

# Facebook

## The World's Largest Social Media Company

Tiburon Written Research  
March 3, 2020



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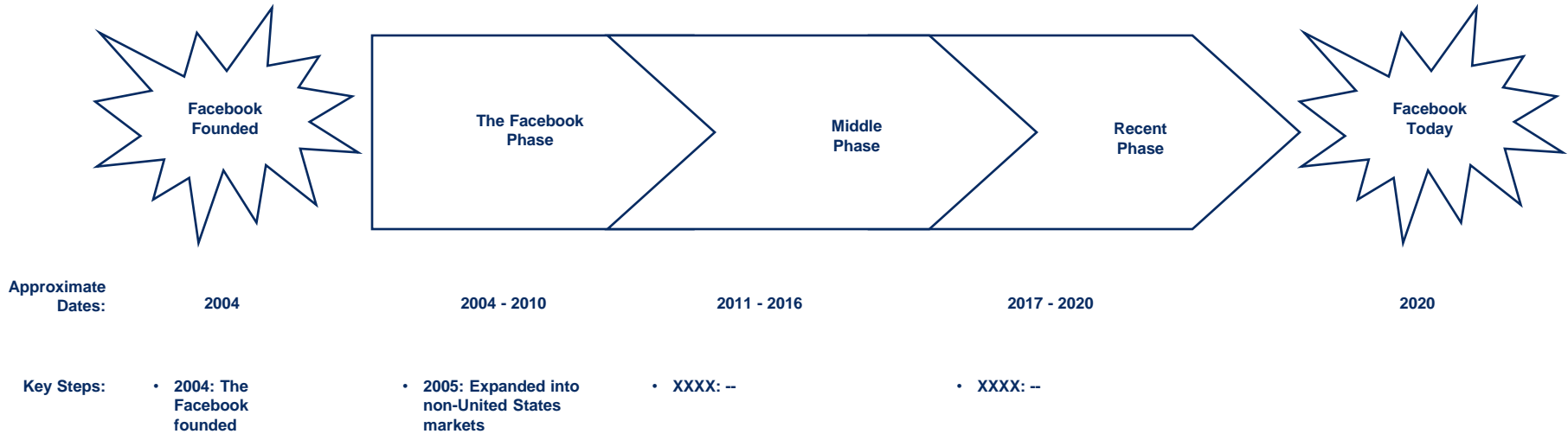


## Comments

- **Founded in 2004**
  - **Founded as The Facebook**
  - **Founded by Chris Hughes, Andrew McCollum, Dustin Moskovitz, Eduardo Saverin, & Mark Zuckerberg**
- **Based in Menlo Park, CA**
- **CEO: Mark Zuckerberg**
- **Web site: [www.facebook.com](http://www.facebook.com)**

# Facebook was Founded in 2004 and Has Subsequently Evolved through its The Facebook, Middle, & Recent Phases

## Facebook History



Source: 4/16/19 Wikipedia Web Site; 4/16/19 Google Web Site; Tiburon Research & Analysis

# Facebook is a Frequent Advertiser

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Comments
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# Facebook is Not a Frequent Acquirer

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Comments
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Source: Tiburon Research & Analysis

# Facebook Has a Charitable Giving Program

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**Comments**

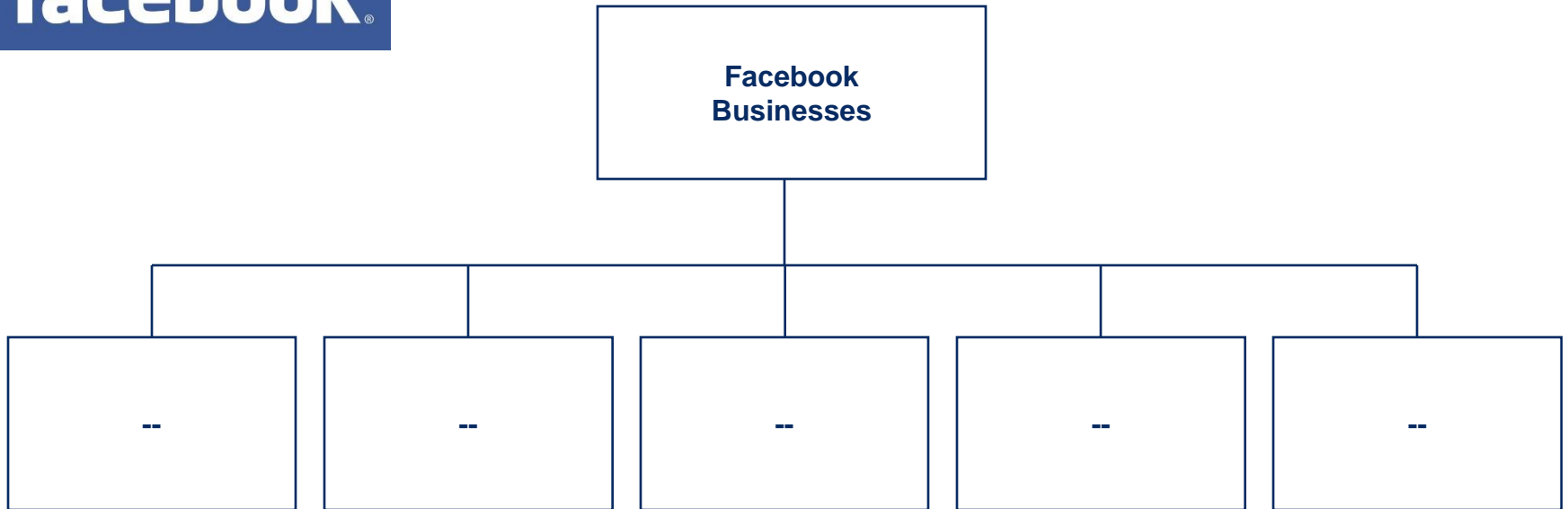
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Source: Tiburon Research & Analysis

# Facebook Has a Number of Businesses, Including...

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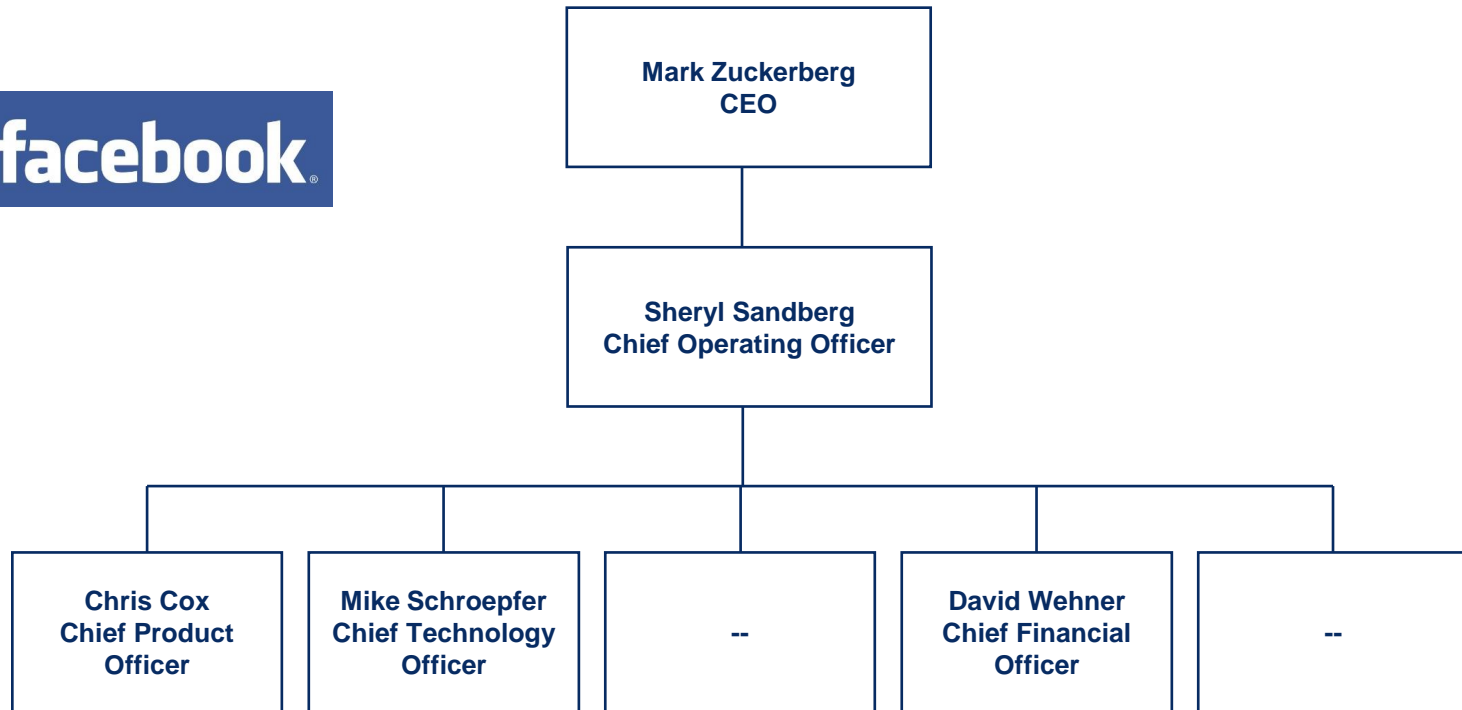
## Facebook Businesses



# Facebook is Led by its CEO Mark Zuckerberg & Chief Operating Officer Sheryl Sandberg

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## Facebook Organizational Chart




Note: Mark Zuckerberg co-founded the firm in 2004; Sheryl Sandberg joined the firm in XXXX; Chris Cox joined the firm in XXXX; Mike Schroepfer joined the firm in XXXX; David Wehner joined the firm in XXXX;

Source: 4/16/19 Google Web Site; Tiburon Research & Analysis

# Facebook Has a Board of Directors Led by its Chairman Mark Zuckerberg

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## Facebook Board of Directors

<b>Mark Zuckerberg (Chairman)</b>	--	--	--	--
• --	• --	• --	• --	• -- 

Source: 4/18/19 Wikipedia Web Site; Tiburon Research & Analysis

# Facebook is Publicly Owned

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Comments
<ul style="list-style-type: none"><li>• Public company (NASDAQ: FB)</li></ul>

Source: 4/18/19 Wikipedia Web Site; Tiburon Research & Analysis



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