

messaging and transmission of audio, video, images, text, content and data; Providing temporary use of non-downloadable software for electronic messaging; Mapping services; Providing temporary access to non-downloadable computer software for mapping services; Application service provider (ASP) featuring software for mapping services; Providing temporary use of non-downloadable computer software for sharing and displaying a user's location, planning activities with other users and making recommendations; Application service provider (ASP) featuring software to enable or facilitate the sharing and displaying a user's location, planning activities with other users and making recommendations; Providing temporary use of non-downloadable computer software for social and destination mapping; Application service provider (ASP) featuring software to enable or facilitate social and destination mapping; Providing temporary use of non-downloadable location-aware computer software for searching, determining and sharing the location of goods, services and events of interest; Application service provider (ASP) featuring location-aware software for searching, determining and sharing the location of goods, services and events of interest; platform as a service (PAAS) featuring computer software platforms for use in purchasing and disseminating advertising; Providing temporary use of non-downloadable software for modifying photographs, images and audio, video, and audio-video content with photographic filters and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks; Providing temporary use of non-downloadable software for viewing and interacting with a feed of electronic media, namely, images, audio-visual and video content, live streaming video, commentary, advertisements, news, and internet links; Providing temporary use of non-downloadable computer software for finding content and content publishers, and for subscribing to content; Providing temporary use of non-downloadable software for organizing images, video, and audio-visual content using metadata tags; Application service provider (ASP) featuring software for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Application service provider (ASP) featuring application programming interface (API) software which facilitates online services for social networking, developing software applications; Platform as a service (PAAS) featuring computer software platforms for social networking, managing

social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Rental of computer software that gives users the ability to upload, edit, and share images, videos and audio-visual content; Computer services, namely, curating online user-defined content and advertisements and creating social media feeds; Providing temporary use of non-downloadable software for taking photographs and recording audio, audio-visual and video content; Providing temporary use of non-downloadable software for uploading, downloading, archiving, enabling transmission of, and sharing images, audio-visual and video content and associated text and data; Providing temporary use of non-downloadable software for streaming multimedia entertainment content; Providing temporary use of non-downloadable software for creating and maintaining an online presence for individuals, groups, companies, and brands; Providing temporary use of non-downloadable software for advertisers to communicate and interact with online communities; Providing temporary use of non-downloadable computer software for use in taking and editing photographs and recording and editing videos; Application service provider (ASP) featuring software to enable or facilitate taking and editing photographs and recording and editing videos; Computer software development; Providing online non-downloadable software; Application service provider (ASP); Providing online facilities that give users the ability to upload, modify and share audio, video, photographic images, text, graphics and data. in the name of Instagram, LLC, a corporation organised and existing under the laws of the State of Delaware, 1601 Willow Road, Menlo Park, 94025, California, United States of America. Address for service: SPOOR & FISHER, Messrs. Spoor & Fisher, 11 Byls Bridge Boulevard, Building No. 14, Highveld Ext 73, Centurion, Pretoria, 0157, South Africa (P O Box 454, PRETORIA, 0001), SOUTH AFRICA