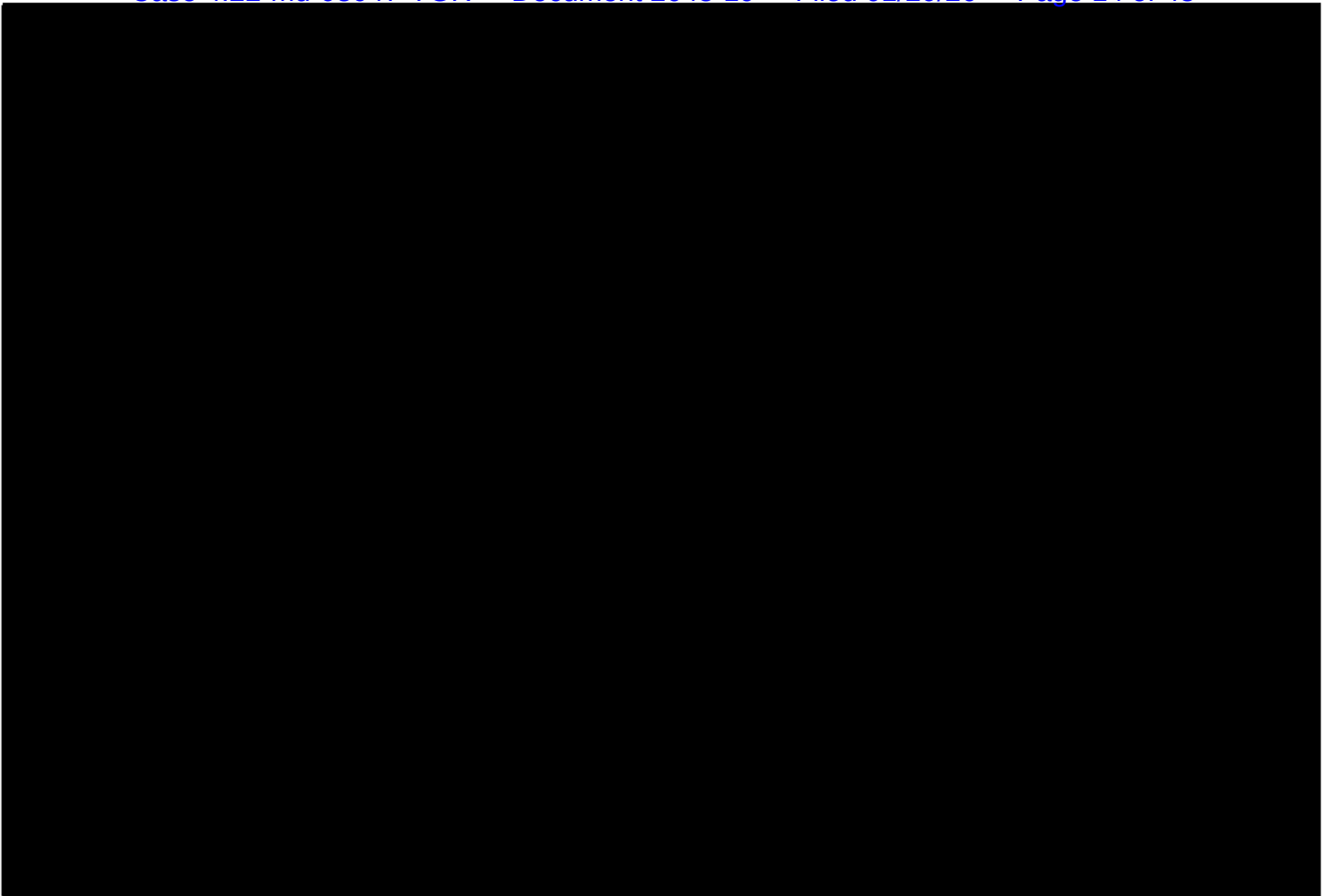


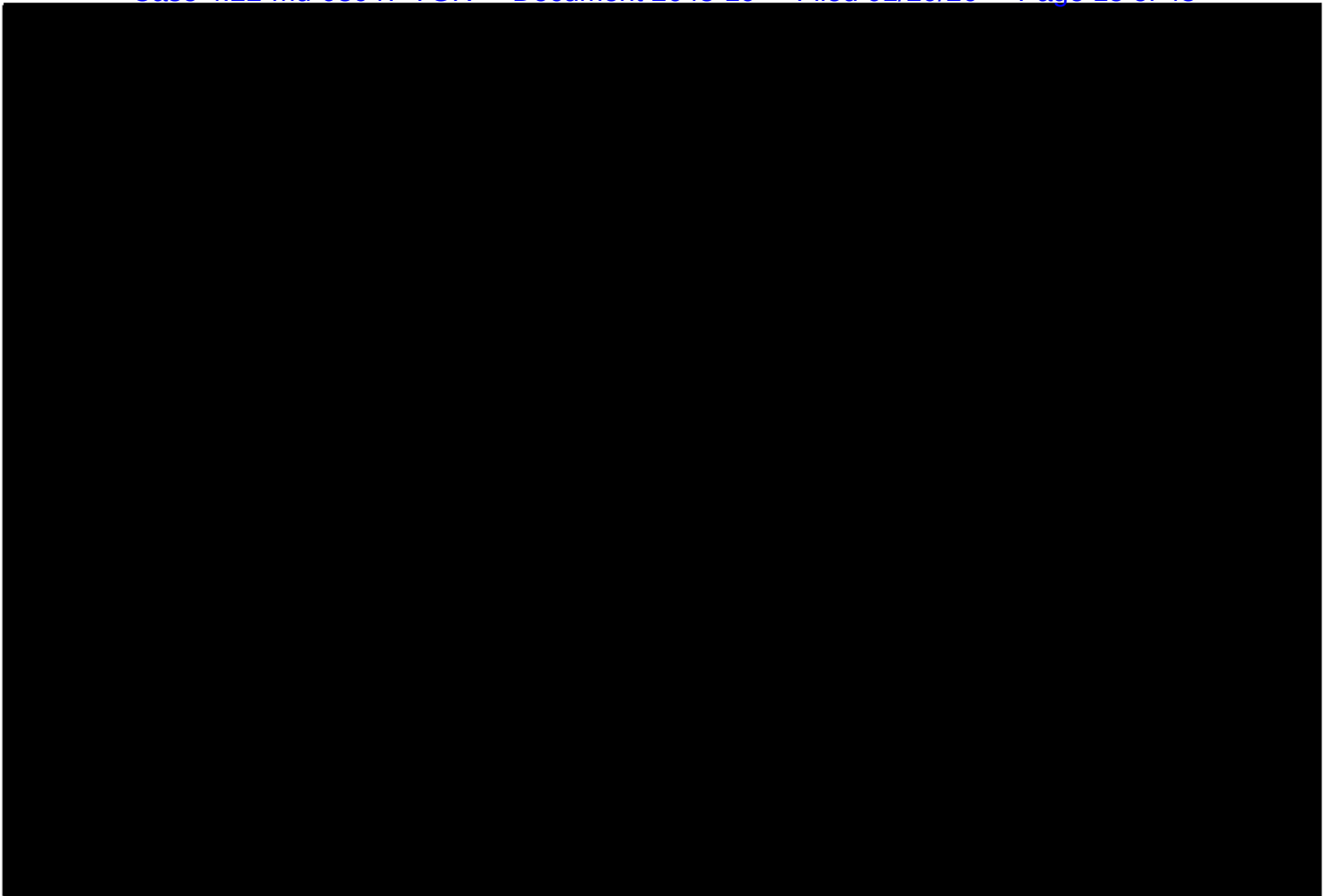


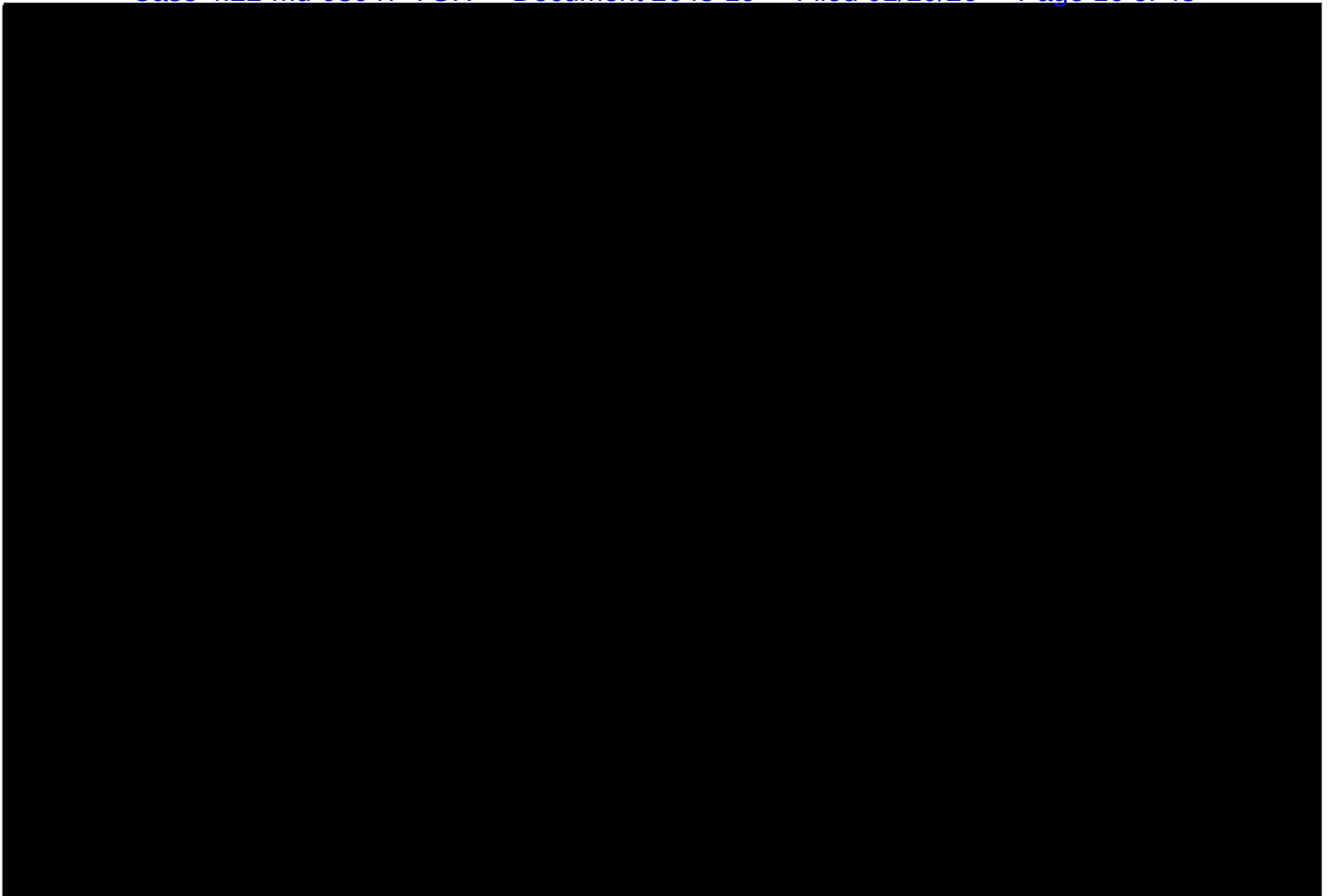


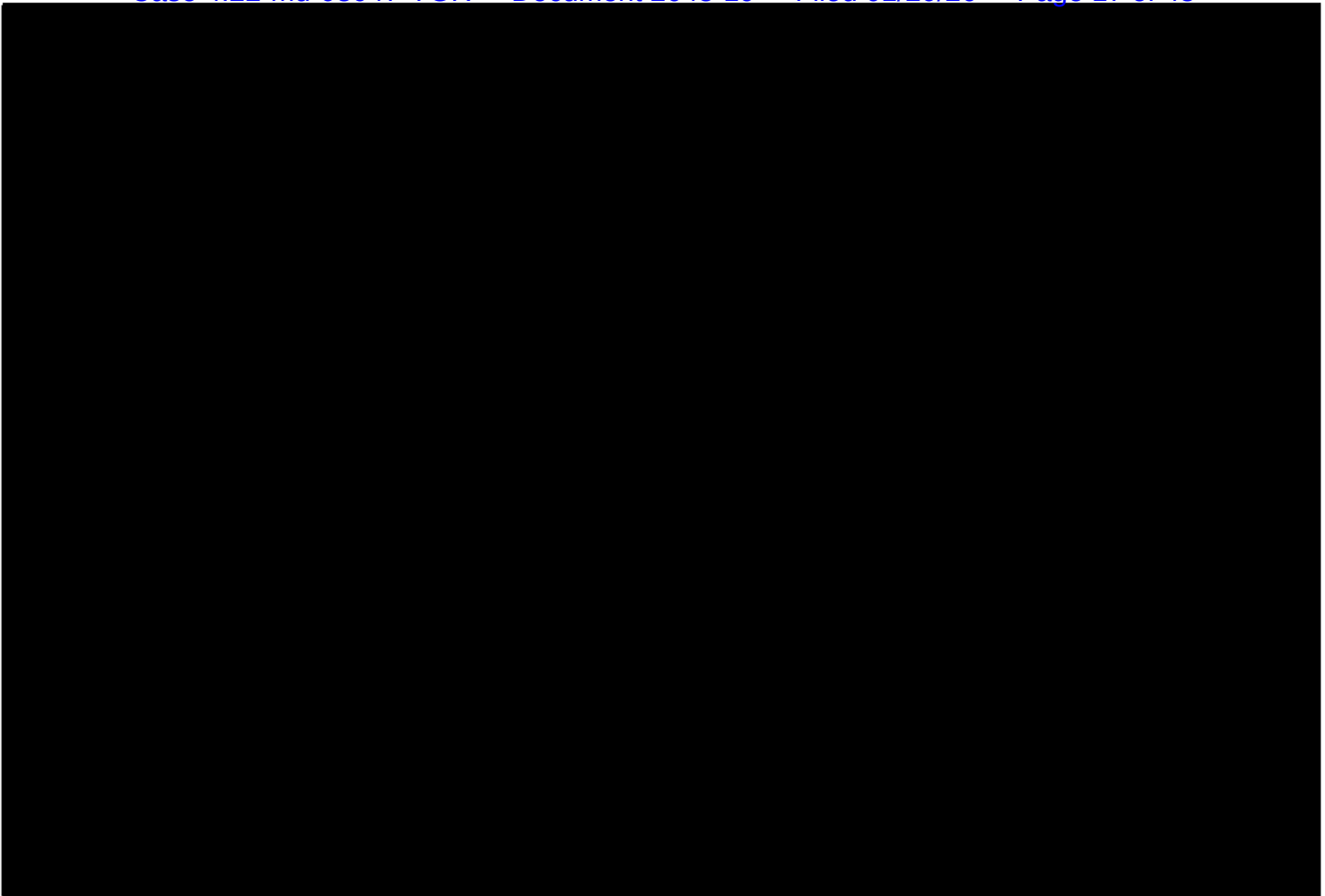


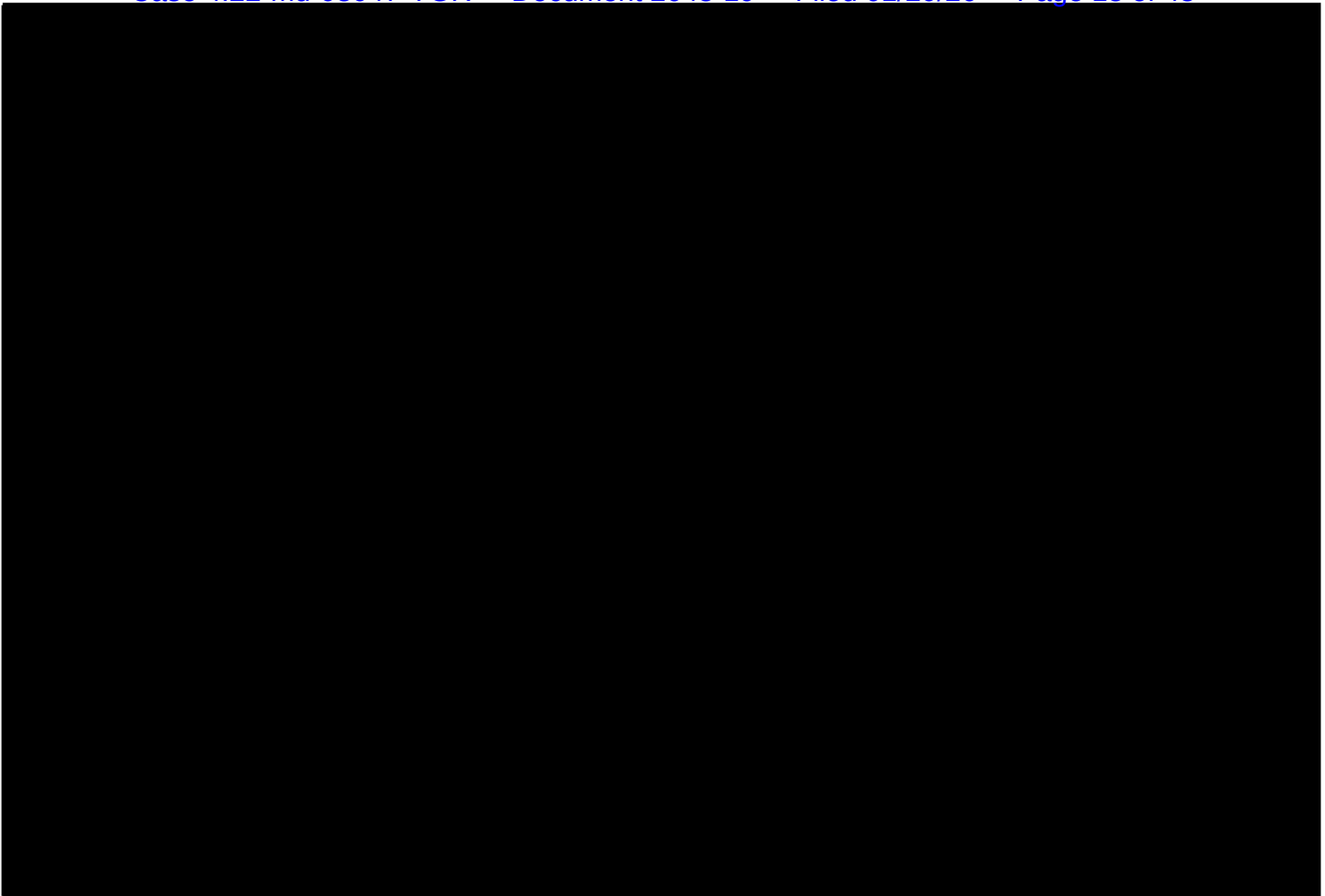


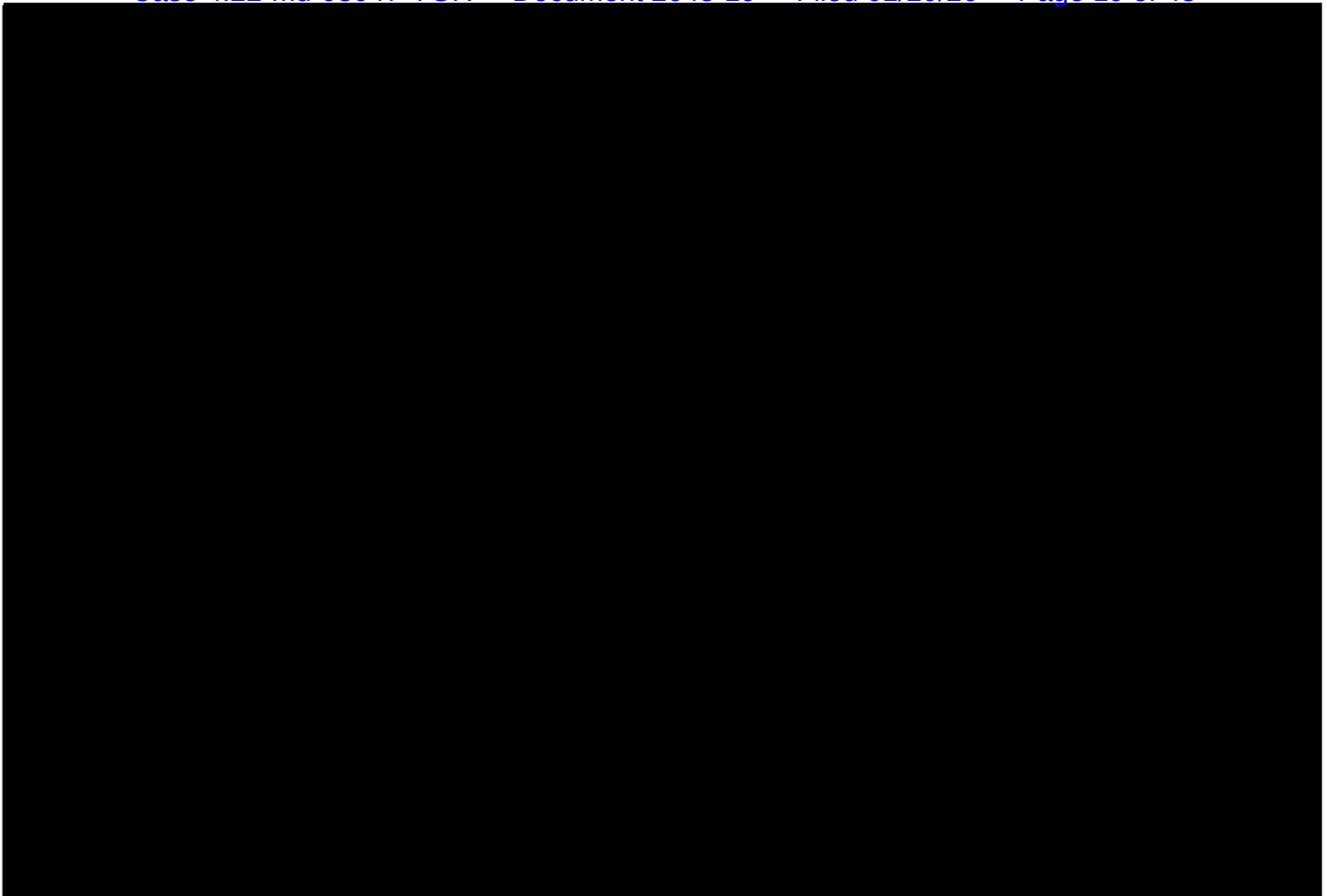


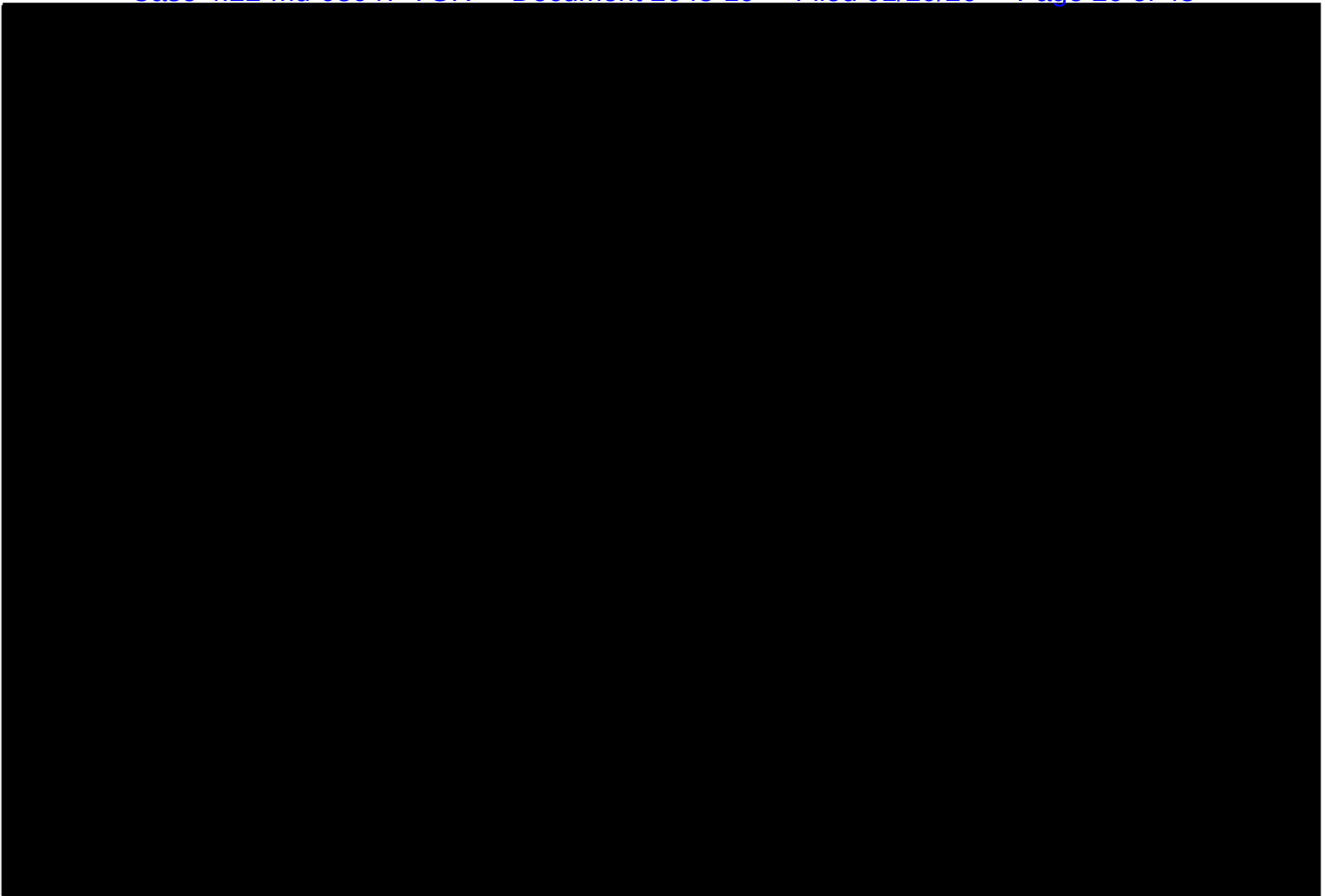


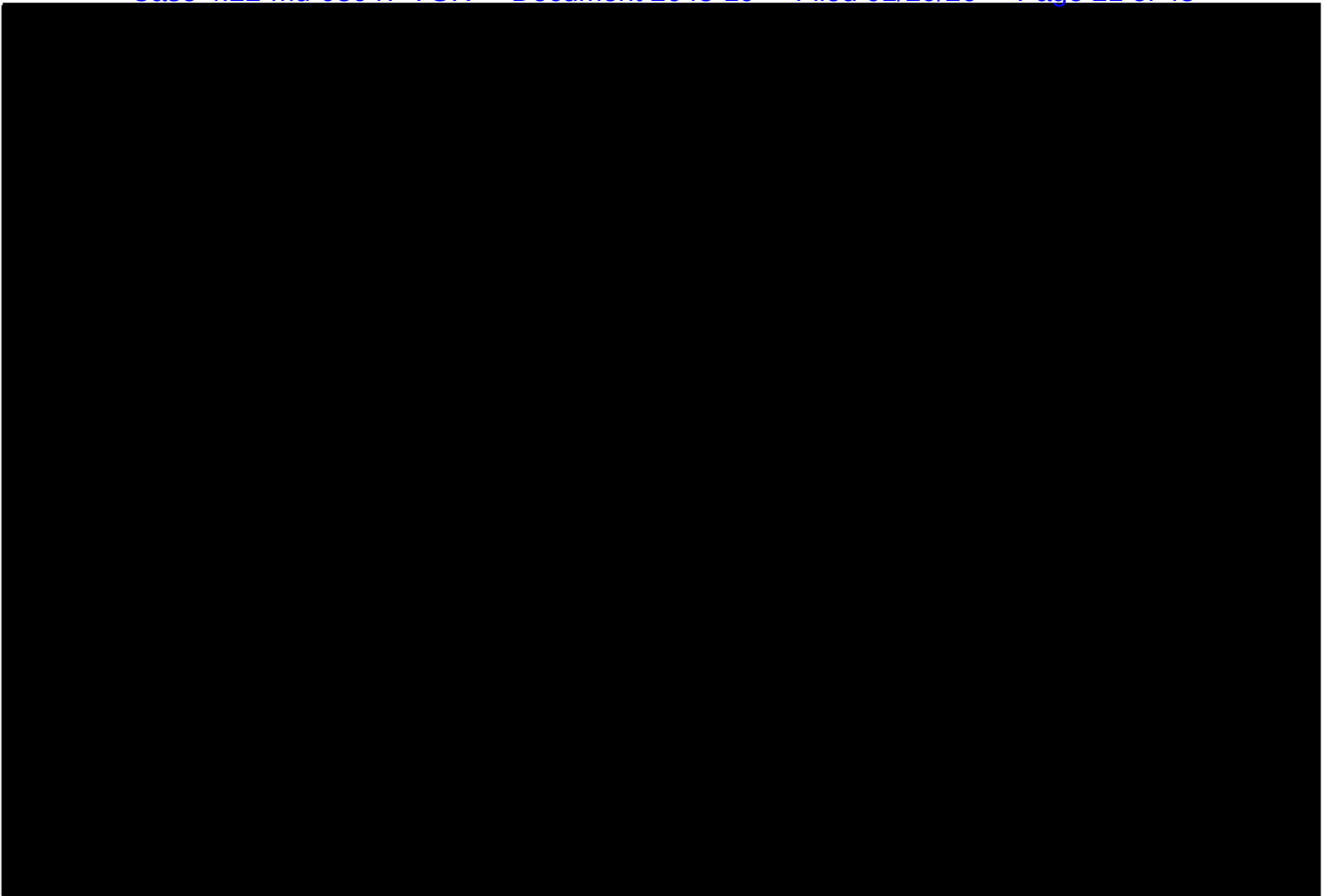


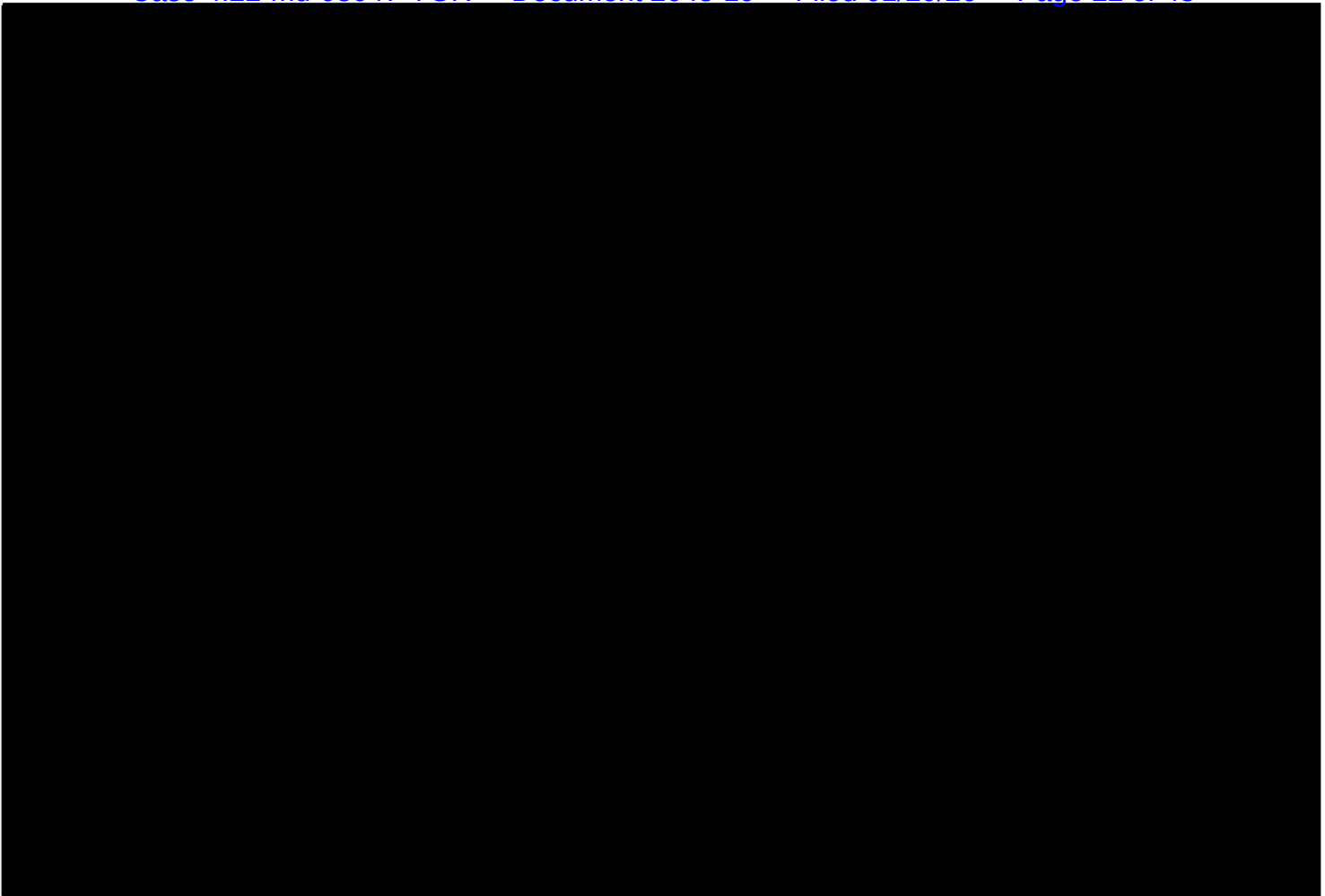


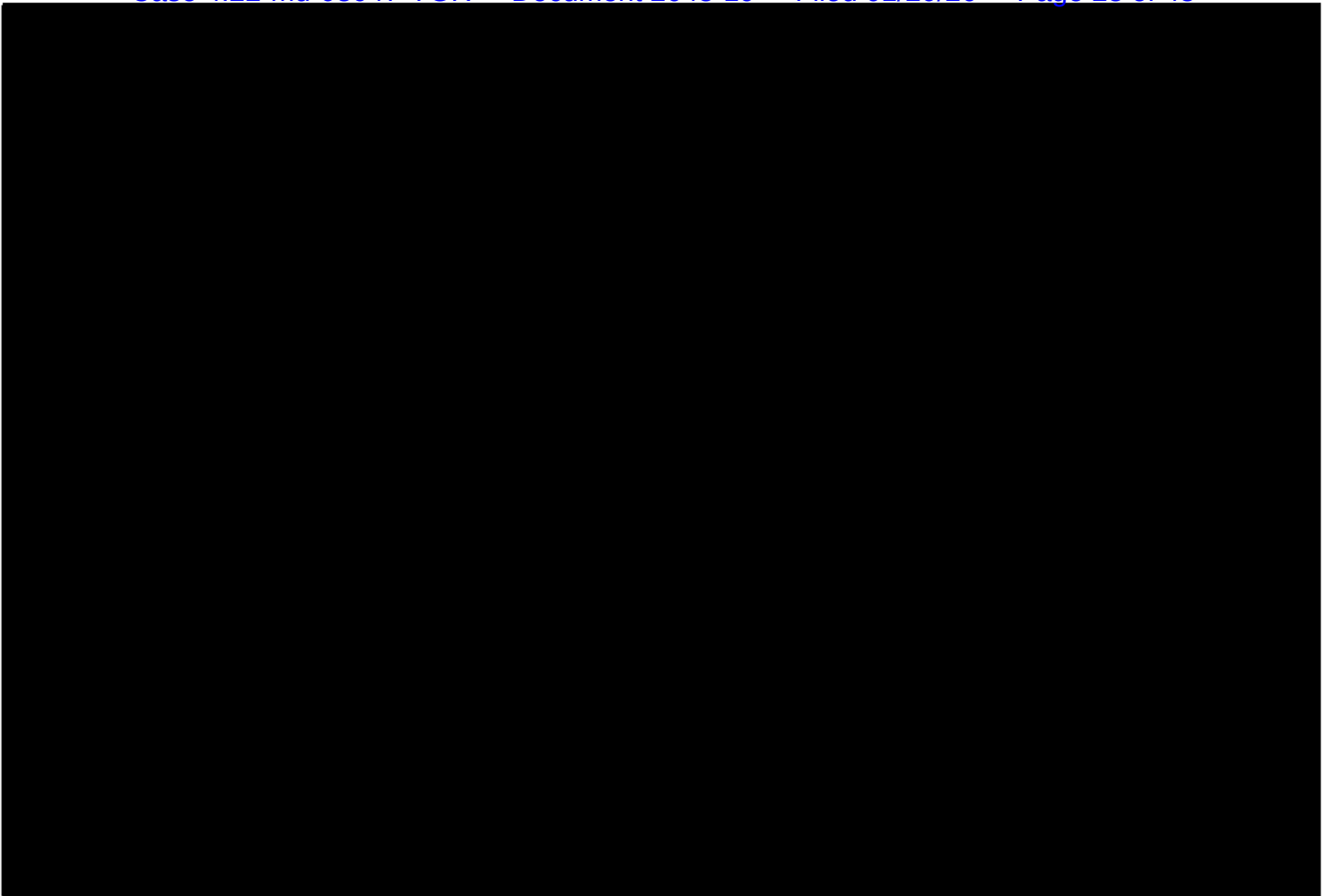


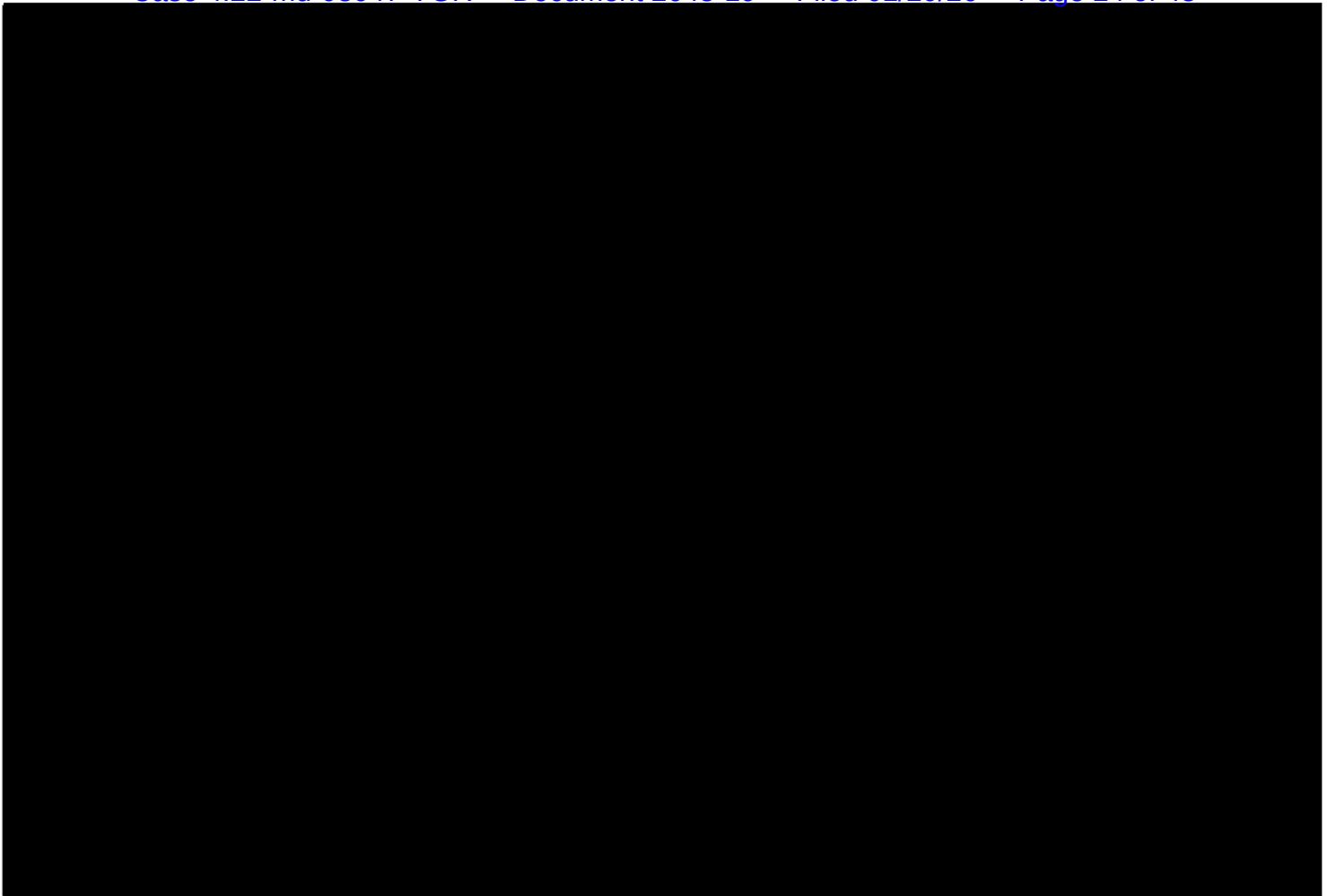


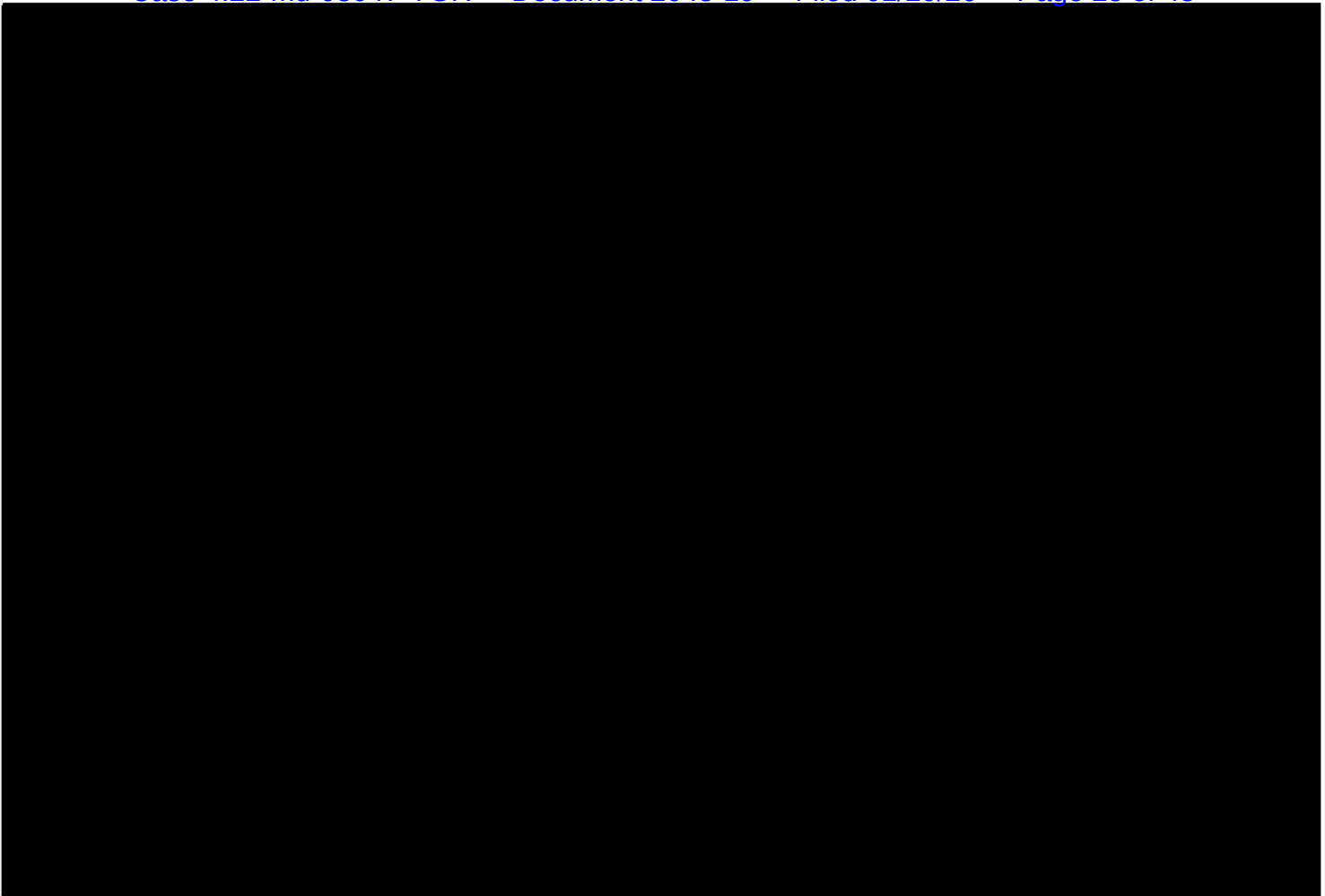


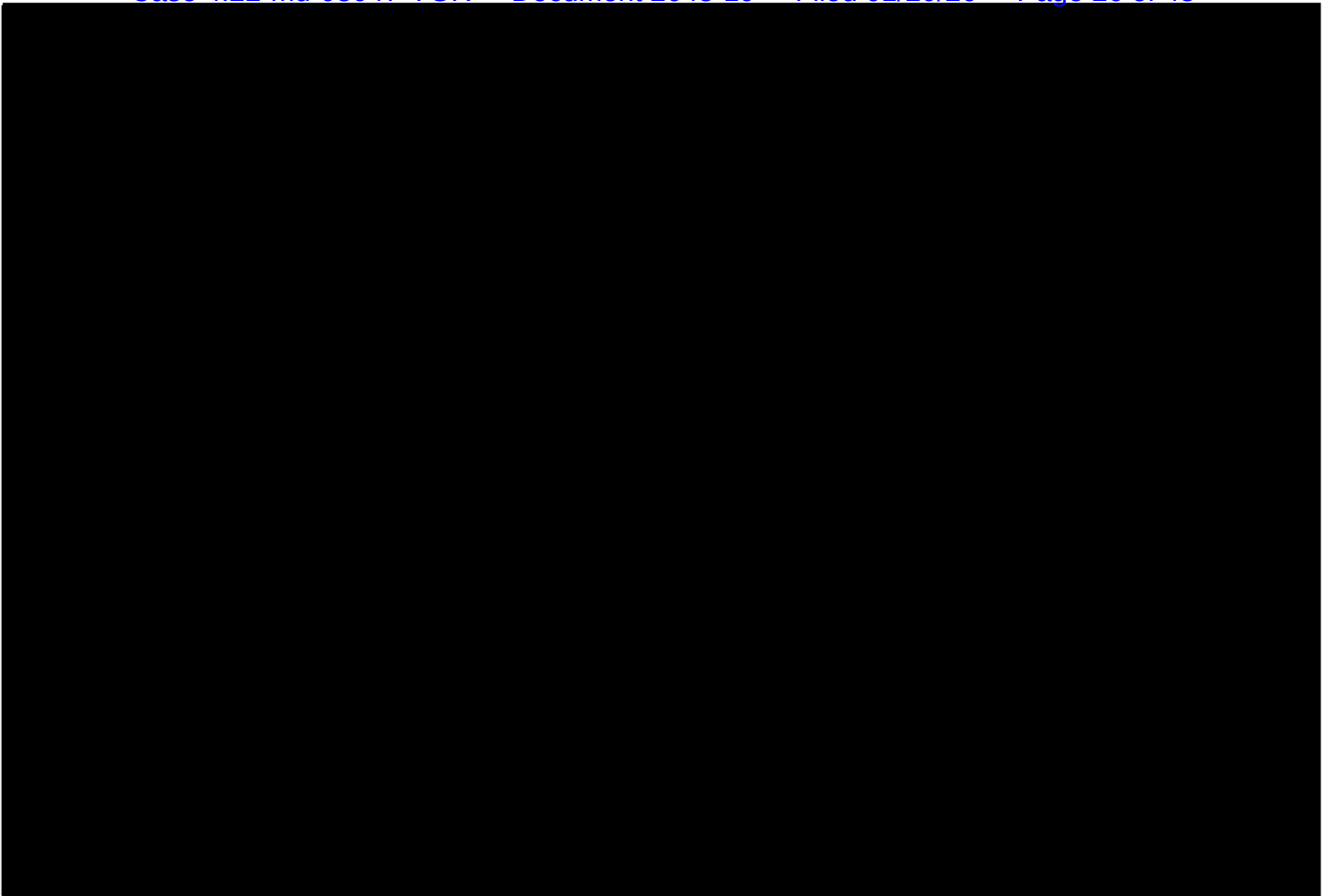


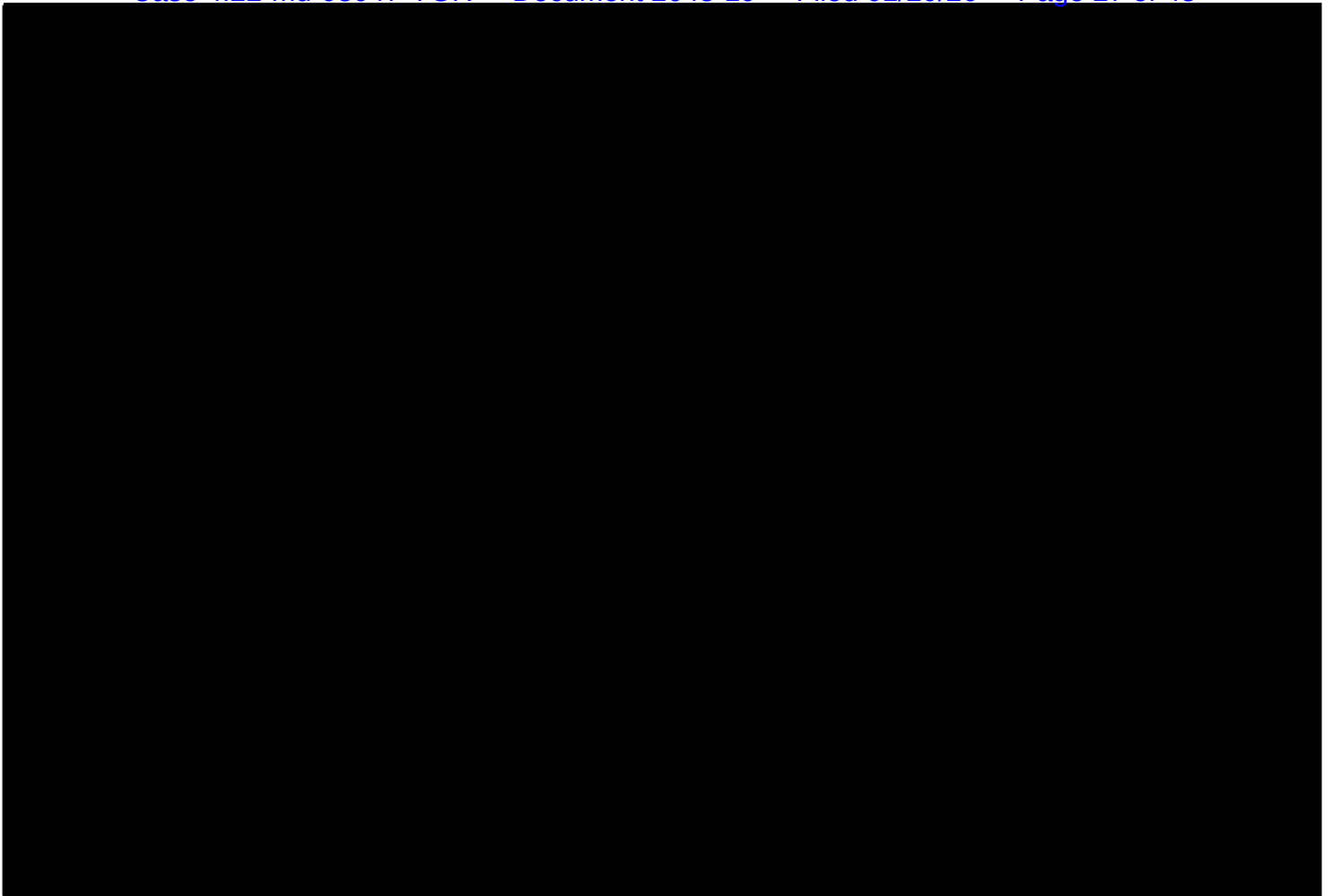


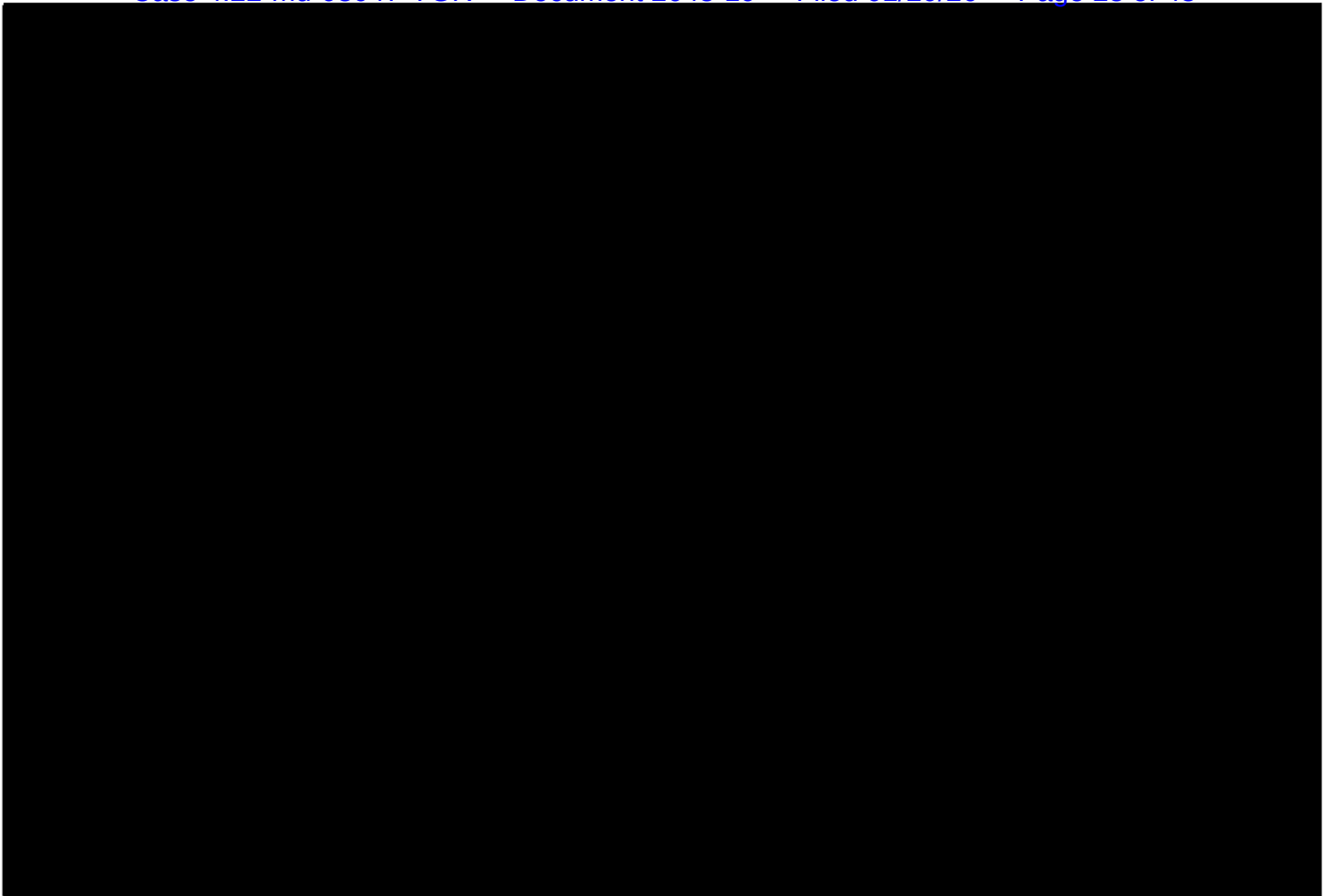


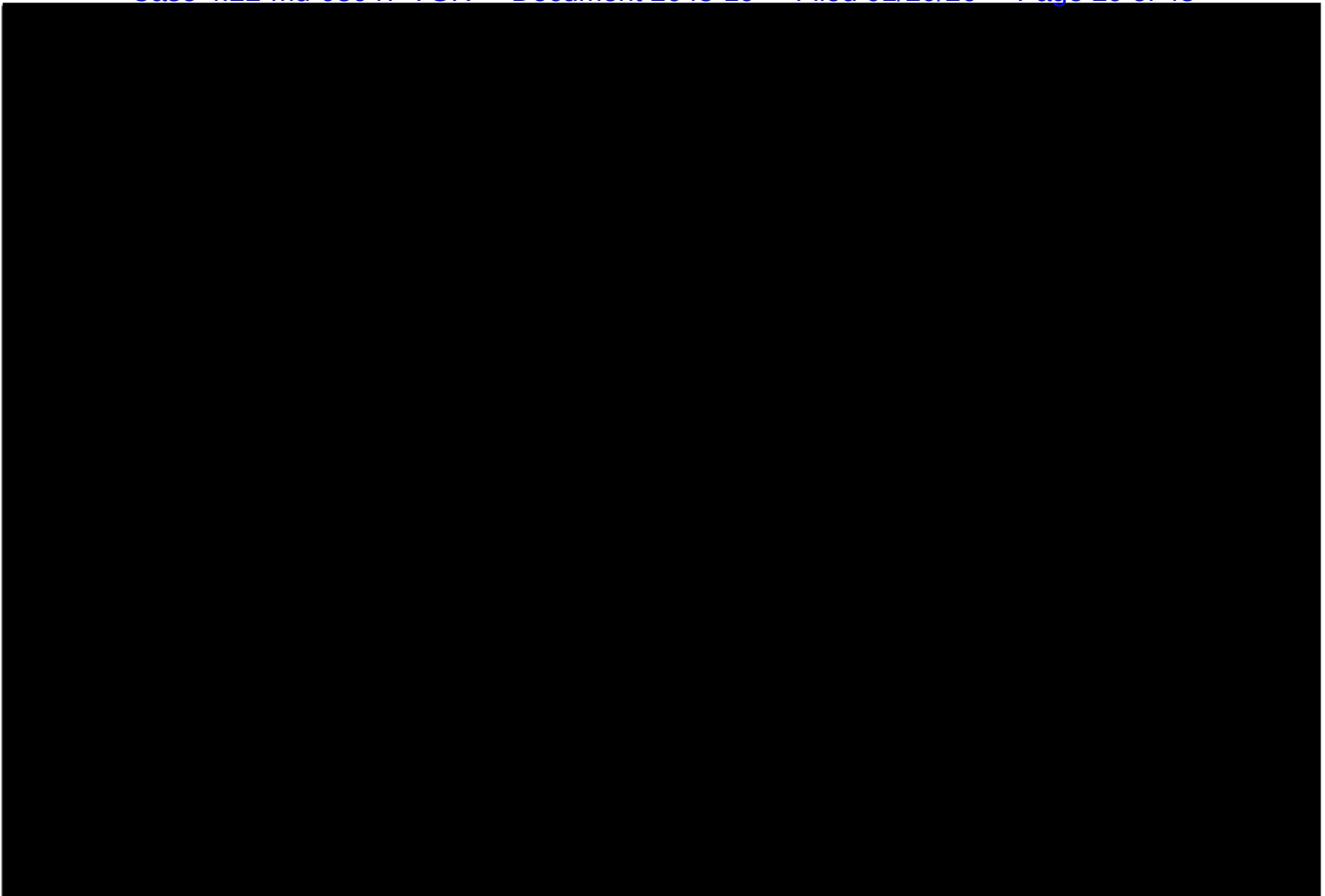


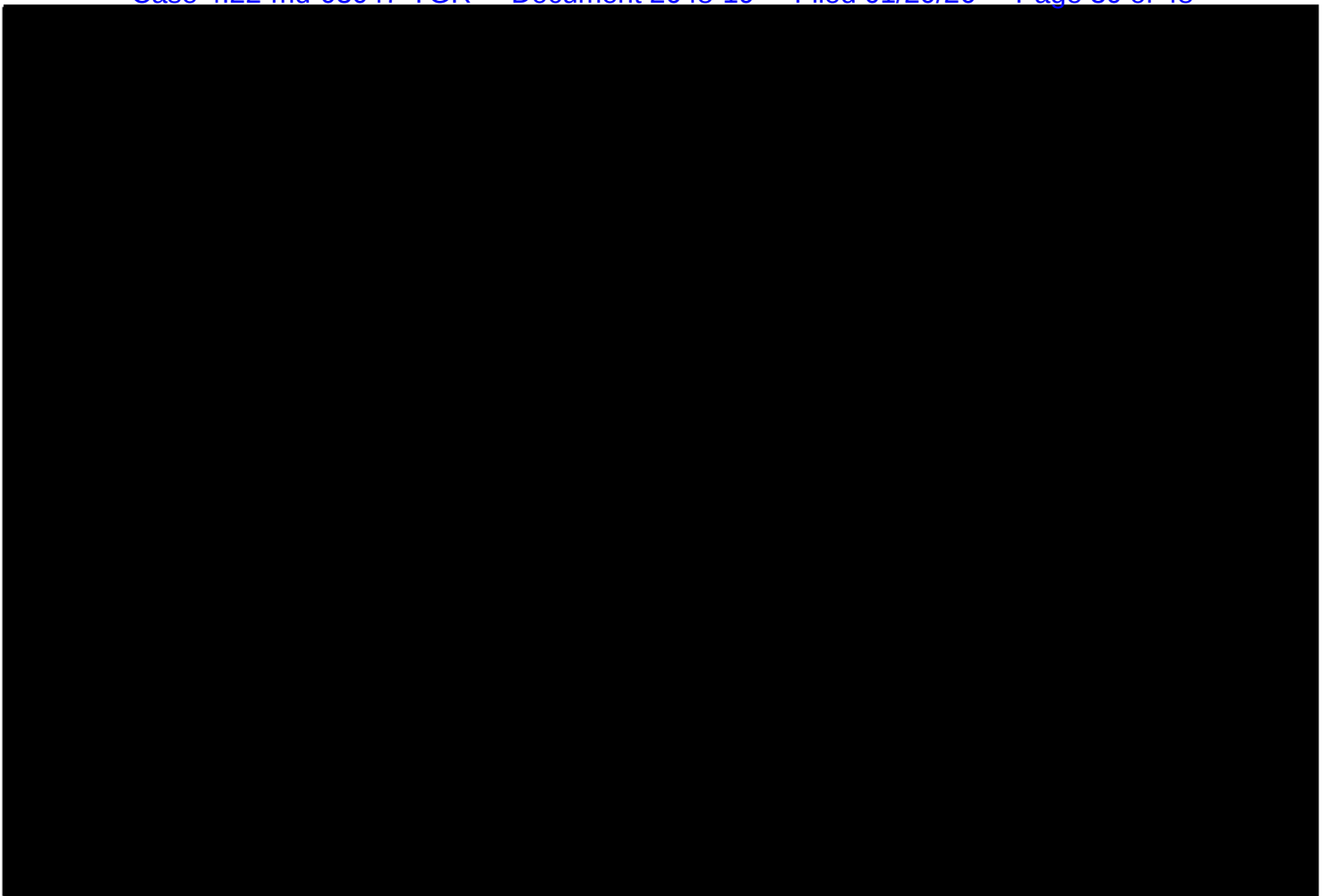


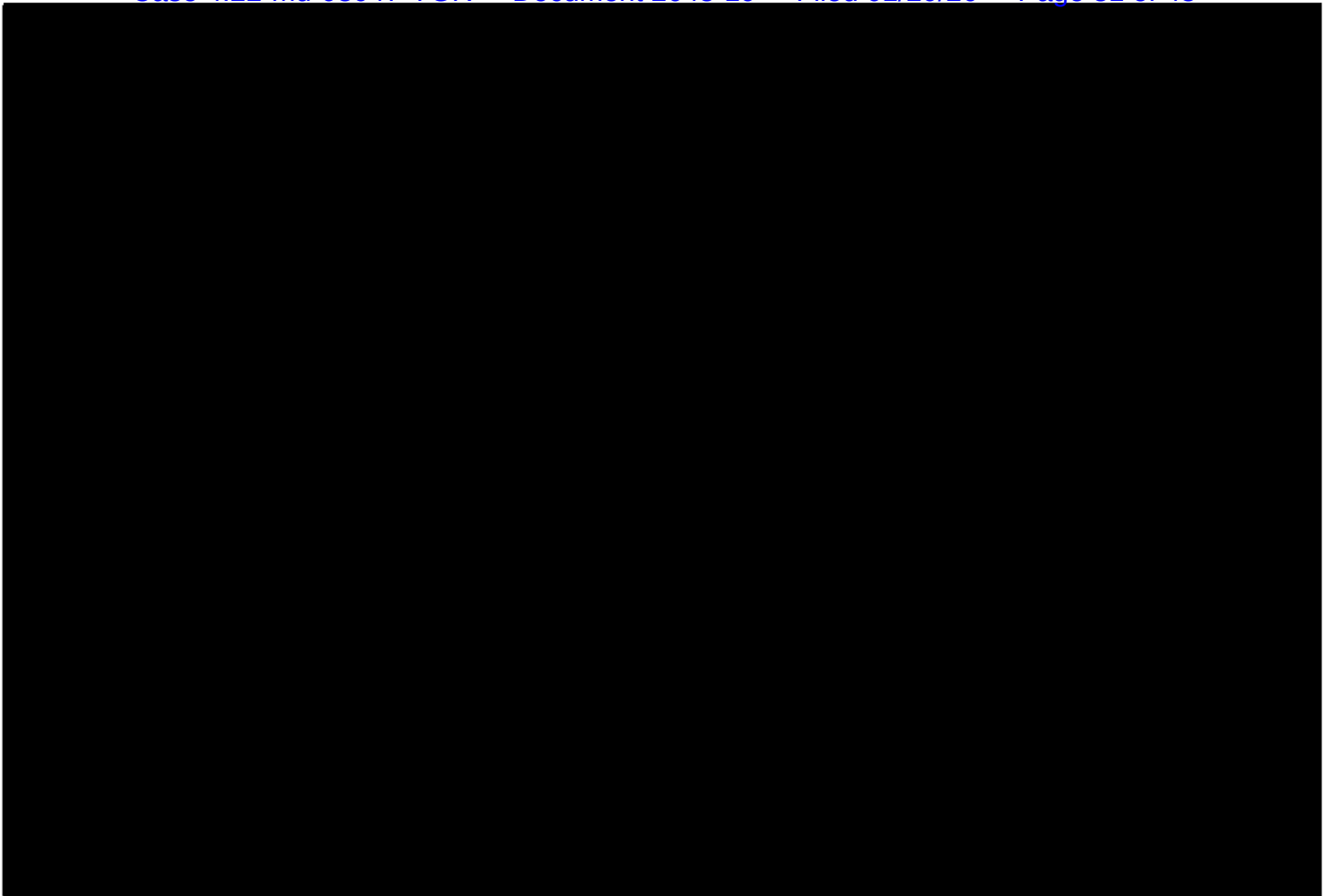


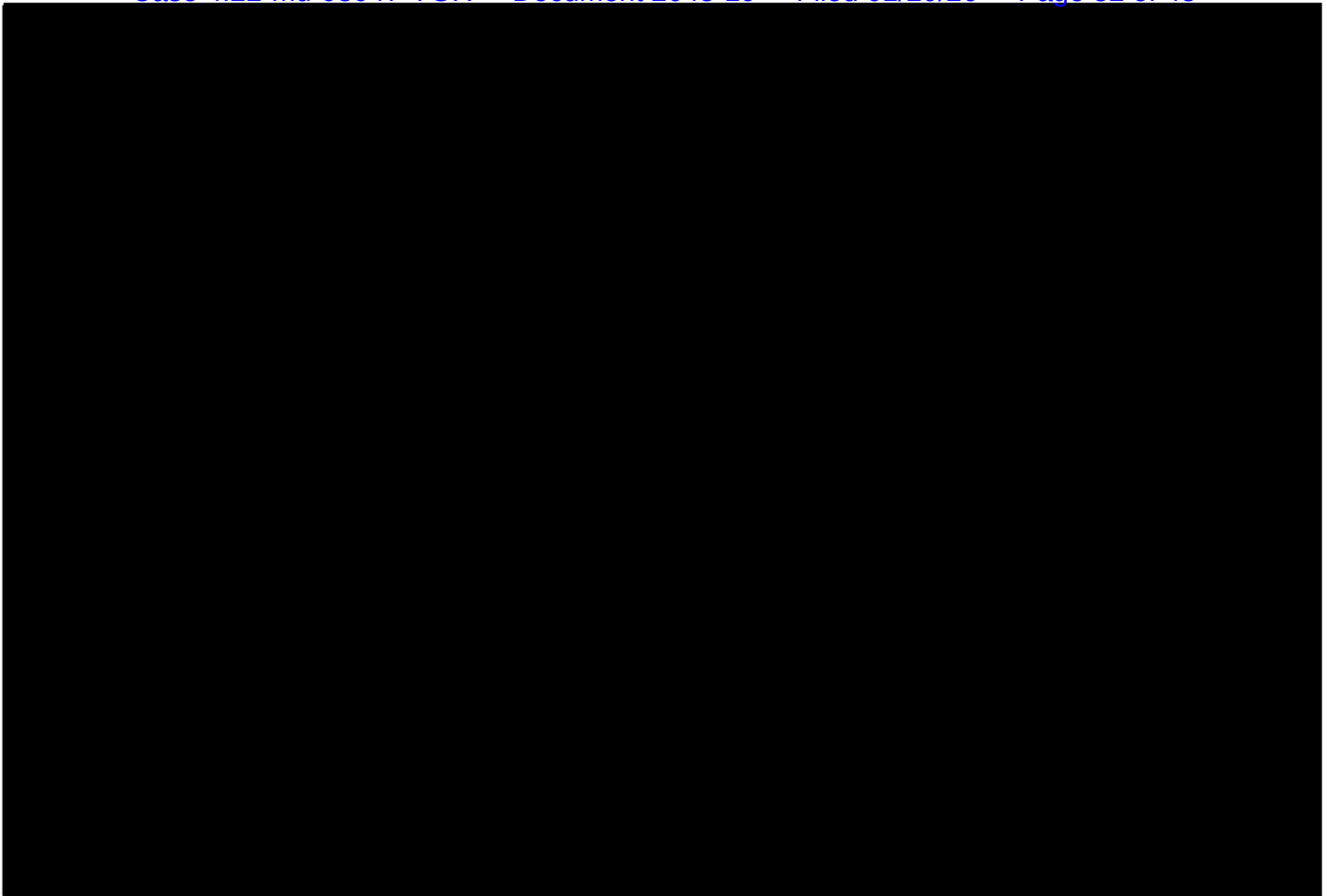


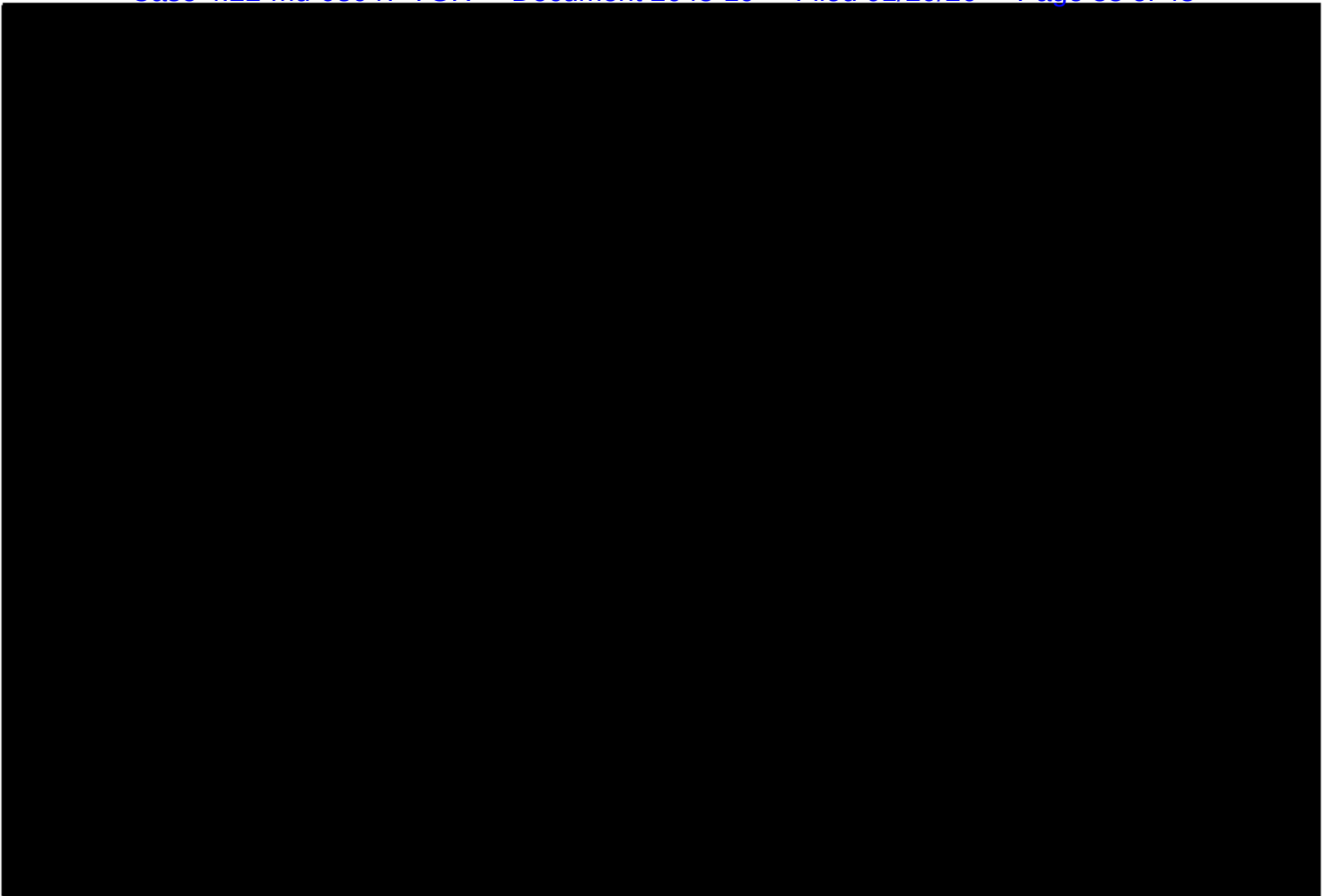


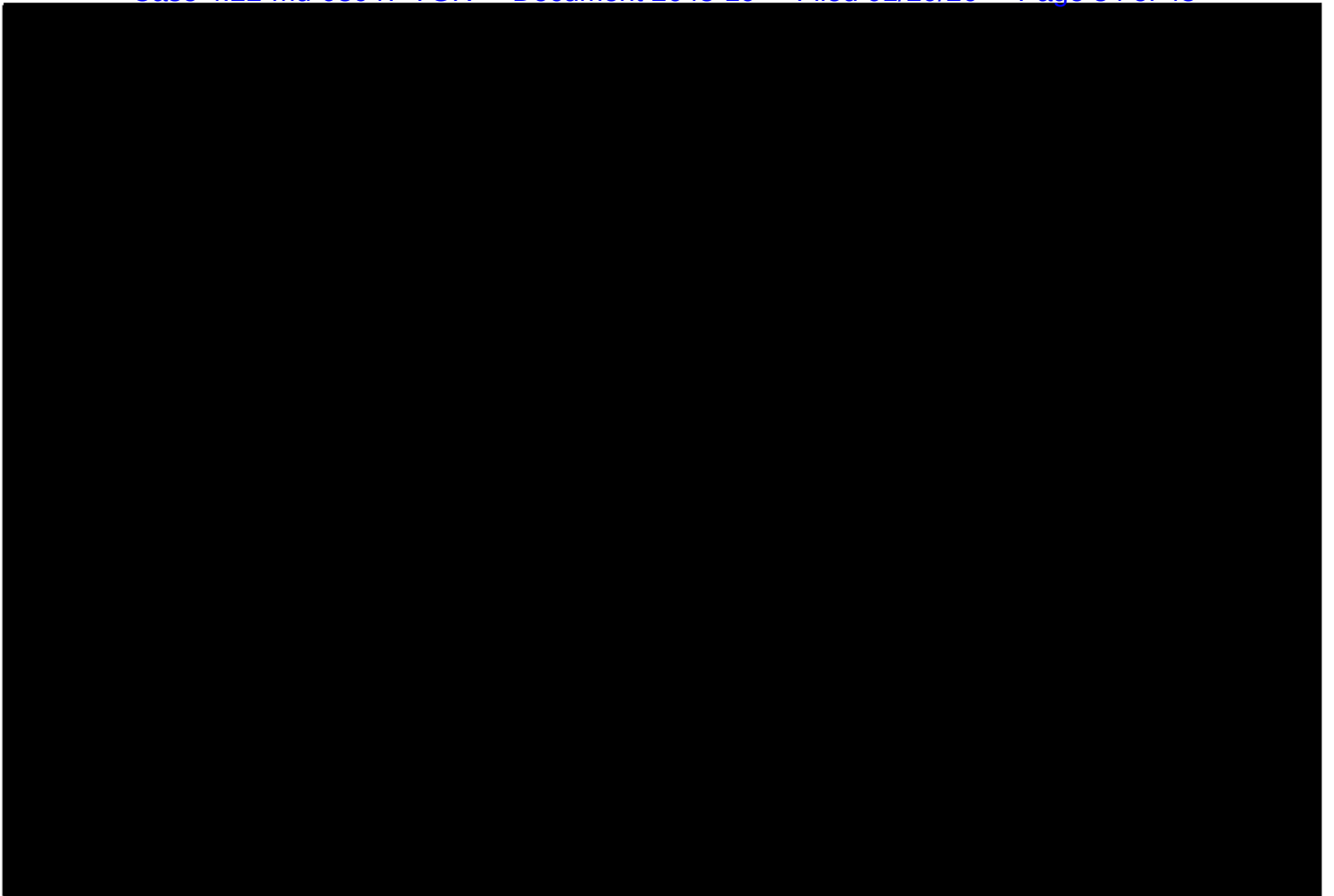


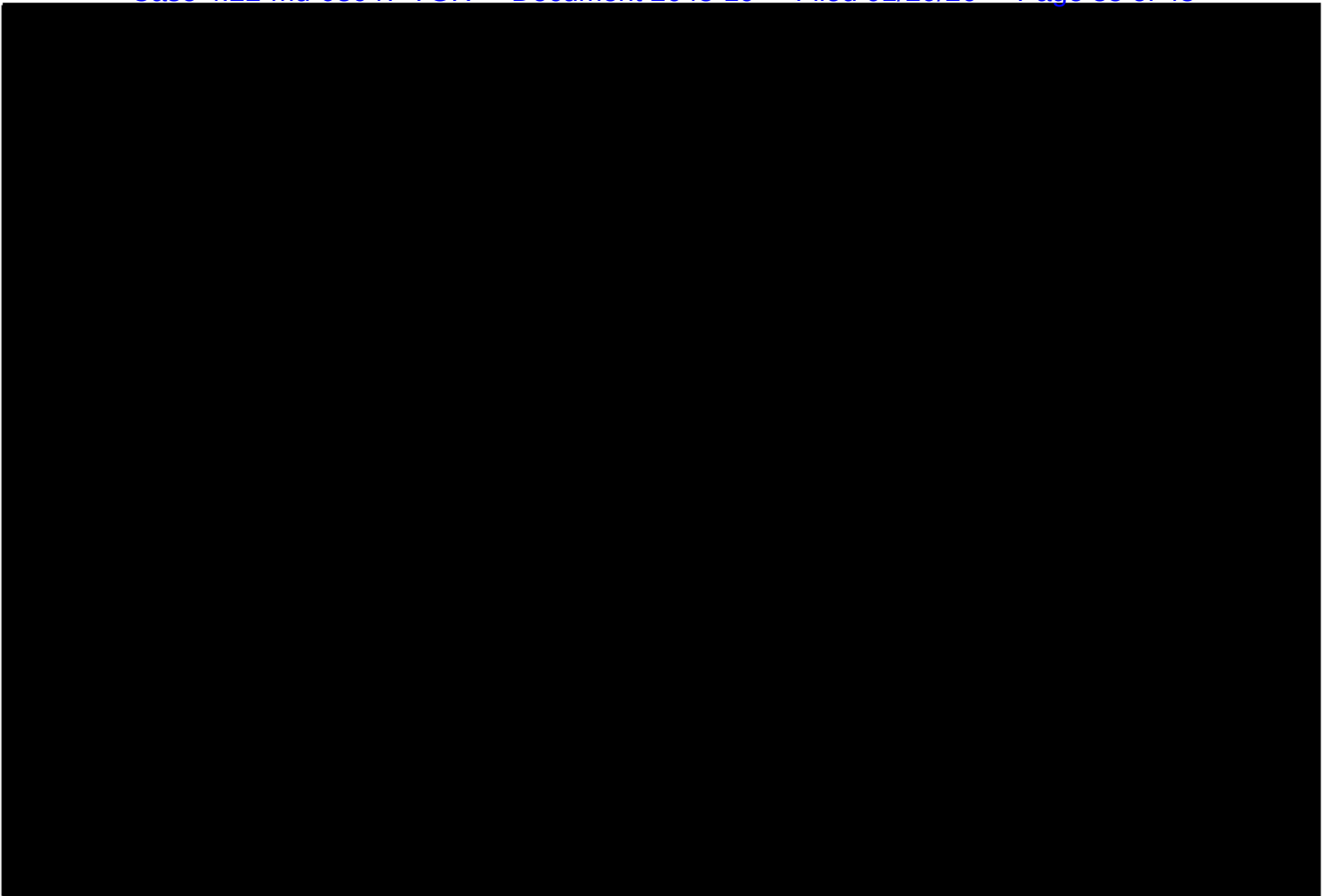


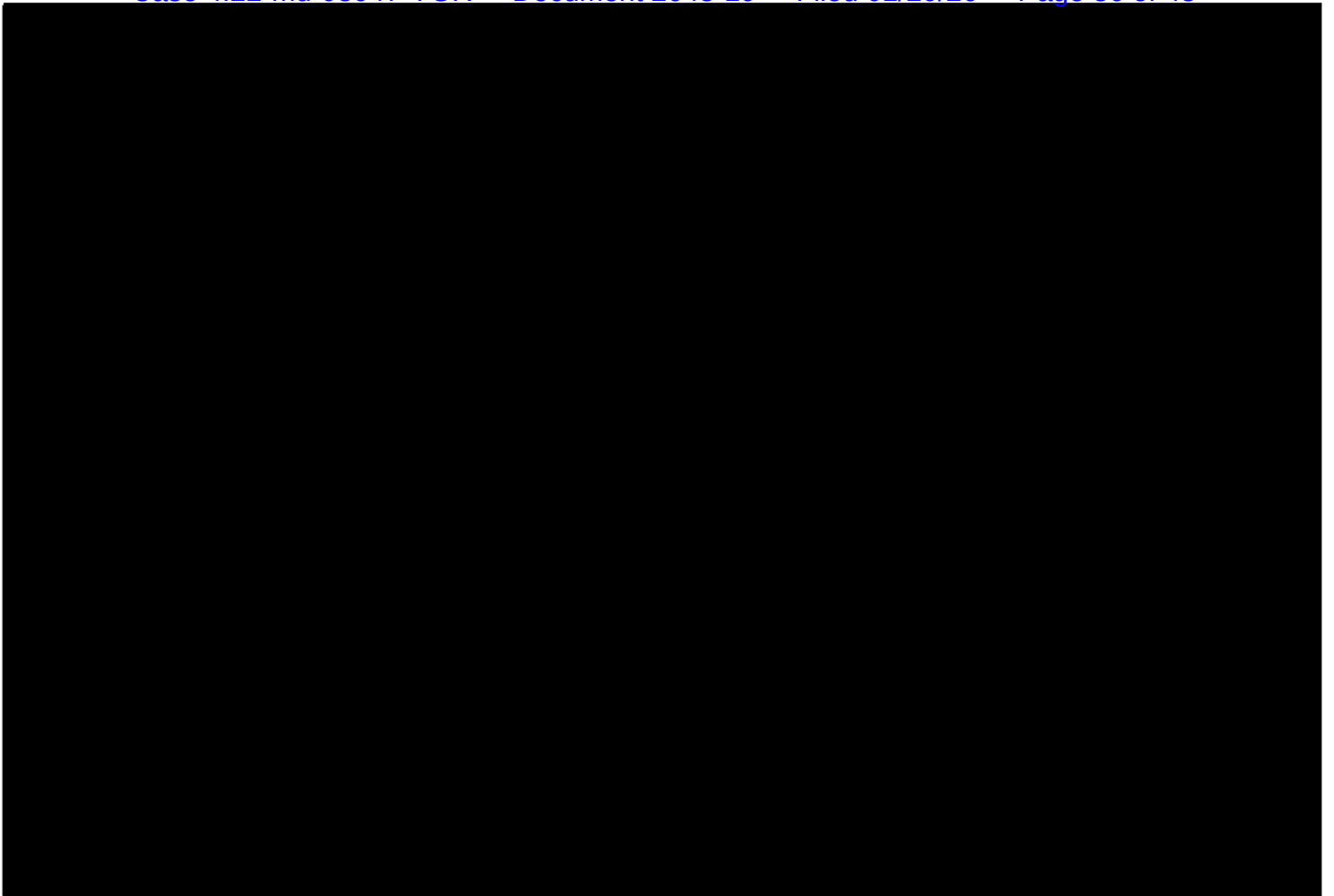


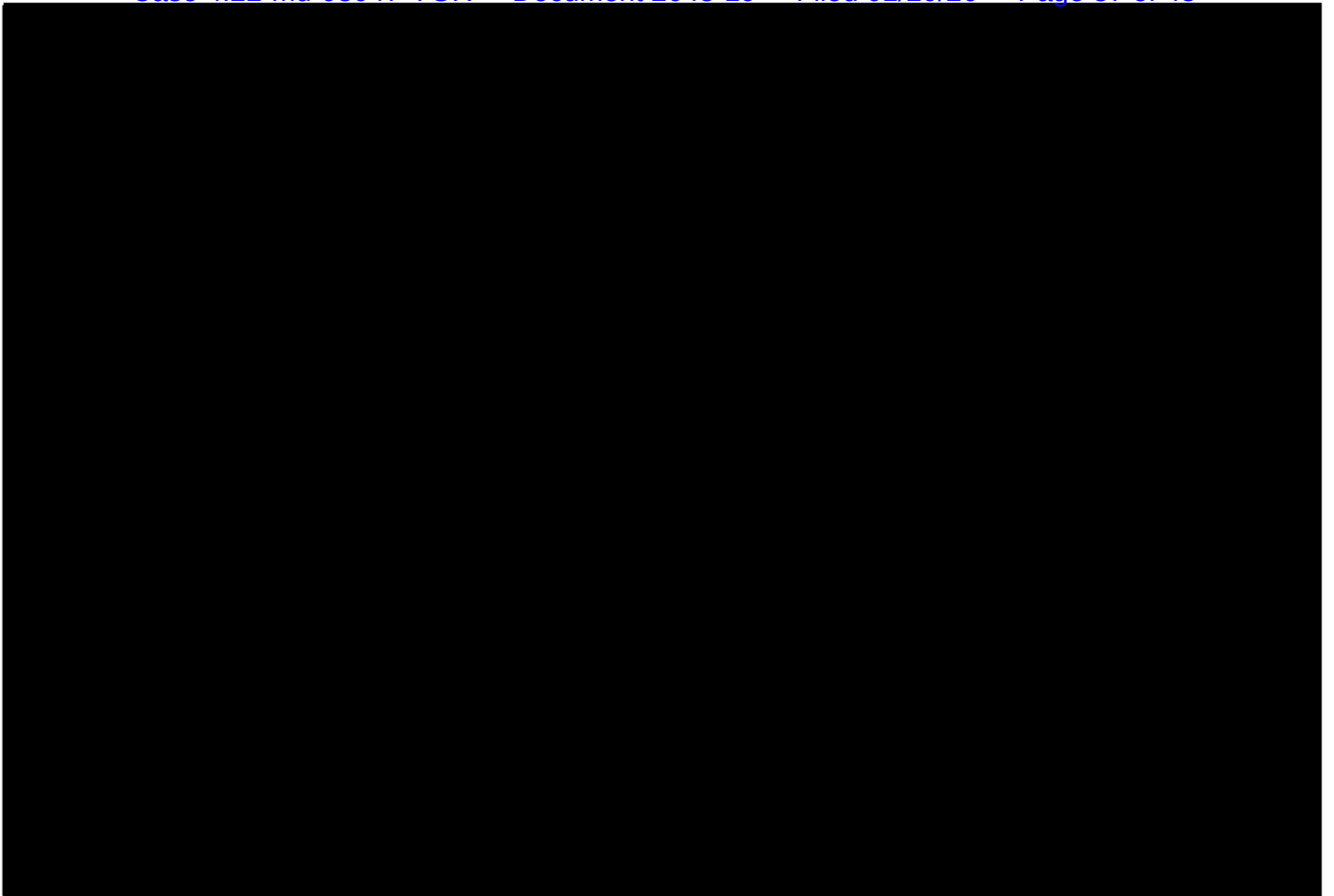




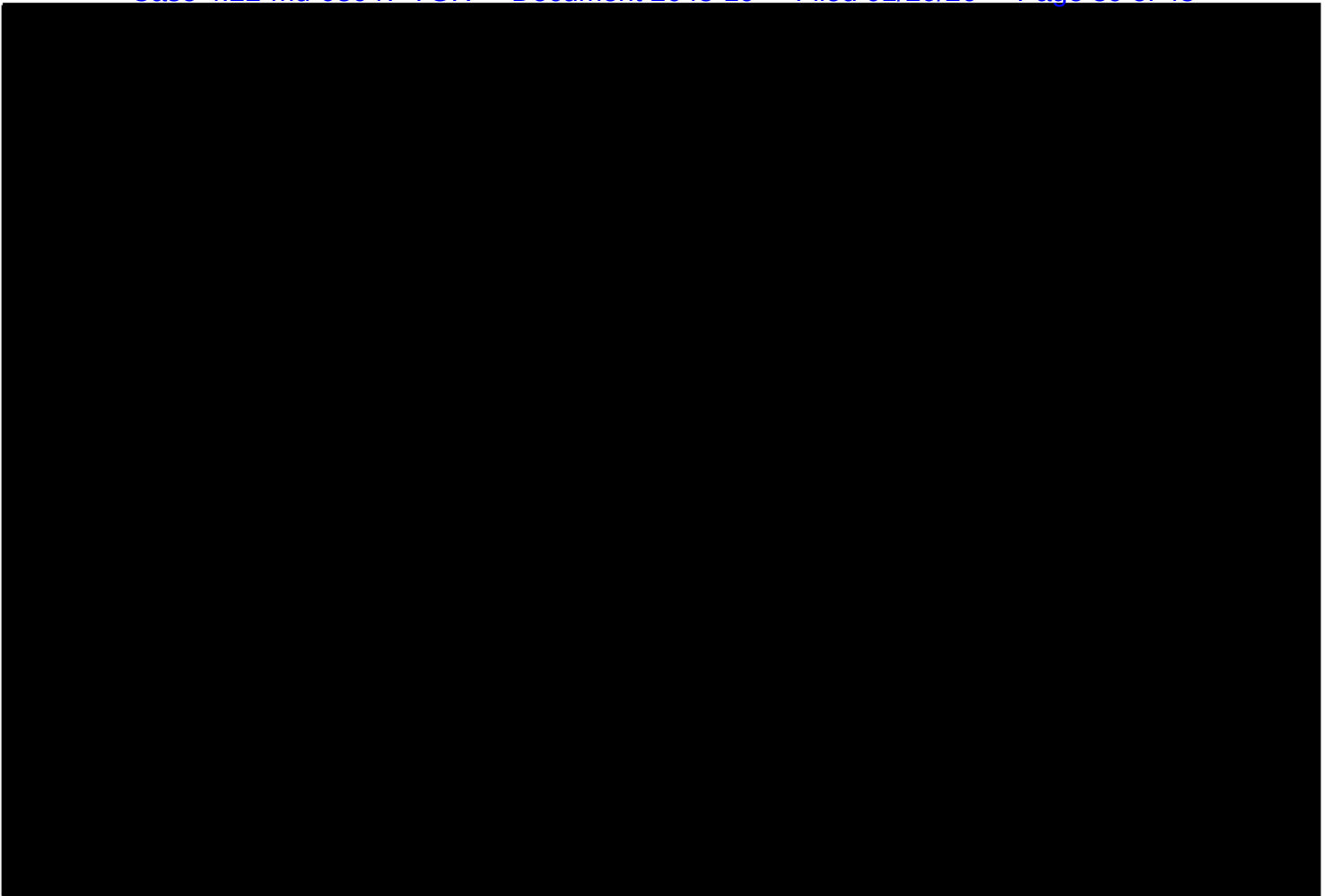


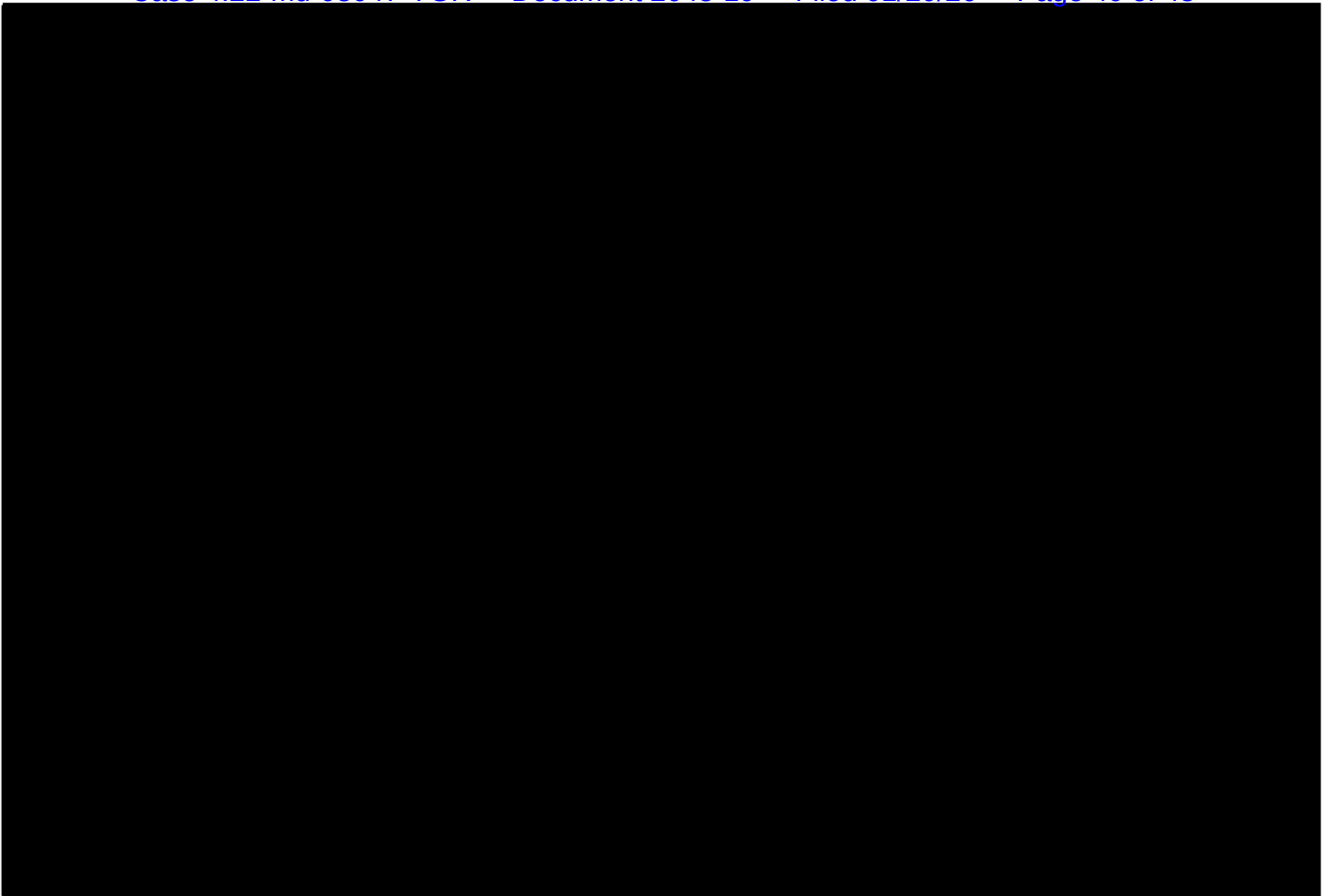


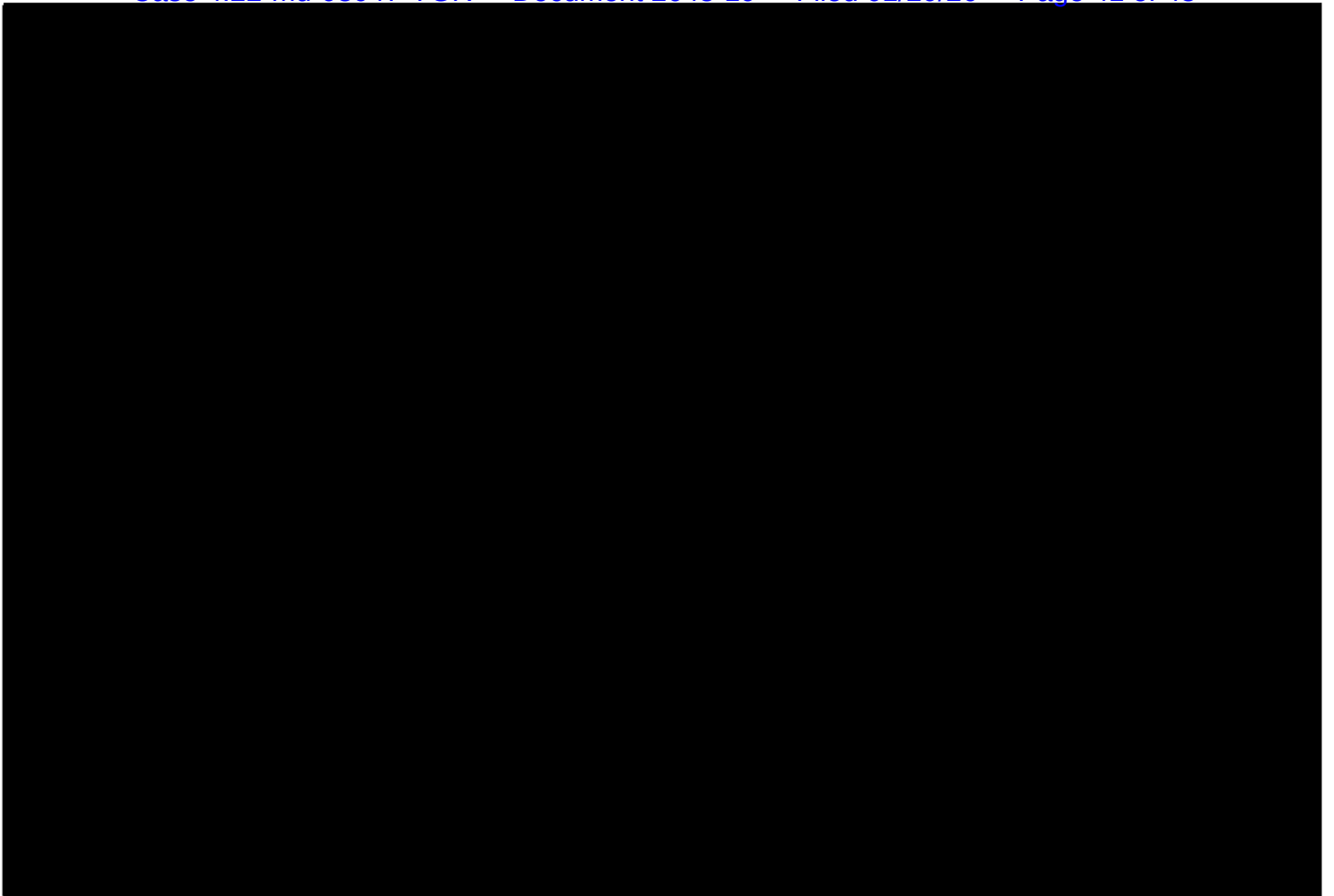












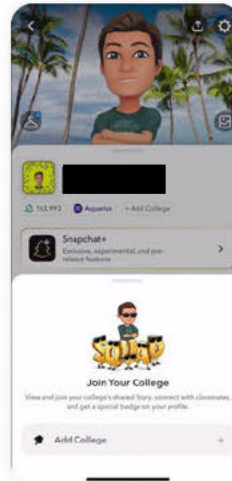
Spotlight key opportunities

4.School integrations

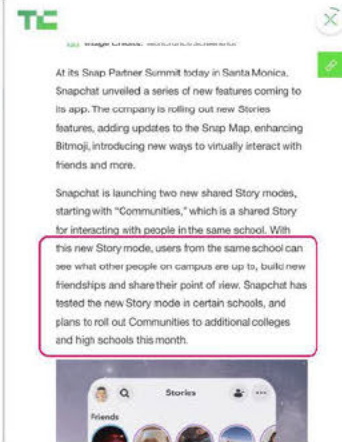
Leverage school networks

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



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

50

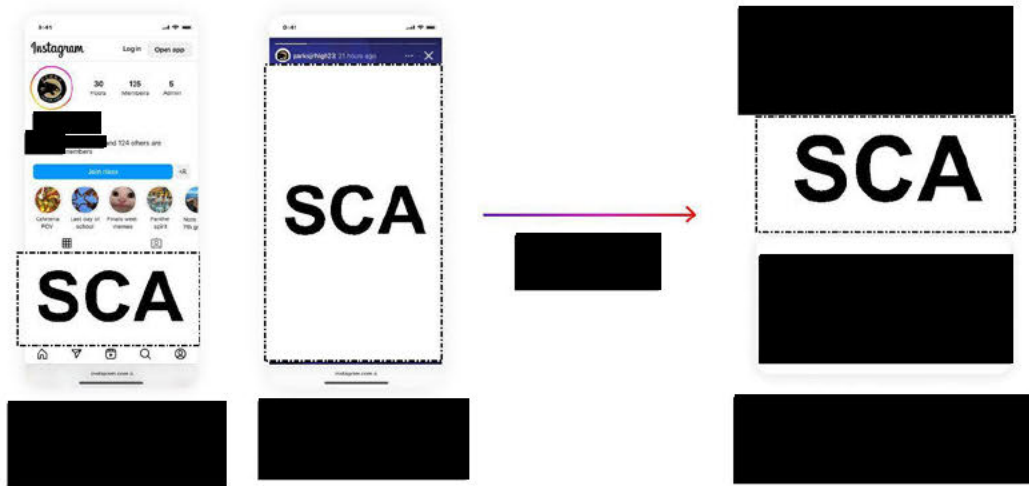
How can we position Instagram as integral to navigating school relationships, especially during transition periods?



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



In addition to acquisition, [REDACTED]

[REDACTED]

Signals we can use:

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



54

