

### **Manager Speaking Example - Summarising Information**

Good morning, how is everyone? Have you all heard the latest tech news? It's incredible, Facebook has bought WhatsApp for \$19bn US Dollars.

So why is this important?

Let me summarise the news story in three parts – key numbers, what happens now to WhatsApp and why did Facebook buy WhatsApp.

First the breakdown of the key numbers:

- The \$19bn sale is divided into three parts - \$12bn in stock, \$4bn in cash and €3bn in restricted stocks.
- WhatsApp has 450m monthly users who pay \$0.99 every year and annual revenues of approximately \$450m US Dollars.
- Facebook's CEO Mark Zuckerberg said that, "WhatsApp is on a path to connect 1 billion people".
- WhatsApp have 50 employees and the majority are engineers.

Second, what will happen to WhatsApp now?

- Facebook stated, "WhatsApp will remain autonomous, operate independently and continue its policy of no advertisements".

Finally, what can we conclude from this sale? Why has Facebook bought WhatsApp?

- A Wall Street Journal analyst concluded that, "it was for access to 450m customers".
- Facebook's CEO Mark Zuckerberg said that, "WhatsApp is on a path to connect 1 billion people".
- While a New York Times' journalist argued that "WhatsApp's value is in the fact that it is 'address-book-centric' while Facebook isn't".