

Egypt – 5 million

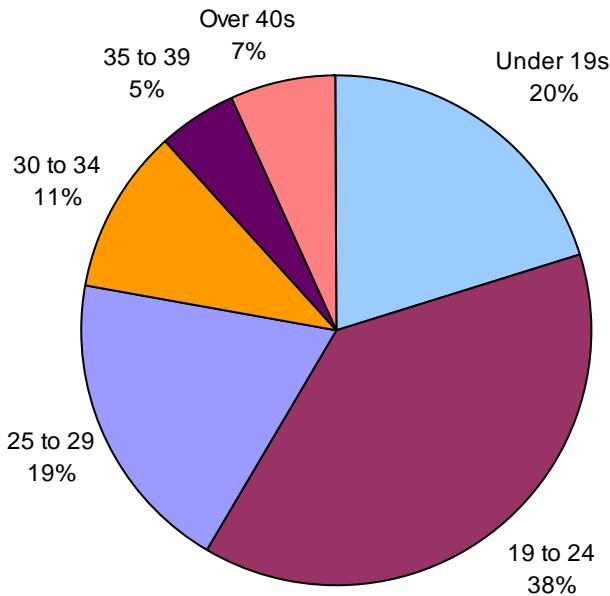
Egypt's Facebook community now stands as MENA's largest, despite being adopted by only 43% of Egyptian Internet users. Usage of Facebook's Arabic interface is now growing faster than the English with 1 million more users adopting Facebook Arabic since May 2010. 65% of Egyptian users prefer to use the English interface. Nearly 2.9 million of Egypt's Facebook users are under 25 years of age, representing 58% of its total users.

30% OF EGYPTIAN INTERNET USERS USE FACEBOOK

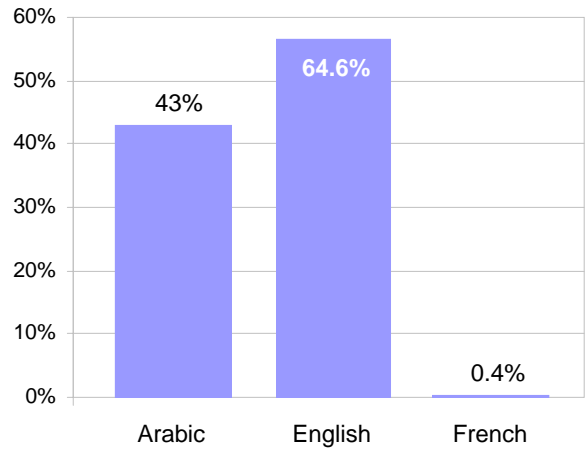
Facebook users	5,097,940
Percent of Internet users	30%
Percent of population	6%
Site rank (Alexa.com)	2nd
Total Internet users (Jul '10)	17,060,000
Total population (2010)	80,471,869

Note: All above figures Jan '11 unless otherwise stated

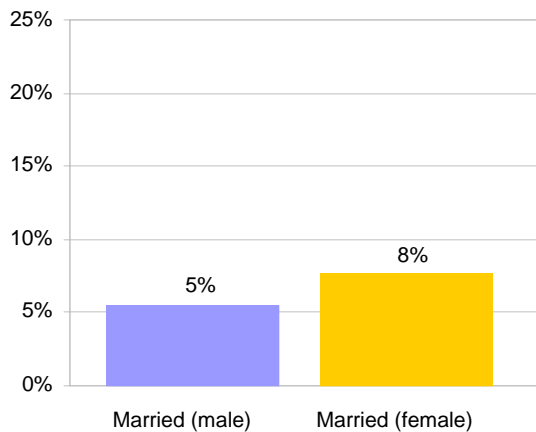
58% OF EGYPTIAN FACEBOOK USERS ARE UNDER 25 YEARS OLD



43% OF EGYPTIAN USERS CHOOSE ARABIC FOR FACEBOOK



6% OF EGYPT FACEBOOK USERS SHOW RELATIONSHIP STATUS AS 'MARRIED'



63% OF FACEBOOK USERS IN EGYPT ARE MALE

