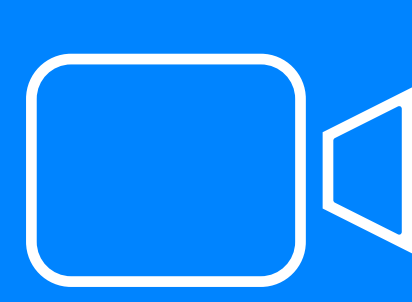




1.2 BILLION
people use Messenger every month



Aa



RECENT LAUNCH HIGHLIGHTS

Messenger
Lite



OCT 2016

Games on
Messenger



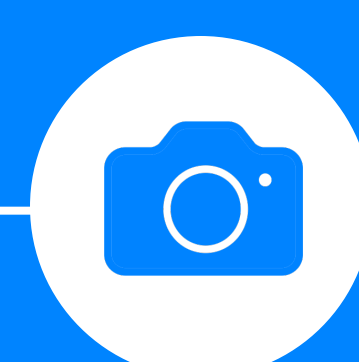
NOV 2016

Group Video
Chat



DEC 2016

Messenger
Camera & Day



FEB 2017

Suggestions
from M



APR 2017

MESSENGER PLATFORM EVOLUTION

Messenger
Platform Opens

1.0

APR 2016

Menus &
Quick Replies

1.1

JUN 2016

Webview &
Payments

1.2

SEP 2016

Templates &
Entry Points

1.3

NOV 2016

Sharing &
Persistent Menu

1.4

FEB 2017

Discovery &
Chat Extensions

2.0

APR 2017

BY THE NUMBERS

400M

Minutes of video
& voice calling on
Messenger

100K

Developers on
Messenger
Platform & wit.ai

2B

People-initiated &
automated messages with
businesses each month

100K

Unique bots
built on the
Platform

20M

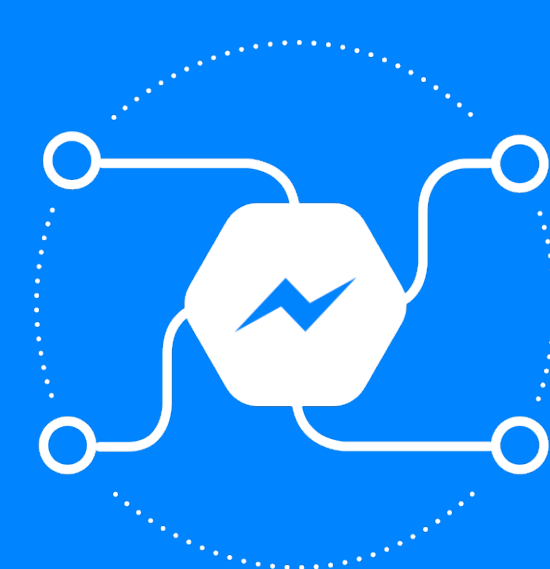
Facebook
Pages active on
Messenger

2017 F8 LAUNCHES



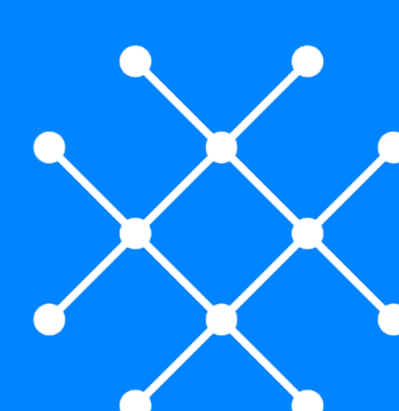
DISCOVERY

Discover Tab &
Parametric Codes



EXPANDED SHARING

Chat
Extensions



AI

Smart Replies
& M



GAMES

Game Tab &
Rich Gameplay