

# EXHIBIT 18

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**From:**

[REDACTED]  
Thursday, November 08, 2012 9:38 PM

**Sent:**

**To:**

**Cc:**

**Redacted**

**Redacted**

**From:** [REDACTED]  
**Date:** Thu, 8 Nov 2012 11:10:49 -0800  
**To:** [REDACTED]  
[REDACTED]

**Subject:** Re: Messages data for ad targeting

Hey [REDACTED]

[REDACTED]  
**Redacted**  
[REDACTED]

**From:** [REDACTED]  
**Date:** Tuesday, November 6, 2012 7:16 AM

**To:** [REDACTED]  
[REDACTED]

**Subject:** Re: Messages data for ad targeting

Hi Guys,

Looks like an interesting opportunity similar to seeing ads due to the context of your e-mail in gmail. Is there a separate terms of service of messages? I presume not. I'd expect that people think their messages are their private domain (even if it is not) and may be freaked out by ads where it is obviously linked to a message they sent. We should take a look and see if there is sufficiently interesting data there to justify jumping deeper into a product. Definitely interesting as there is so much data tied to intent.

[REDACTED]  
**Redacted**  
[REDACTED]

**From:** [REDACTED]  
**Date:** Mon, 5 Nov 2012 11:23:51 -0800

**To:** [REDACTED]  
[REDACTED]

**Subject:** Re: Messages data for ad targeting

[REDACTED] the PM who has taken over native targeting

**From:** [REDACTED]  
**Date:** Mon, 5 Nov 2012 11:21:14 -0800

**To:** [REDACTED]  
[REDACTED]

**Cc:** [REDACTED]  
**Subject:** Re: Messages data for ad targeting

Hey guys,

[REDACTED]  
**Redacted**  
[REDACTED]

On 5/2/12 5:23 PM, [REDACTED] wrote:

Thanks [REDACTED] that's quite a lot of users. Could you dump out messages from 1000 random users for testing?

**Redacted**

[REDACTED]

-----Original Message-----

From: [REDACTED]

Sent: Wednesday, May 02, 2012 5:05 PM

To: [REDACTED]

Subject: Re: Messages data for ad targeting

Hey [REDACTED]

As per this report, it seems like it's ~600M MAUs.

<https://our.intern.facebook.com/intern/argus/view/118751>

Thanks,

[REDACTED]

On 5/2/12 1:37 AM, [REDACTED] wrote:

Hey [REDACTED]

No - we don't write to hive. That would be too much data to put in hive. We have our data in hbase. Do you need the data of all users or just a few

users? If it's just a few users, we could arrange for the mailboxes of a few users to be dumped. Otherwise, we'll need to think of a way to do this

- it's literally terabytes of data (we might be at > 1PB).

I'll get you the active user count for messages tomorrow.

Thanks,

[REDACTED]

On 5/1/12 11:53 PM, [REDACTED] wrote:

Interestingly we were thinking about this just a few days back. We have explored status updates, groups and some other sources but not messages yet.

[REDACTED] is there a hive table where the messages data resides? What percentage of active users use messages?

[REDACTED]

-----Original Message-----

From: [REDACTED]

Sent: Tuesday, May 01, 2012 11:48 PM  
To: [REDACTED]  
Subject: RE: Messages data for ad targeting

[REDACTED] and [REDACTED] who have been involved in our targeting efforts. I don't think this is something we've explored but they will know for sure. [REDACTED], have we ever sized the opportunity from this?

-----Original Message-----

From: [REDACTED]  
Sent: Tuesday, May 01, 2012 3:42 PM  
To: [REDACTED]  
Subject: Messages data for ad targeting

Hey [REDACTED],  
I'm [REDACTED] and I work on the Messages Appserver team. I was wondering if you guys ever thought of indexing messages data for ad targeting. [REDACTED] asked me to contact you in this regard, so please redirect if you're not the right person.

Thanks,

[REDACTED]