EXHIBIT 12

Targeting criteria organized into 5 groups

Targeting group	Description	Included targeting types		
Basic demo / geo	Targeting based on basic demographic and location criteria Competitors are typically able to offer this level of targeting	**Age**	• USER_AGE, 2	
		Gender	• USER_GENDER, 3	
		Location	• USER_REGION, 25 • USER_REGION_FIPS, 15 • USER_COUNTRY, 1	• USER_LOCALE, 19 • USER_CITY, 14 • USER_ZIP, 42
		IP Location	• USER_IP_REGION, 45 • ISER_IP_REGION_FIPS, 46 • USER_IP_COUNTRY, 43	• USER_IP_CITY, 44 • USER_IP_ZIP, 47
		Current Location	• USER_CURRENT_REGION, 51 • USER_CURRENT_REGION_FIPS, 50 • USER_CURRENT_COUNTRY, 48	• USER_CURRENT_CITY, 49 • USER_CURRENT_ZIP, 52
		Languages	• USER_LANGUAGES, 34	
Enhanced demo	Targeting based on enhanced demographic criteria and/or basic Facebook engagement metrics Competitors are typically not able to offer this level of targeting	**Education**	• USER_EDU_STATUS, 4 • USER_EDU_HS_NETWORKS, 5 • USER_EDU_COLLEGE_NETWORKS, 6	• USER_EDU_COLLEGE_YEAR, 7 • USER_EDU_COLLEGE_MAJORS, 8
		Relationships	• USER_RELATIONSHIP_STATUS, 11	• USER_INTERESTED_IN, 12
		Work	• USER_WORK_NETWORKS, 9	
		Political views	• USER_POLITCAL_VIEWS, 10	
		Facebook usage	• USER_FRIEND_COUNT, 30	• USER_ACCOUNT_AGE, 31
Interests	Targeting based on user interests, determined by Likes, Event RSVPs, and app/game TOSs Competitors are typically not able to offer this level of targeting	**Likes, Event, TOS**	• USER_FBID, 16	• USER_FBID_NEGATIVE, 28
		Keywords	• USER_KEYWORDS, 13	• *USER_EXTENDED_KEYWORDS, 18?*
		Clusters	• USER_CLUSTER, 17 • USER_CLUSTER2, 20	• USER_CLUSTER3, 21 • USER_CLUSTER_NEGATIVE, 29
Custom Audiences	Targeting based on a custom audience	**Custom Audiences**	• USER_EAGLE_CLUSER, 73 *(as of 9/5)*	
Re-targeting	Re-targeting, sold via RTB in FBX	**FBX**	• USER_RTB, 58	