

## **KEYS:**

1. b (... *its plans to go public early next year with the company filing confidentially for its initial public offering...*)
2. b (That gives a time window between the SEC getting the documents and them becoming available for public scrutiny, both from industry watchers and potential investors)
3. d (... *Facebook and other platforms that are now under scrutiny as a result of the prevalence of fake news...*)
4. d (*All this means Snapchat has an opportunity to snap up advertising dollars, making it even more valuable in the eyes of investors*)
5. c (... *in its initial public offering that could value it between \$25 billion and \$35 billion*)