

Quarter	Facebook Daily Active Users (DAU) in geographic Europe ¹	Meta Advertisement Revenue in Europe ¹	Facebook Data Subject in the EEA (estimated based on Q3 2018 and Q3 2021) ²	Percentage of EEA users among European Facebook Users ²	Approximate Advertisement Revenue in EEA ³
Q3 2018	278 000 000	\$ 3 266 000 000	235 000 000	84,53%	\$ 2 760 827 338
Q4 2018	282 000 000	\$ 4 087 000 000	238 776 095	84,67%	\$ 3 460 559 929
Q1 2019	286 000 000	\$ 3 609 000 000	242 563 390	84,81%	\$ 3 060 878 581
Q2 2019	286 000 000	\$ 4 043 000 000	242 963 790	84,95%	\$ 3 434 624 485
Q3 2019	288 000 000	\$ 4 057 000 000	245 066 037	85,09%	\$ 3 452 197 617
Q4 2019	294 000 000	\$ 5 071 000 000	250 583 180	85,23%	\$ 4 322 133 691
Q1 2020	305 000 000	\$ 4 171 000 000	260 385 741	85,37%	\$ 3 560 881 724
Q2 2020	305 000 000	\$ 4 411 000 000	260 812 741	85,51%	\$ 3 771 950 822
Q3 2020	305 000 000	\$ 5 051 000 000	261 239 741	85,65%	\$ 4 326 301 416
Q4 2020	308 000 000	\$ 6 822 000 000	264 240 512	85,79%	\$ 5 852 755 761
Q1 2021	309 000 000	\$ 6 373 000 000	265 531 036	85,93%	\$ 5 476 470 201
Q2 2021	307 000 000	\$ 7 205 000 000	264 242 188	86,07%	\$ 6 201 514 554
Q3 2021	308 000 000	\$ 6 821 000 000	265 000 000	86,04%	\$ 5 868 717 532
Q4 2021	309 000 000	\$ 8 174 000 000	265 860 390	86,04%	\$ 7 032 824 675
Q1 2022	307 000 000	\$ 6 364 000 000	264 139 610	86,04%	\$ 5 475 519 481
Q2 2022	303 000 000	\$ 6 360 000 000	260 698 052	86,04%	\$ 5 472 077 922
Q3 2022	303 000 000	\$ 5 707 000 000	260 698 052	86,04%	\$ 4 910 243 506
Q4 2022	n/a	n/a	n/a	n/a	n/a
Total USD		\$ 91 592 000 000		85,52%	\$ 78 440 479 236
Total EUR		€ 84 700 617 920			€ 72 538 617 579

1 - Based on quarterly earnings reports of Meta from Q3 2018 (the quarter following 25 May 2018) through Q3 2022 at <https://investor.fb.com/financials/?section=quarterlyearnings>.

2 - Based on Facebook user numbers for Q3 2018 and Q3 2021 in the EDPB decision. Q4 2018 to Q2 2021 are linear increases (orange). Percentage of Q4 2021 (86,04%) is used for the rest of the quarters (yellow).

3 - Based on the assumption that the percentage of EEA users among European users is roughly the same for Facebook and Instagram and that EEA and non-EEA users generate equal revenue.