

Not reviewed for confidentiality

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Ex. No.

UPX2131

1:20-cv-03010-APM

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**From:** Asad Awan [Redacted]@fb.com>

**Date:** Friday, June 26, 2020 at 12:31 AM

**To:** Dan Levy [Redacted]@fb.com>, Mike Schroepfer [Redacted]@fb.com>, Chris Cox [Redacted]@fb.com>, Mark Zuckerberg [Redacted]@fb.com>, John Hegeman [Redacted]@fb.com>, Fidji Simo [Redacted]@fb.com>

**Cc:** Javier Olivan [Redacted]@fb.com>, Sheryl Sandberg [Redacted]@fb.com>

**Subject:** Re: Safe ads feed

Redacted

1. Redacted

2. Ads prices are set by the auction based on the position they show up in. Depending on how drastically the position of the ad changes due to a rule, this change will require tuning the auction to ensure it remains fair.

3. Redacted

4. Redacted

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