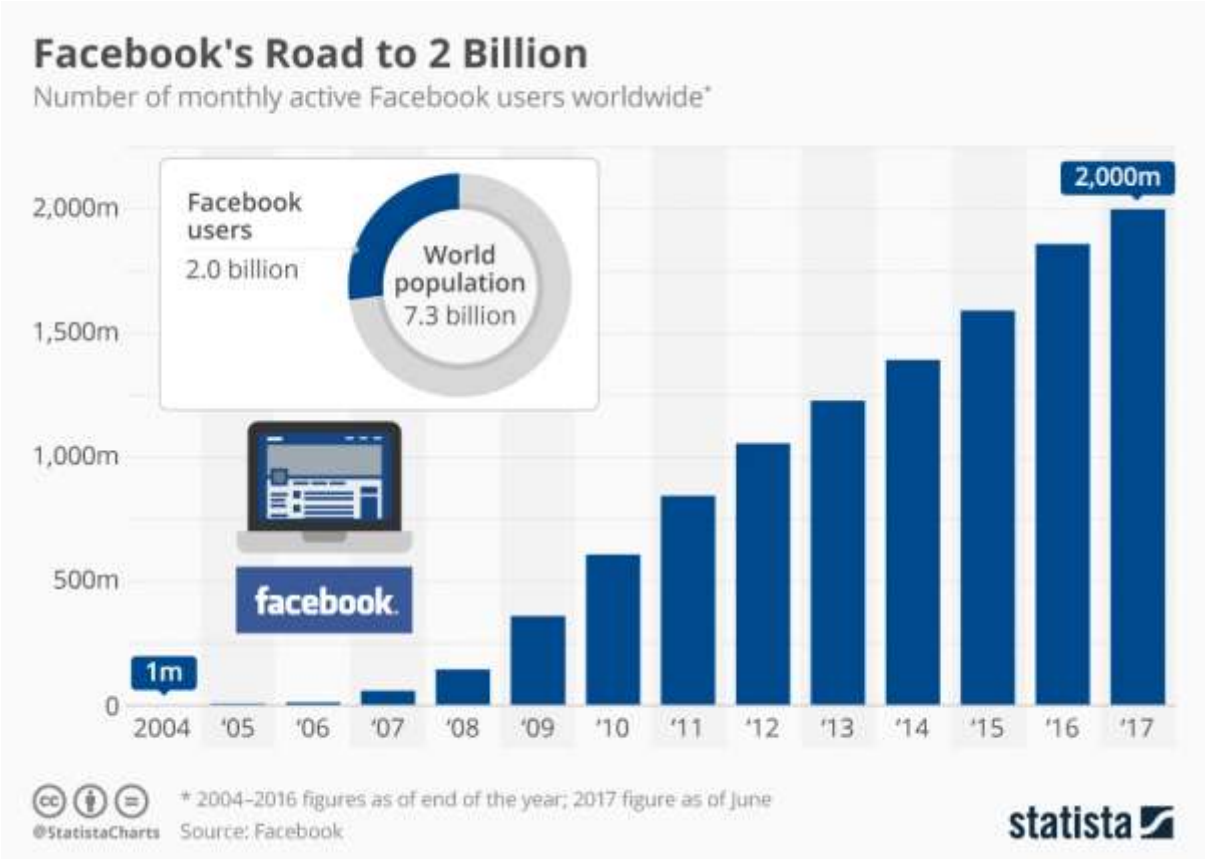
Why your Business should be on Facebook?

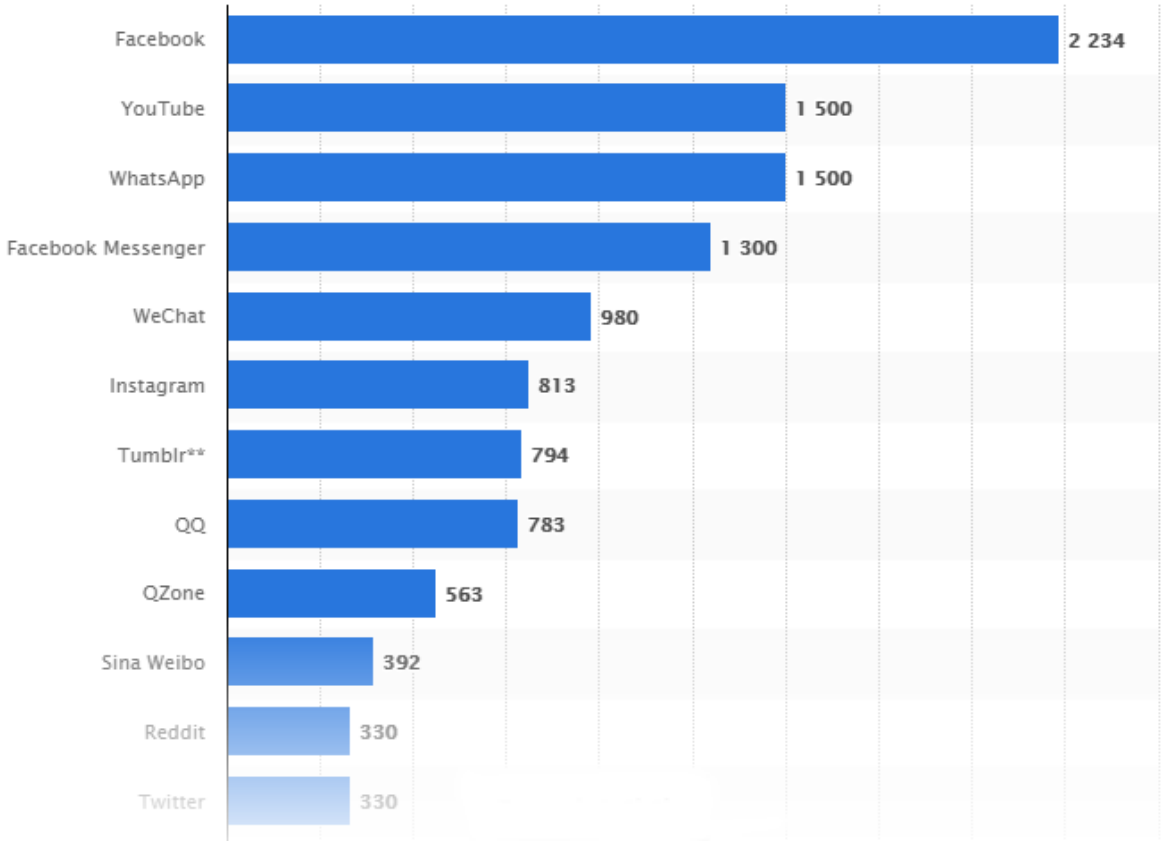
#1 Facebook’s Road to 2 Billion

80% of woman and 75% of men you need to grow your business is active on Facebook. With more than 2 Billion users and over 1 Billion daily active users you will get to your target Audience.



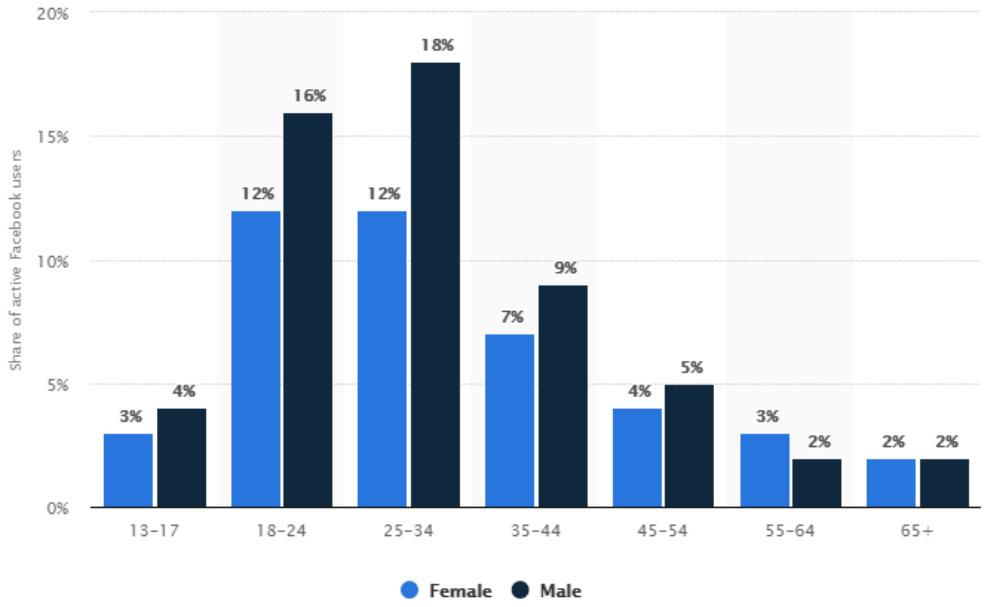
#2 Most popular social networks worldwide as of April 2018, ranked by number of active users (in millions)

- This statistic provides information on the most popular networks worldwide as of April 2018, ranked by number of active accounts. Market leader Facebook was the first social network to surpass 1 billion registered accounts and currently sits at 2.2 billion monthly active users. Sixth-ranked photo-sharing app Instagram had over 800 million monthly active accounts. Meanwhile, blogging service Tumblr had an estimated 794 million monthly active blog users on their site.



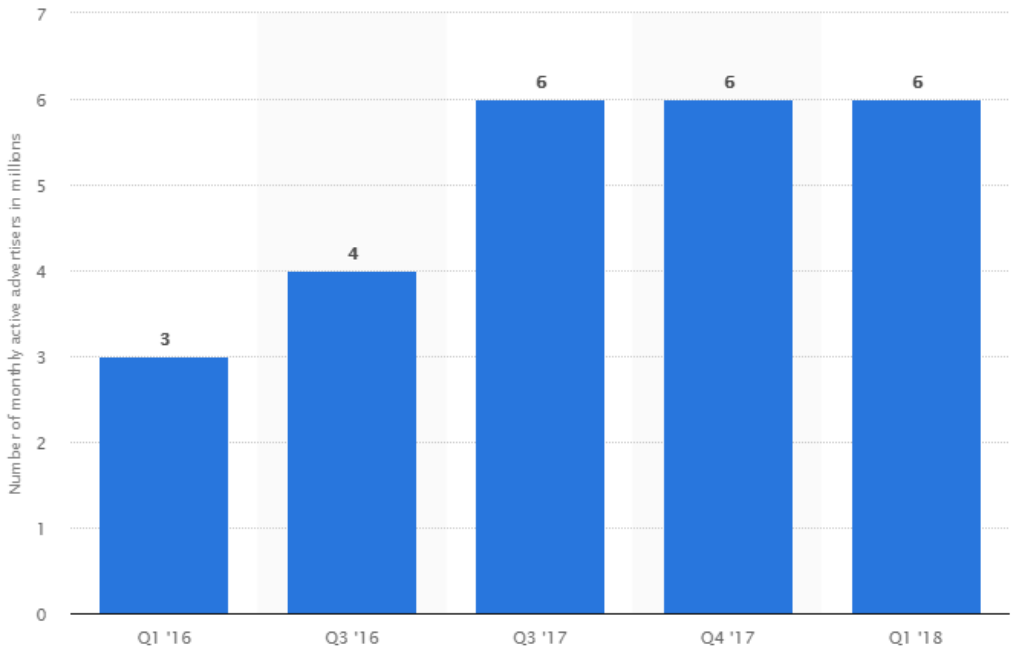
#3 Distribution of Facebook users worldwide as of April 2018, by age and gender

- This statistic shows the distribution of active Facebook users worldwide as of April 2018, sorted by age group and gender. During the survey period it was found that 12 percent of global active Facebook users were women between the ages of 18 and 24 years.



#4 Number of active advertisers on Facebook from 1st quarter 2016 to 1st quarter 2018 (in millions)

- This statistic presents the number of monthly active advertisers on Facebook from the first quarter of 2016 to the first quarter of 2018. In the most recently



reported period, the social network announced that six million active advertisers were using the platform to promote their products and services.

#5 Share of global marketers who agree that their Facebook marketing is effective as of January 2018

- The statistic presents information on the effectiveness of Facebook marketing worldwide as of January 2018. During the survey, 38 percent of respondents were uncertain about the effectiveness of their Facebook marketing activities.

