

Facebook Struggles to Satisfy Investors About Mobile Earnings



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PRESENTATION PREPARED BY STUDENT'S NAME

To date

Facebook shares has fallen down 29 percent from the initial public offering price.

Facebook is on the fifth-worst place now from the 124 companies which debuted during the same period



Facebook marked its first anniversary as a public company on May 17

Mobile's growing fast, desktop is slowing

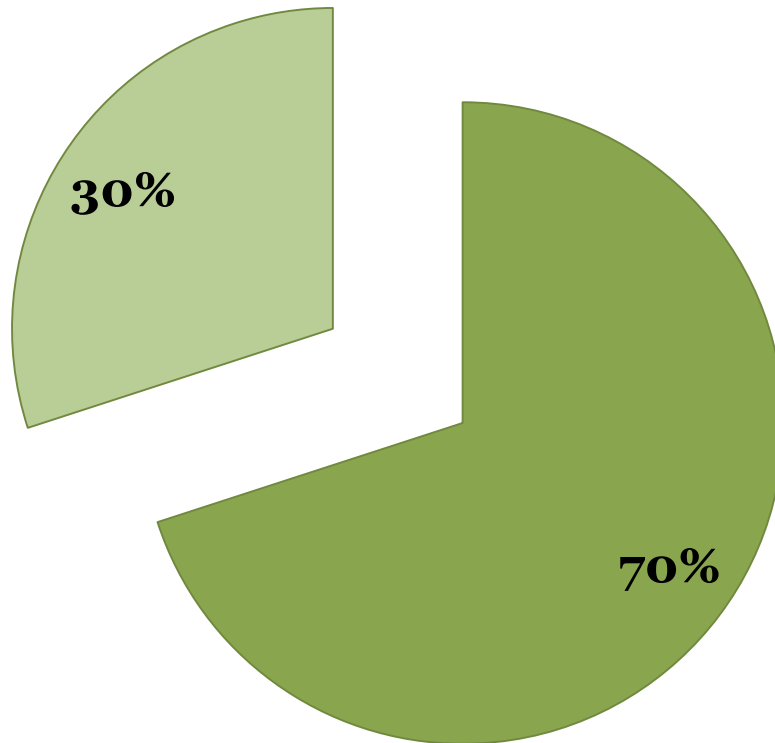


- Facebook says it had 665 million active users each day on average in March, up 26 percent from a year earlier, and 751 million using Facebook from a mobile device each month, up 54 percent.
- In addition, Facebook says it had 751 million monthly active mobile users in the first quarter, up 10 percent from 680 million in the fourth quarter of 2012

FACEBOOK ADVERTISING REVENUES

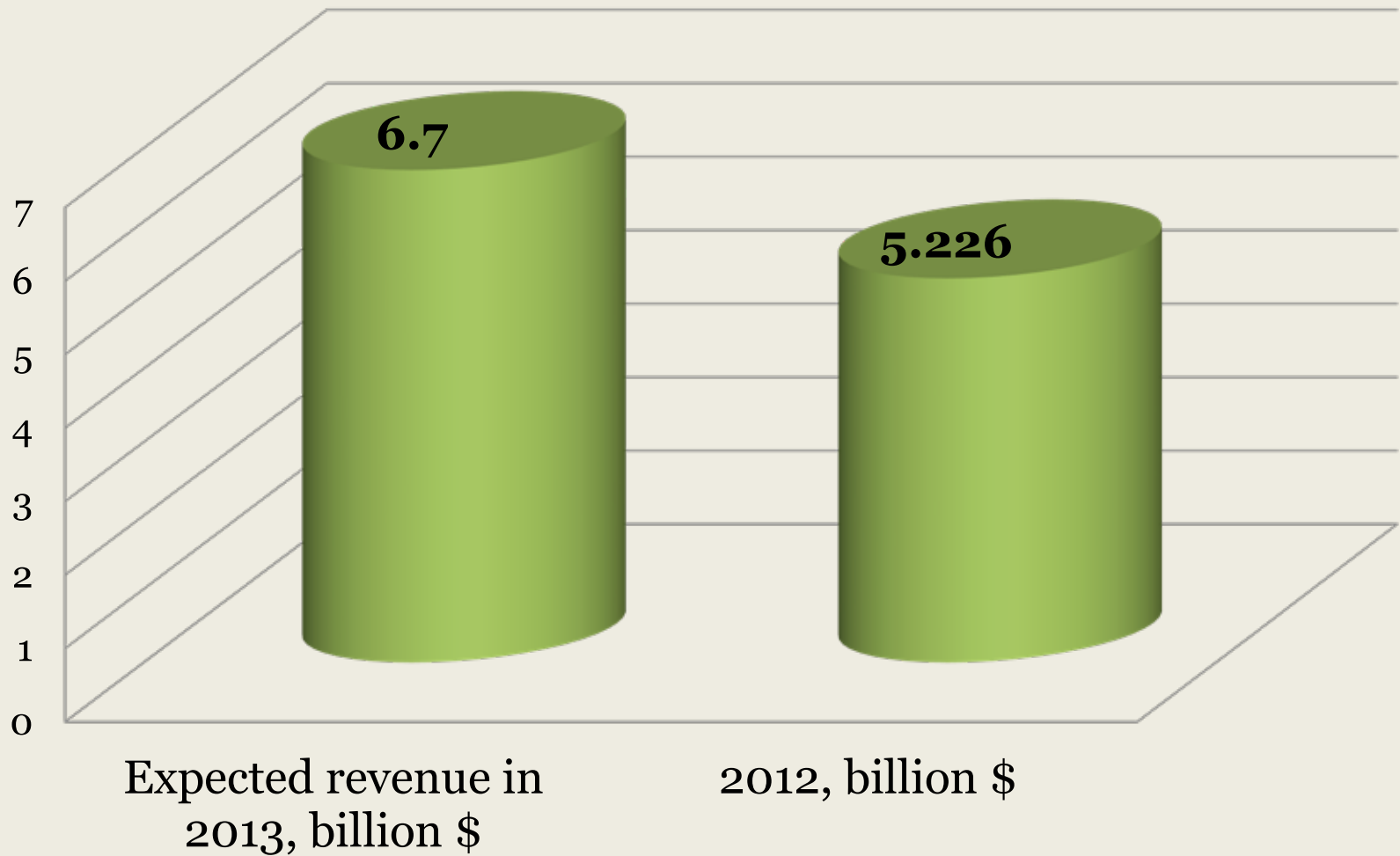


1st quarter of 2013



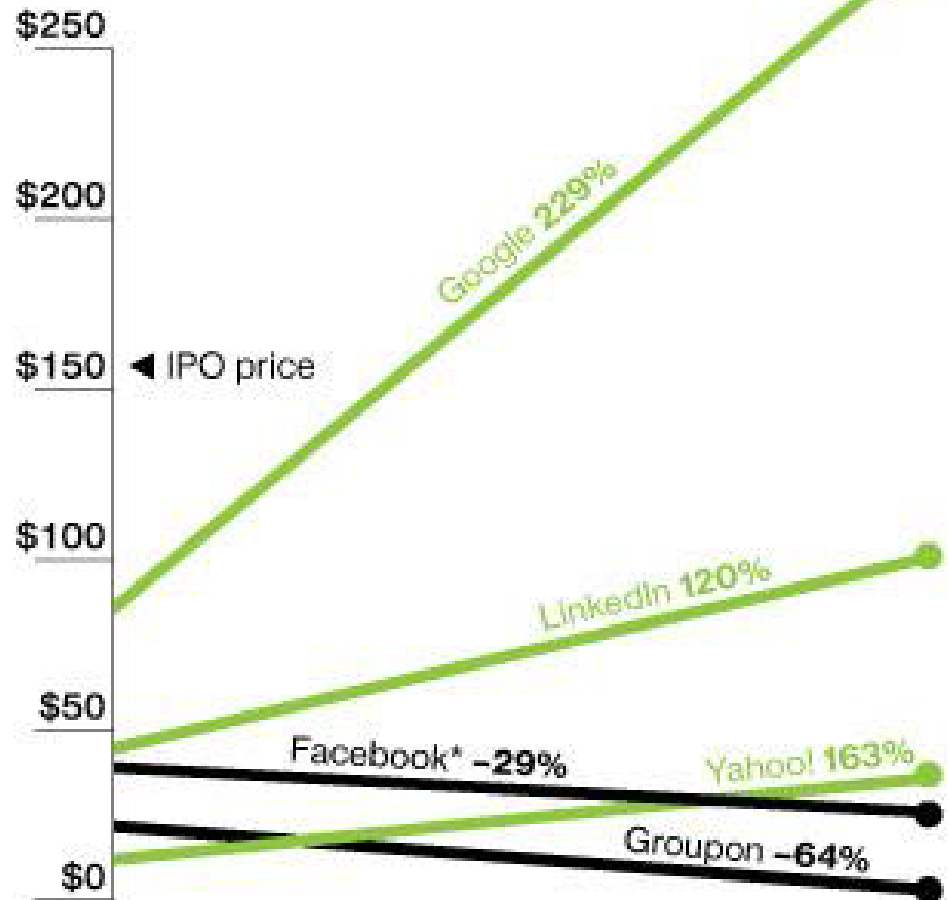
- All other advertising revenue
- Mobile advertising

FACEBOOK TOTAL REVENUE



Google remains the gold standard in Internet IPOs of the past 10 years. Its shares jumped 18 percent on the first day of trading in August 2004 and rose more than 200 percent in the first year, as companies clamored for its search-based advertising.

Tech Stocks: One Year After IPO



*THROUGH MAY 14.
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DATA: COMPILED BY BLOOMBERG

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