

Meta - Company Profile

Meta

Meta Platforms, Inc. Company Profile Meta Platforms, Inc., commonly known as Meta, is a global technology conglomerate focused on connecting people and building technologies for the future of social connection.

1. Basic Information * **Founded Year:** February 4, 2004 (as Facebook)
Founders: Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, Chris Hughes
* **Current CEO:** Mark Zuckerberg * **Headquarters:** Menlo Park, California, USA * **Number of Employees:** Approximately 71,323 (as of Q1 2024) * **Website:** meta.com * **Contact:** support@meta.com | +1-650-543-4800

2. Company Overview Meta develops technologies that help people connect, find communities, and grow businesses. Its core business revolves around its family of social applications and its expanding investments in virtual reality, augmented reality, and artificial intelligence, all contributing to its long-term vision of building the metaverse.

Mission/Vision: "Our mission is to give people the power to build community and bring the world closer together. We are moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology."

Brief History Highlights: * **2004:** Founded as "TheFacebook" by Mark Zuckerberg and college roommates.
* **2012-2014:** Acquired key social platforms Instagram (2012) and WhatsApp (2014), significantly expanding its reach.
* **2021:** Rebranded to Meta Platforms, Inc., signaling a strategic pivot towards building the metaverse and immersive digital experiences.

3. Key Products and Services Meta's portfolio spans social networking, messaging, and advanced immersive technologies:

- * **Facebook:** Flagship social networking service.
- * **Instagram:** Photo and video sharing social network.
- * **WhatsApp:** Encrypted messaging and voice-over-IP service.
- * **Messenger:** Instant messaging application integrated with Facebook.
- * **Quest VR Headsets:** A line of virtual reality headsets, including Quest 3.
- * **Ray-Ban Meta Smart Glasses:** Smart glasses developed in partnership with Luxottica.
- * **Threads:** A text-based conversation app launched in 2023.
- * **Llama:** Open-source large language models for AI development.

4. Leadership Team * **CEO & Chairman of the Board:** Mark Zuckerberg
* **Chief Financial Officer (CFO):** Susan Li
* **Chief Technology Officer (CTO):** Andrew Bosworth

5. Market Position * **Market Capitalization:** Approximately \$1.25 trillion (as of mid-May 2024, subject to daily fluctuations).

* **Main Competitors:** Google (Alphabet), TikTok (ByteDance), Apple, Snap Inc. (Snapchat), Microsoft, and NVIDIA (in AI/hardware).

* **Industry Standing:** Meta holds a dominant position in the global social media and digital advertising landscape, with billions of users across its platforms. It is also a leading player in the VR hardware market and a significant contributor to open-source AI research.

* **Geographic Presence:** Meta operates globally, with its products and services accessible in virtually every country, outside of a few regions with specific restrictions.

6. Recent Achievements (2023-2025)

- * **Threads Launch (July 2023):** Introduced a new competitor in the text-based social media space, rapidly gaining tens of millions of users.
- * **Quest 3 & Ray-Ban Meta Smart Glasses (October 2023):** Launched its next-generation VR headset and updated smart glasses, advancing its hardware for the metaverse.
- * **Llama 2 & Llama 3 Releases (July 2023, April 2024):** Released open-source versions of its advanced large language models, significantly contributing to the AI ecosystem and integrating AI capabilities across its apps.
- * **Strong Financial Performance (Late 2023-Early 2024):** Demonstrated robust growth in advertising revenue and improved operational efficiency, leading to strong financial results.