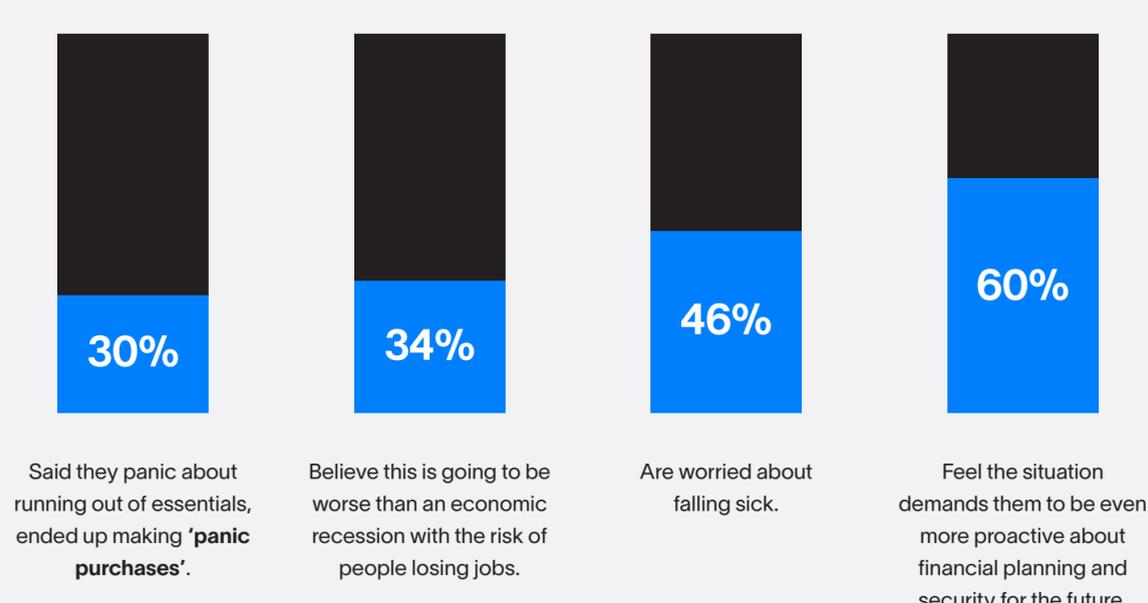




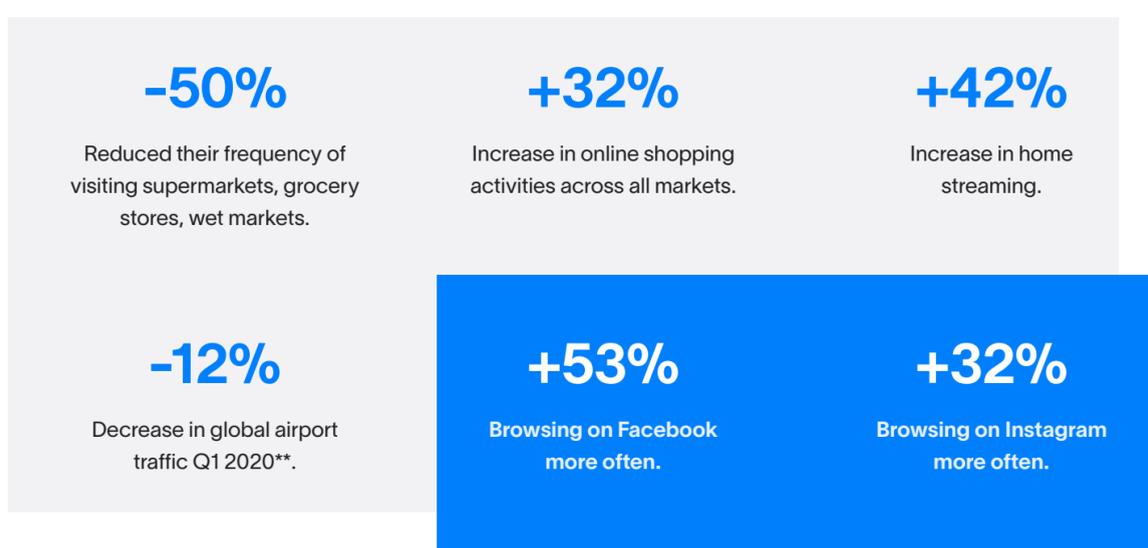
Taking on COVID-19

The COVID-19 outbreak shows no immediate signs of slowing down, and new cases continue to emerge across the globe. Facebook's media and brand teams are reaching out in these trying times to understand how to better address the situation. We're all learning together, but based on the behavioral changes observed in APAC, here are some recommendations from Facebook on what we can do next.

How Consumer Behaviors Change in the Context of COVID-19

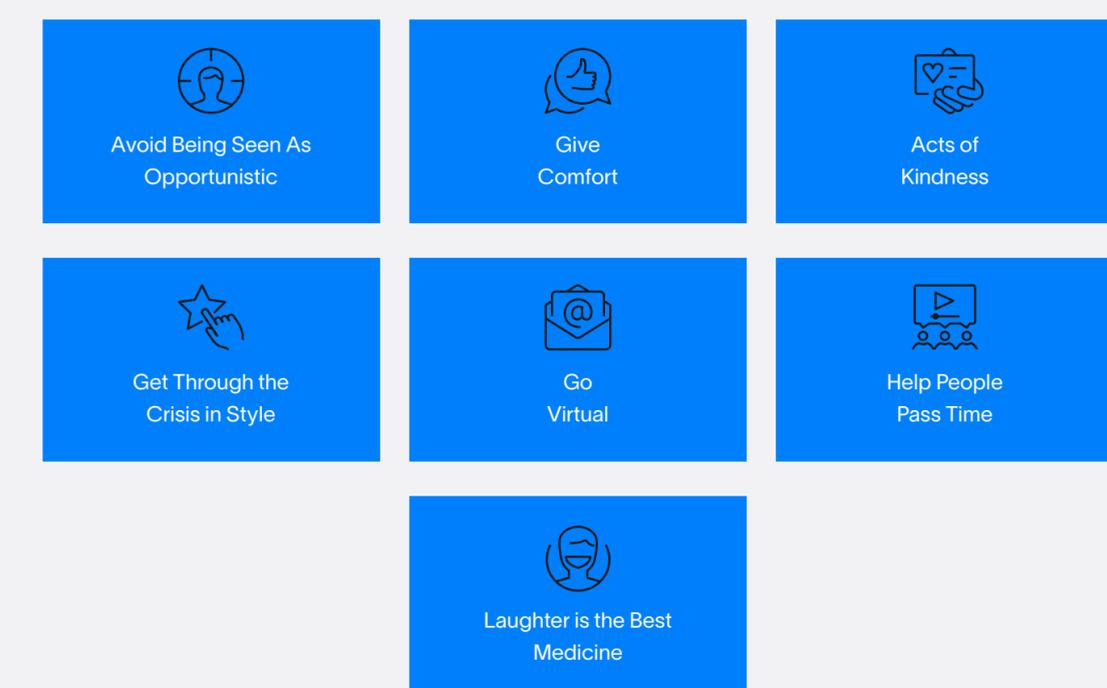


How Consumer Behaviors Change In the Context of COVID-19



Source: "COVID-19: What do consumers expect from brands?" by Kantar, Feb 2020. **Airports Council International (ACI) World

What Can Brands Do According to Ipsos Benchmarks



Source: How Can Brands Respond to Corona Virus Crisis - Ipsos Game Changers - March 2020

Top Concerns Among Consumers About the COVID-19 Situation

Keep a leadership mindset and reach consumers where they are while applying best practices to maximize efficiency and effectiveness.

- ★ Maintain proactive communication and become an **authority** in the community.
- ★ Be present with answers and solutions. People are on social media and are hungry for information.
- ★ Promote virtual services for users who may be practicing social distancing.
- ★ Prioritize with awareness and stay top of mind for service lines that may not be available now, but will in the future.

*Information developed through 'Facebook for Business'