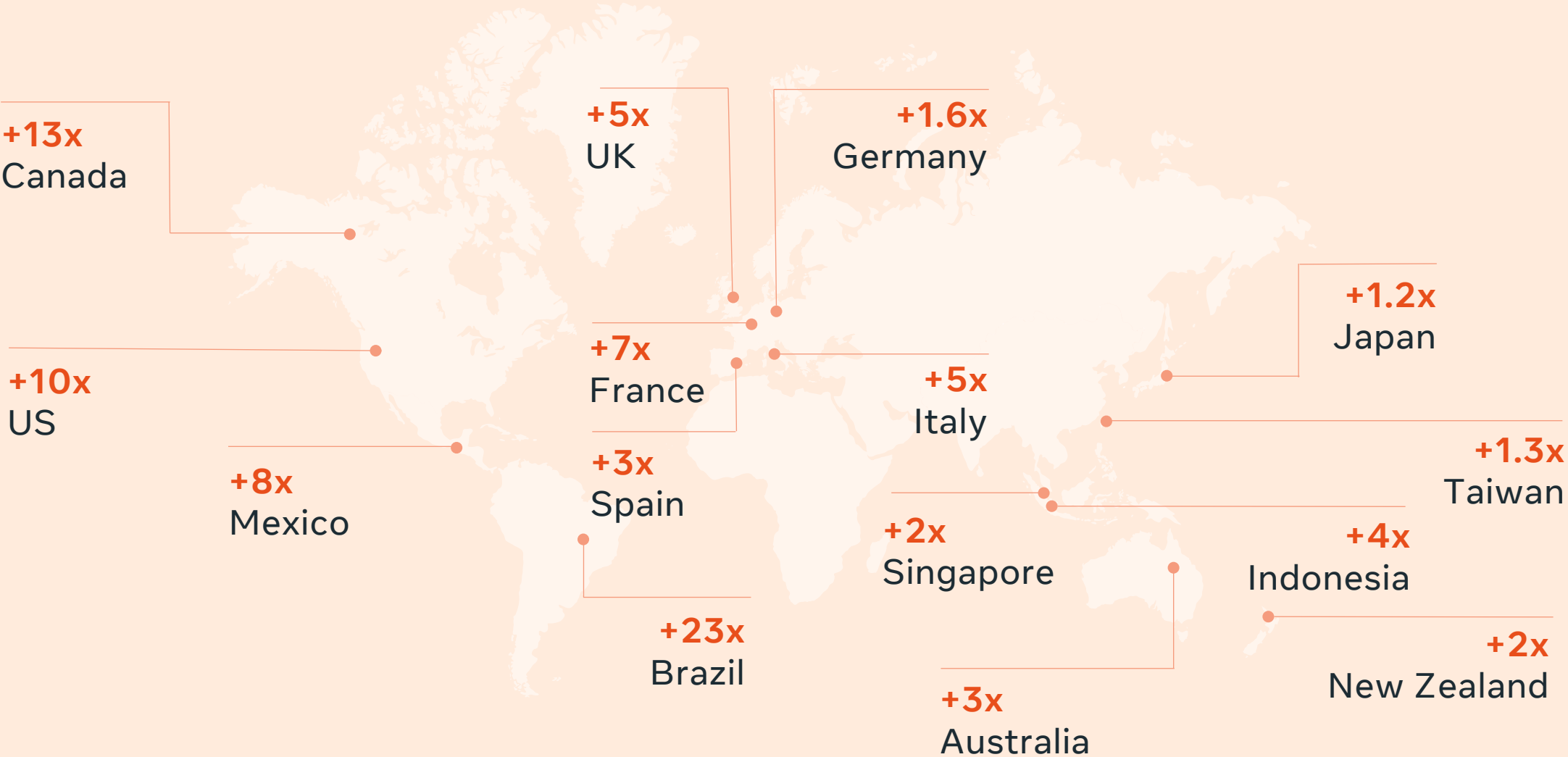


# Conversations related to contactless shopping and living grew globally

Based on terms like “contact free,” “curbside” and “home delivery” analyzed between late Feb–early May



Facebook IQ source: Facebook conversation data, Feb 22-May 1, 2020. Note: We analyzed conversations that included the following terms (and their translations): contactless, curbside, contact free, home delivery, no contact and physical contact. However, COVID-19 impacted the markets we studied at different times and in different ways. While we've validated that the majority of the conversation analyzed relates to the avoidance of physical contact, some of the data in this analysis may also include conversation related to "contact" in a broader sense.