

List of mergers and acquisitions by Facebook

Facebook, Inc. is a social networking company that has acquired 82 other companies, including WhatsApp. The WhatsApp acquisition closed at a steep \$16 billion; more than \$40 per user of the platform. Facebook also purchased the defunct company ConnectU in a court settlement and acquired intellectual property formerly held by rival Friendster. The majority of the companies acquired by Facebook are based in the United States, and in turn, a large percentage of these companies are based in or around the San Francisco Bay Area. Facebook has also made investments in LuckyCal and Wildfire Interactive.

The image shows the Facebook logo, which consists of the word "FACEBOOK" in a bold, blue, sans-serif font.

Facebook, Inc. logo

Most of Facebook's acquisitions have primarily been "talent acquisitions" and acquired products are often shut-down. Facebook CEO Mark Zuckerberg has stated in 2010 that "We have not once bought a company for the company. We buy companies to get excellent people... In order to have a really entrepreneurial culture one of the key things is to make sure we're recruiting the best people. One of the ways to do this is to focus on acquiring great companies with great founders."^[1] The Instagram acquisition, announced on 2012-04-09, appears to have been the first exception to this pattern.^[2] While continuing with a pattern of primarily talent acquisitions, other notable product focused acquisitions include the \$19 billion WhatsApp acquisition and the \$2 billion Oculus VR acquisition.

Contents

Acquisitions

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Acquisitions

Number	Company	Location	Acquired on	Acquired for (USD)	Talent acquired	Related to	Used as / Integrated with	Reference
1	facebook.com domain name	 USA, Boston, Massachusetts	August 23, 2005	200,000	—	—	name change from Thefacebook.com	[3][4]
2	ParaKey	 USA, Mountain View, California	July 19, 2007	—	Blake Ross, Joe Hewitt	Y Combinator, Sequoia Capital	Facebook Mobile	[5]
3	<u>ConnectU</u>	 USA, Cambridge, Massachusetts	June 23, 2008	31,000,000	—	i2Hub	(Court settlement)	[6][7]
4	<u>FriendFeed</u>	 USA, Mountain View, California	August 10, 2009	47,500,000	Paul Buchheit, Bret Taylor, Jim Norris, Sanjeev Singh, 8 others	Benchmark Capital, ex-Google	—	[8]
5	Octazen	 Malaysia, Taman Melawati, Kuala Lumpur	February 19, 2010	—	2 engineers (remote workers)	—	Websluths	[9]
6	<u>Divvyshot</u>	 USA, San Francisco, California	March 2, 2010	—	Sam Odio, Paul Carduner	Y Combinator, AngelList	Facebook Photos	[10]
7	<u>Friendster patents</u>	 USA, Mountain View, California /  Malaysia, Kuala Lumpur	May 13, 2010	40,000,000	—	—	—	[11]
8	ShareGrove	 USA, San Mateo, California	May 26, 2010	—	Kent Libbey, Adam Wolff	Elm Street Ventures	<u>Facebook Groups</u>	[12]
9	Zenbe	 USA, New York, NY,	July 6, 2010	—	Tom Alison, Will	—	<u>Facebook Messenger</u>	[13]

Number	Company	Location	Acquired on	Acquired for (USD)	Talent acquired	Related to	Used as / Integrated with	Reference
		<u>New York</u>			Bailey, Robert Kiefer			
10	Nextstop	 USA, <u>San Francisco, California</u>	July 8, 2010	2,500,000	Charles Lin, Carl Sjogreen, Adrian Graham	ex-Google	—	[14]
11	Chai Labs	 USA, <u>Mountain View, California</u>	August 15, 2010	10,000,000	Gokul Rajaram, Giri Rajaram, others	Merus Capital, ex-Google	—	[15]
12	Hot Potato	 USA, <u>Brooklyn, New York</u>	August 20, 2010	~10,000,000	Saadq Rodgers-King, Justin Shaffer, 6 others	RRE Ventures	<u>Facebook Places</u>	[16]
13	<u>Drop.io</u>	 USA, <u>Dumbo, Brooklyn, New York</u>	October 29, 2010	~10,000,000	Sam Lessin	RRE Ventures	—	[17]
14	<u>FB.com domain name</u>	 USA, <u>Washington, D.C.</u>	November 15, 2010	8,500,000	—	—	—	[18]
15	Rel8tion	 USA, <u>Seattle, Washington</u>	January 25, 2011	undisclosed	Peter Wilson	—	—	[19]
16	Beluga	 USA, <u>Palo Alto, California</u>	March 2, 2011	undisclosed	Jonathan Perlow, Lucy Zhang, Ben Davenport	—	<u>Facebook Messenger</u>	[20]

Number	Company	Location	Acquired on	Acquired for (USD)	Talent acquired	Related to	Used as / Integrated with	Reference
17	Snaptu	 Israel, Tel Aviv	March 20, 2011	70,000,000	—	—	Mobile	[21]
18	RecRec	 USA, San Francisco, California	March 24, 2011	undisclosed	—	Dogpatch Labs	—	[22]
19	DayTum	 USA, SoHo, New York City	April 27, 2011	undisclosed	Nicholas Felton , Ryan Case	—	—	[23]
20	Sofa	 Netherlands, Amsterdam	June 9, 2011	undisclosed	Koen Bok , Dirk Stoop , Jasper Hauser , Hugo van Heuven , Jorn van Dijk	—	—	[24]
21	MailRank	 USA, New York, New York	June 9, 2011	undisclosed	Bryan O'Sullivan and Bethanye McKinney Blount	—	—	[25]
22	Push Pop Press	 USA, San Francisco, California	August 2, 2011	undisclosed	Co-founders Mike Matas and Kimon Tsinteris	—	—	[26][27][28]
23	Friend.ly	 USA, Mountain View, California	October 10, 2011	undisclosed	—	—	—	[29][30][31]
24	Strobe	 USA, San Francisco, California	November 8, 2011	undisclosed	Founder and CEO Charles Jolley ,	—	Mobile engineering team	[32][33]

Number	Company	Location	Acquired on	Acquired for (USD)	Talent acquired	Related to	Used as / Integrated with	Reference
					other Strobe employees			
25	Gowalla	 USA, Austin, Texas	December 2, 2011	—	—	—	—	[34]
26	Caffeinatedmind	 USA, California	February 20, 2012	—	—	—	—	—
27	Instagram	 USA, San Francisco, California	April 9, 2012	1,000,000,000	—	—	—	—
28	Tagtile	 USA, San Francisco, California	April 13, 2012	undisclosed	Tagtile's founders	—	—	[35][36]
29	Glancee	 USA, San Francisco, California	May 5, 2012	undisclosed	Three co-founders	—	—	[37][38]
30	Lightbox.com	 UK, London, England	May 15, 2012	undisclosed	Thai Tran, Nilesh Patel, Five employees	—	—	[39]
31	Karma	 USA, San Francisco, California	May 21, 2012	undisclosed	Lee Linden, Ben Lewis	—	Facebook Gifts	[40]
32	Face.com	 Israel, Tel Aviv	June 18, 2012	100,000,000	—	—	—	[41][42]
33	Spool	 USA, San Francisco, California	July 14, 2012	undisclosed	Avichal Garg, Curtis Spencer, Six employees	—	Mobile engineering team	[43]

Number	Company	Location	Acquired on	Acquired for (USD)	Talent acquired	Related to	Used as / Integrated with	Reference
34	Acrylic Software	 Canada, Vancouver, British Columbia	July 20, 2012	undisclosed	Two employees	—	Facebook's design team	[44]
35	Threadsy	 USA, San Francisco, California	August 24, 2012	undisclosed	—	—	—	[45]
36	<u>Atlas Solutions</u>	 USA, Seattle, Washington	February 28, 2013	<100,000,000	—	—	—	[46]
37	osmeta	 USA, Mountain View, CA	March 2013	—	17 engineers	—	—	[47]
38	Storylane (Mixtent)	 USA, Palo Alto, CA	March 2013	—	Jonathan Gheller, 5 engineers	—	—	[48]
39	Hot Studio	 USA, New York, New York, San Francisco, California	March 14, 2013	—	—	—	—	[49]
40	Spaceport	 USA, Burlingame, California	April 23, 2013	—	—	—	—	[50]
41	<u>Parse</u>	 USA, San Francisco, California	April 25, 2013	85,000,000	—	—	—	[51]
42	Monoidics	 UK, London, England	July 18, 2013	—	—	—	—	[52]
43	<u>Jibbigo</u>	 USA, Pittsburgh, Pennsylvania	August 12, 2013	—	—	—	—	[53]

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44	<u>Onavo</u>	 Israel, <u>Tel Aviv</u>	October 13, 2013	—	—	—	—	[54]
45	<u>SportStream</u>	 USA, <u>San Francisco, California</u>	December 17, 2013	—	—	—	—	[55]
46	<u>Little Eye Labs</u>	 India, <u>Bengaluru, Karnataka</u>	January 8, 2014	15,000,000	—	—	—	[56][57]
47	<u>Branch</u>	 USA, <u>New York, New York</u>	January 13, 2014	15,000,000	—	—	—	[58]
48	<u>WhatsApp</u>	 USA, <u>Mountain View, California</u>	February 19, 2014	19,000,000,000	Co-founder and CEO <u>Jan Koum</u>	—	—	[59]
49	<u>Oculus VR</u>	 USA, <u>Irvine, California</u>	March 25, 2014	2,000,000,000	Co-founders <u>Palmer Luckey</u> and <u>Brendan Iribe</u> , Engineer <u>Chris Dycus</u> , and CTO <u>John D. Carmack</u>	—	—	[60][61]
50	<u>Ascenta</u>	 UK, <u>Somerset, England</u>	March 27, 2014	20,000,000	—	—	—	[62]
51	<u>ProtoGeo Oy</u>	 Finland, <u>Helsinki</u>	April 24, 2014	undisclosed	—	—	—	[63]
52	<u>PrivateCore</u>	 USA, <u>Palo Alto,</u>	August 7, 2014	undisclosed	—	—	—	[64]

Number	Company	Location	Acquired on	Acquired for (USD)	Talent acquired	Related to	Used as / Integrated with	Reference
		<u>California</u>						
53	LiveRail	 <u>USA, San Francisco, California</u>	August 14, 2014	400,000,000 - 500,000,000	—	—	—	[65]
54	<u>WaveGroup Sound</u>	 <u>USA, Burlingame, California</u>	August 26, 2014	undisclosed	—	—	—	[66]
55	Wit.ai	 <u>USA, Palo Alto, California</u>	January 6, 2015	undisclosed	—	—	—	[67]
56	Quickfire Networks	 <u>USA, San Diego, California</u>	January 8, 2015	undisclosed	—	—	—	[68]
57	<u>TheFind, Inc.</u>	 <u>USA, Mountain View, California</u>	March 14, 2015	undisclosed	—	—	—	[69]
58	Surreal Vision	 <u>UK, London, England</u>	May 26, 2015	undisclosed	—	—	—	[70]
59	Endaga	 <u>US, Oakland, California</u>	October 3, 2015	undisclosed	—	—	—	[71]
60	Pebbles	 <u>Israel, Kfar Saba</u>	July 16, 2015	60,000,000	—	—	—	[72]
61	MSQRD (Masquerade)	 <u>Belarus, Minsk</u>	March 9, 2016	undisclosed	CEO, Eugene Nevgen, Sergey Gonchar, Eugene Zatepyakin (co-founders)	—	—	[73][74]

Number	Company	Location	Acquired on	Acquired for (USD)	Talent acquired	Related to	Used as / Integrated with	Reference
62	Two Big Ears	 UK , Scotland	May 23, 2016	undisclosed	—	—	—	[75]
63	Nascent Objects	 US , California	Sep 19, 2016	undisclosed	—	—	—	[76]
64	Infiniled	 Ireland , Cork	October 10, 2016	undisclosed	—	—	—	
65	CrowdTangle	 USA	November 11, 2016	undisclosed	—	—	—	[77]
66	Faciometrics	 USA , Pittsburgh , Pennsylvania	November 16, 2016	undisclosed	Fernando De la Torre	Carnegie Mellon University	—	[78]
67	Zurich Eye	 Switzerland	November 2016	undisclosed	—	—	Oculus VR	[79]
68	Ozlo	 USA , Palo Alto , California	July 31, 2017	undisclosed	—	—	Facebook Messenger	[80]
69	Fayteq AG	 Germany	August 2017	undisclosed	—	—	Facebook Live	[81]
70	tbh	 USA , Oakland , California	October 16, 2017	undisclosed	CEO Nikita Bier, CTO Erik Hazzard, Kyle Zaragoza, Nicolas Ducdodon	—	—	[82]
71	Confirm	 USA , Boston , Massachusetts	January 23, 2018	undisclosed	Bob Geiman, Ralph Rodriguez, Walt Doyle	—	—	[83]
72	Bloomsbury AI	 UK , London	July 2018	30,000,000	—	—	—	[84]
73	Redkix	 Israel , Tel	July 26, 2018	100,000,000	Oudi	—	Workplace by	[85]

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		<u>Aviv</u>			Antebi, Roy Antebi		<u>Facebook</u>	
74	Vidpresso	 <u>USA</u> , <u>Ogden, Utah</u>	August 13, 2018	undisclosed	Randall Bennett, Justin Carter, Pauli Ojala, Hassan Salahuddin	<u>Y Combinator</u>	—	[1] (https://techcrunch.com/2018/08/13/facebook-acquires-vidpresso/)
75	Dreambit	 <u>Israel</u>	November, 2018	undisclosed	—	—	—	—
76	Chainspace	 <u>UK</u> , <u>London</u>	February 2019	—	George Danezis, Shehar Bano, Alberto Sonnino	<u>University College London</u>	Facebook Blockchain	[86]
77	GrokStyle	 <u>USA</u> , <u>San Francisco, California</u>	February 8, 2019	undisclosed	Kavita Bala, Sean Bell	—	—	[87]
78	Servicefriend	 <u>Israel</u> , <u>Tel Aviv</u>	September, 2019	undisclosed	Ido Arad, Shahar Ben Ami	—	<u>Calibra</u>	[88]
79	CTRL-labs	 <u>USA</u> , <u>New York City, New York</u>	September, 2019	undisclosed, but reportedly between \$500 million and \$1 billion	<u>Thomas Reardon</u> , <u>Patrick Kaifosh</u>	—	Facebook Reality Labs	[89]
80	Packagd	 <u>USA</u> , <u>San Francisco, California</u>	September, 2019	undisclosed	—	—	<u>List of Facebook features</u> <u>§ Marketplace</u>	[90]
81	Beat Games	 <u>Czech</u> , <u>Prague</u>	November, 2019	undisclosed	—	—	Oculus Studio	[91]
82	PlayGiga	 <u>Spain</u> , <u>Madrid</u>	December, 2019	70,000,000	—	—	—	[92]

See also

- List of largest mergers and acquisitions
- Lists of corporate acquisitions and mergers

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