Buy



## Meta Platforms

## Long Term AI Revenue Vectors the Highlight

### **Key Takeaways**

The positive surprise was that Meta continues to drive efficiencies on costs - both on deprecation & infrastructure costs as well as employee costs. In an environment in which ad budgets appear to have challenges ahead, the ability to cut costs while continuing to invest for genAl growth was unexpected. And ultimately, with management deftly navigating the macro environment by also creating a leverage buffer to soften any potential near-term revenue shocks, this leaves investors ample room to refocus on the long-term new revenue vectors we have been excited about - Business Al chatbots and Meta Al search ads. Compounding signs of overall macro weakness leave our revenue estimates largely unchanged, but improved OpEx projections drive up our 2026 / 2027 EPS estimates by 4% / 6%, leading to a 5% increase in our price target to \$683. We maintain our Buy rating on META shares given intact path to lighting up several new revenue vectors.

### **Upside Case**

Bulls will argue: 1) 1Q25 results beat with revenue/ EPS \$42.3B / \$6.43 ahead vs consensus \$41.3B / \$5.24; 2) ad impression growth of 5% YOY across Family of Apps, alongside ongoing pricing benefit on targeting improvements; 3) 2025 Total Expenses guide reduced to \$113B-\$118B from \$114B-\$119B despite increased 2025 CapEx guide as well as better 1Q25 operating income suggests cost controls offseting some margin pressure; 4) Meta Al hitting 1B MAU and rollout of standalone Meta Al app likely to boost chatbot usage and support LT incremental revenue stream; 4) new Advantage+ updates leaves headroom for greater adoption of this product among larger cohort of SMBs; and 5) Threads should start adding to revenue generation with ads being added to surface this year; and 6) Al Business Messaging, Meta Al, and Studio Al remain midterm needle-moving products to monetize. Quantitatively, our upside scenario is \$960/share (66% upside potential) - 2-Year revenue CAGR of 14%, and 2Q26-1Q27E operating margin of 42%, implying 2Q26-1Q27E EPS of \$33.82, on a 28x P/E multiple.

## **Downside Case**

Bears will argue: 1) 2Q25 revenue guidance of \$42.5B-\$45.5B, or \$44.0B at midpoint is in line with St's \$44.1B and does little to soothe concerns of worsening macroeconomic and advertising budget backdrop for 2025; 2) 2025 CapEx guide raised to \$64B-\$72B from \$60B-\$65B suggests higher near-term capital intensity and was not expected by investors; 3) mgmt. noted that overall spend from Asia-based exporters, which we believe to be Temu / Shein largely, is globally tracking below previous levels despite some of the US pulled back ad spend being moved to other geographies - this is likely to raise questions about 2H25 growth rates, especially given that Meta has been the largest

## **Equities**

## Americas

Internet Services

12-month rating

12m price target US\$683.00 *Prior*: *US\$650.00* 

Price (30 Apr 2025) US\$578.50

RIC: META.O BBG: META US

### **Trading data and key metrics**

52-wk range US\$736.67-441.68 Market cap. US\$1.422b Shares o/s 2 590m (COM) Free float 50% Avg. daily volume ('000) 17,944 Avg. daily value (m) US\$10.791.5 Common s/h equity (12/25E) US\$206b P/BV (12/25E) 7.0x Net debt to EBITDA (12/25E) 0.0x

#### EPS (UBS, diluted) (USD)

|        |       | 12/25E |      |       |
|--------|-------|--------|------|-------|
|        | From  | То     | % ch | Cons. |
| Q1     | 5.23  | 6.43   | 23   | 5.28  |
| Q2E    | 5.61  | 5.69   | 1    | 5.66  |
| Q3E    | 5.54  | 5.59   | 1    | 5.97  |
| Q4E    | 6.95  | 7.10   | 2    | 7.59  |
| 12/25E | 23.32 | 24.80  | 6    | 24.78 |
| 12/26E | 26.13 | 27.28  | 4    | 28.30 |
| 12/27E | 29.11 | 30.78  | 6    | 33.13 |

## Stephen Ju

Analyst stephen.ju@ubs.com +1-212-882 5192

### Esha Vaish

Analyst esha.vaish@ubs.com +44-20-7568 5000

### **Chris Kuntarich**

Analyst chris.kuntarich@ubs.com +1-212-920 1294

| Highlights (US\$m)        | 12/22   | 12/23   | 12/24   | 12/25E  | 12/26E  | 12/27E   | 12/28E  | 12/29E  |
|---------------------------|---------|---------|---------|---------|---------|----------|---------|---------|
| Revenues                  | 116,609 | 134,901 | 164,500 | 184,676 | 207,301 | 232,787  | 261,729 | 283,451 |
| EBIT (UBS)                | 45,731  | 64,391  | 87,692  | 88,184  | 95,487  | 104,834  | 117,691 | 123,815 |
| Net earnings (UBS)        | 23,199  | 39,097  | 62,360  | 63,225  | 67,331  | 73,591   | 83,646  | 90,048  |
| EPS (UBS, diluted) (US\$) | 8.59    | 14.87   | 23.86   | 24.80   | 27.28   | 30.78    | 35.92   | 39.49   |
| DPS (net) (US\$)          | 0.00    | 0.00    | 2.00    | 2.10    | 2.10    | 2.10     | 2.10    | 2.10    |
| Net (debt) / cash         | 15,514  | 29,792  | 30,697  | 5,268   | (7,456) | (11,258) | 31,513  | 82,439  |
| Profitability/valuation   | 12/22   | 12/23   | 12/24   | 12/25E  | 12/26E  | 12/27E   | 12/28E  | 12/29E  |
| EBIT (UBS) margin %       | 39.2    | 47.7    | 53.3    | 47.8    | 46.1    | 45.0     | 45.0    | 43.7    |
| ROIC (EBIT) %             | 45.8    | 55.1    | 63.7    | 50.0    | 42.8    | 39.5     | 39.7    | 39.0    |
| EV/EBITDA (UBS core) x    | 8.8     | 8.6     | 12.3    | 12.4    | 10.7    | 9.1      | 7.6     | 6.9     |
| P/E (UBS, diluted) x      | 21.0    | 17.6    | 21.3    | 23.3    | 21.2    | 18.8     | 16.1    | 14.6    |
| Equity FCF (UBS) yield %  | 3.7     | 6.4     | 4.1     | 2.2     | 2.7     | 3.8      | 6.1     | 7.0     |
| Dividend yield (net) %    | 0.0     | 0.0     | 0.4     | 0.4     | 0.4     | 0.4      | 0.4     | 0.4     |

Source: Company accounts, LSEG Eikon, UBS estimates. Metrics marked as (UBS) have had analyst adjustments applied. Valuations: based on an average share price that year, (E): based on a share price of US\$ 578.50 on 30-Apr-2025 19:57:06 EDT

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beneficiary of this demand bucket (to the tune of ~\$18B of revenues in 2025); 4) return on investment timeframe for genAl CapEx unresolved with CEO noting that usage not revenue will be focus for Meta Al at least for the next year; and 5) limited resolution on DMA finding as well as ongoing US court case. Quantitatively, our downside scenario is \$461/share (20% downside potential) - 2-Year revenue CAGR of 10%, and 2Q26-1Q27E operating margin of 34%, implying 2Q26-1Q27E EPS of \$25.62, on a 18x P/E multiple.

### **Valuation**

We increase our price target to \$683 (from \$650) on 24x (unchanged) our full year ending 1Q27E GAAP diluted EPS of \$27.99 (earlier \$26.66). Please note that the EPS shown on the front cover is UBS-adjusted EPS and differs from the company's disclosed GAAP diluted EPS.

Meta Platforms

UBS Research

## Investment Case: Long Term Al Revenue Vectors the Highlight

Meta reported 1Q25 Revenue and GAAP diluted EPS of \$42.3B and \$6.43 versus UBSe \$41.1B and \$5.23 and consensus \$41.3B and \$5.24, respectively. As we flow through the reported results and make changes to our estimates, our GAAP diluted EPS for 2025E, 2026E, and 2027E are now \$24.80, \$27.30 and \$30.81 versus prior \$23.34, \$26.15, and \$29.13, respectively. Our price target is now \$683 versus \$650 prior.

Meta delivered a beat on 1Q25 revenue and EPS, with the company noting ad impressions increased 5% YOY, compared to 6% YOY growth in 4Q24. We note that Google Search & other paid clicks were up 2% YOY in 1Q25 versus in the range of 4-6% YOY growth each quarter through 2024. On the advertising industry outlook, Meta flagged broad-based strength across verticals in 1Q25 with the exceptions being gaming (negative YOY growth driven by lower spend from China-based advertisers who promoted some gaming titles in 1Q24) and Politics (due to completion of US Elections). Said another way, it appears that Meta's ad business is benefiting more so than others in the space from its improvements to its ad tech stack since the COVID recession - and therefore we expect Meta to continue to gain share even if digital budgets are squeezed through 2025.

For April, Mgmt. noted that overall ad spend from Asia-based exporters, which we believe to be largely Temu / Shein, is globally tracking below previous levels despite some of the US pulled back ad spend being moved to other geographies - this is likely to raise questions about 2H25 growth rates, especially given that Meta has been the largest beneficiary of this demand bucket (to the tune of ~\$18B of revenues in 2025). All of this being said, Meta guided 2Q25 revenue at \$42.5B-\$45.5B, which at midpoint of \$44.0B is above UBSe \$43.8B and in line with consensus \$44.1B. Despite the in-line 2Q25 guide, we would be remiss in not factoring in signs that macro conditions have weakened further in April versus 1Q25 and there is uncertainty around 2H25 ad budgets. Therefore, we do not view digital ad budgets as fully insulated for the rest of the year.

On the cost side, management reduced guidance for 2025 total expenses to \$113B-\$118B from \$114B-\$119B, while raising CapEx guide to \$64B-\$72B from \$60B-\$65B. The \$1B cut to the midpoint of total cost guide despite the \$5.5B increase in CapEx guide - which should drive a \$1B increase in depreciation expense flowthrough for the year given that the 5.5 year useful life on new technical infrastructure - suggests a \$2B annual runrate improvement in costs. Meta mgmt. noted some of the cost benefits are coming from updated expectations for employee compensation. Meta has since late 2022 had a efficiency ethos and this update suggests to us Meta might lead vs GOOG and AMZN in showing headcount and employee cost control to offset GPU-buildout related deleverage. We also think part of the improvements are likely coming from quicker-than-expected improvements in costs to run genAl infrastructure - something we flagged even in Alphabet's results and a cost benefit that we see as sustainable over time.

Net/net, our 2025, 2026, and 2027 GAAP diluted EPS estimates are now \$24.80, \$27.30 and \$30.81 versus prior \$23.34, \$26.15, and \$29.13, respectively. Applying an unchanged P/E multiple of 24x to our 2Q26-1Q27E GAAP diluted EPS, our price target moves to \$683 from \$650.

We maintain our Buy rating, with key points of our investment thesis being:

- Business AI chatbots enabling increased utilization and increased per conversation revenue from messaging ads
- Consumer-facing Meta AI chatbots across WhatsApp / Instagram / Facebook as well as the Meta AI standalone app, allowing Meta to foray into search ads - in effect replicating a revenue stream that TikTok and Snap (vis-à-vis its My AI chatbot) have been showcasing
- Influencer-facing chatbots deepening engagement across Meta platforms, thus allowing Meta to deliver more ads across its monetized surfaces (similar to the phenomenon seen with Reels)
- Gen Al leveling up Meta's ability to deliver creative and placement automation

through Advantage+, allowing it to gain incremental budgets from large advertisers and broaden out to the long tail of SMB advertisers.

## **Changes to Estimates**

2Q25 revenue guidance range is \$42.5B-\$45.5B which factors in 1% FX tailwind. As such, our 2Q25E Revenue is \$43.7B. Changes to our 2Q25E, 3Q25E, 2025E, 2026E and 2027E financial and operating metrics are as summarized below:

Figure 1: Meta Platforms, Inc. - Summary Changes

| Figures in \$M, Except Per<br>Share Amounts | 2Q25<br>Prior | 2Q25<br>Current | % Δ     | 3Q25<br>Prior | 3Q25<br>Current | % Δ     | 2025<br>Prior | 2025<br>Current | % Δ    | 2026<br>Prior | 2026<br>Current | % Δ    | 2027<br>Prior | 2027<br>Current | % Δ     |
|---|---------------|-----------------|---------|---------------|-----------------|---------|---------------|-----------------|--------|---------------|-----------------|--------|---------------|-----------------|---------|
| Advertising Revenue                         | 42,925        | 42,925          | 0.0%    | 44,480        | 44,480          | 0.0%    | 179,363       | 180,572         | 0.7%   | 201,268       | 202,694         | 0.7%   | 225,710       | 227,327         | 0.7%    |
| Other Revenue                               | 831           | 766             | -7.8%   | 725           | 692             | -4.6%   | 4,290         | 4,104           | -4.3%  | 4,830         | 4,607           | -4.6%  | 5,717         | 5,460           | -4.5%   |
| Total Revenue                               | 43,756        | 43,691          | -0.1%   | 45,205        | 45,172          | -0.1%   | 183,653       | 184,676         | 0.6%   | 206,098       | 207,301         | 0.6%   | 231,427       | 232,787         | 0.6%    |
|   |               |                 |         |               |                 |         |               |                 |        |               |                 |        |               |                 |         |
| Cost of Goods Sold                          | 9,379         | 8,788           | -6.3%   | 9,837         | 9,395           | -4.5%   | 39,841        | 37,252          | -6.5%  | 49,180        | 46,090          | -6.3%  | 58,857        | 56,218          | -4.5%   |
| Gross Profit                                | 34,377        | 34,903          | 1.5%    | 35,368        | 35,777          | 1.2%    | 143,812       | 147,424         | 2.5%   | 156,918       | 161,211         | 2.7%   | 172,571       | 176,569         | 2.3%    |
|   |               |                 |         |               |                 |         |               |                 |        |               |                 |        |               |                 |         |
| Total Expenses                              | 27,678        | 27,503          | -0.6%   | 29,364        | 29,312          | -0.2%   | 117,085       | 114,889         | -1.9%  | 132,900       | 131,565         | -1.0%  | 152,167       | 149,321         | -1.9%   |
| Operating Income                            | 16,078        | 16,188          | 0.7%    | 15,841        | 15,860          | 0.1%    | 66,567        | 69,788          | 4.8%   | 73,198        | 75,737          | 3.5%   | 79,260        | 83,467          | 5.3%    |
| Net Income                                  | 14,365        | 14,544          | 1.2%    | 14,112        | 14,166          | 0.4%    | 59,553        | 63,225          | 6.2%   | 65,150        | 67,331          | 3.3%   | 70,939        | 73,591          | 3.7%    |
|   |               |                 |         |               |                 |         |               |                 |        |               |                 |        |               |                 |         |
| Shares Outstanding                          | 2,560         | 2,556           | -0.1%   | 2,546         | 2,536           | -0.4%   | 2,554         | 2,550           | -0.1%  | 2,493         | 2,469           | -1.0%  | 2,437         | 2,391           | -1.9%   |
| GAAP Diluted EPS                            | \$5.61        | \$5.69          | 1.4%    | \$5.54        | \$5.59          | 0.8%    | \$23.34       | \$24.80         | 6.3%   | \$26.15       | \$27.30         | 4.4%   | \$29.13       | \$30.81         | 5.7%    |
|   |               |                 |         |               |                 |         |               |                 |        |               |                 |        |               |                 |         |
| Capex                                       | 15,205        | 17,258          | 13.5%   | 15,257        | 19,650          | 28.8%   | 63,291        | 71,516          | 13.0%  | 63,378        | 75,368          | 18.9%  | 63,888        | 77,068          | 20.6%   |
| Buyback                                     | 8,925         | 11,900          | 33.3%   | 8,925         | 11,900          | 33.3%   | 39,445        | 48,454          | 22.8%  | 40,501        | 49,957          | 23.3%  | 40,465        | 53,954          | 33.3%   |
| buyback                                     | 0,323         | 11,500          | ٥/ د.دد | 0,323         | 11,500          | 0/ د.دد | 33,443        | 40,434          | 22.070 | 40,301        | 49,737          | 23.370 | 40,403        | 33,534          | // د.دد |

Source: UBS estimates and Visible Alpha Consensus

## **1Q25 Reported Results**

Meta's revenue for 1Q25 amounted to \$42.3B. This was above our estimate of \$41.1B and consensus \$41.3B.

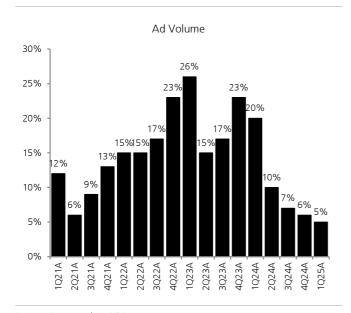
Figure 2: Meta Platforms, Inc. - Financial Results vs. UBSe

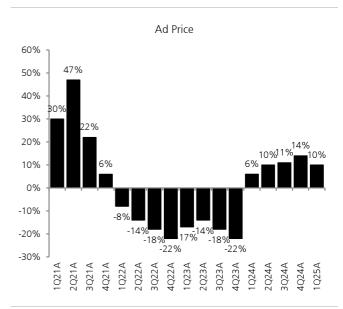
| (Figures in \$M, unless stated otherwise) | 1Q25E  | 1Q25A  | % Δ    |   |
|---|--------|--------|--------|---|
| Advertising Revenue                       | 40,182 | 41,392 | 3.0%   | Driven by 5% YOY growth in ad impresiones; broad-based vertical strength  |
| Other Revenues (incl. Reality Labs)       | 901    | 922    | 2.3%   |   |
| Consolidated Revenue                      | 41,084 | 42,314 | 3.0%   | vs consensus \$41.3B  |
|   |        |        |        |   |
| Cost of Revenue                           | 8,687  | 7,572  | -12.8% | Mgmt. flagged clearer view on employee costs, improved server useful life |
| Gross Profit                              | 32,397 | 34,742 | 7.2%   |   |
| Marketing and Sales                       | 2,891  | 2,757  | -4.6%  |   |
| Research and Development                  | 12,318 | 12,150 | -1.4%  |   |
| General and Administrative                | 2,366  | 2,280  | -3.6%  | Lower legal expenses  |
| Other                                     | 0      | 0      | 0.0%   |   |
| Total Operating Expenses                  | 17,575 | 17,187 | -2.2%  | vs consensus \$17.9B; 2025 total expense guide cut by ~\$1B               |
| Reported Income from Operations           | 14,822 | 17,555 | 18.4%  | vs consensus \$15.4B  |
| Other Income (Expense)                    | 661    | 827    | 25.1%  |   |
| Pretax Income                             | 15,483 | 18,382 | 18.7%  |   |
| Income Tax (Benefit)                      | 2,013  | 1,738  | -13.7% |   |
| Net Income Attributable to Common         | 13,470 | 16,644 | 23.6%  |   |
|   |        |        |        |   |
| Diluted Shares Outstanding                | 2,577  | 2,590  | 0.5%   |   |
| Diluted EPS                               | \$5.23 | \$6.43 | 22.9%  | vs consensus \$5.24   |
|   |        |        |        |   |
| Capex                                     | 15,406 | 12,941 | -16.0% | vs consensus \$14.4B; 2025 CapEx guide raised by ~\$5.5B at midpoint      |

Source: Company data; UBS estimates

Figure 3: Meta Platforms, Inc. - Number of Ad Impressions YOY Growth

Figure 4: Meta Platforms, Inc. - Price Per Ad YOY Growth





Source: Company data; UBS

Source: Company data; UBS

## Valuation - Price Target to \$683 (from \$650) and skew of 3.2x

Our price target altered to \$683 (from \$650) and is based on 24x (unchanged) our revised full year ending 1Q27 GAAP diluted EPS estimate of \$27.99 (versus \$26.66 prior).

Our 24x multiple is line with Meta's 2Q20-4Q21 average. We think the 24x multiple is justified as covers the multiple that Meta traded at during the early days of COVID which reflected budget revision fears, similar to our feedback from advertisers currently with our ad checks mirroring the general operating environment uncertainty that the ad market was facing in those early days of the pandemic. The multiple also accounts for Meta's trading multiple during peak COVID, which more so reflected the benefit for digital players as consumers under lockdown shopped largely online. While we recognise that there is potential for any macro downturn this year to be different to the situation during COVID, we think the 24x balances deteriorating market conditions vs Meta's improved ad tech stack (now versus five years ago with COVID). Hence the market share gains - borne primarily from product development - that Meta has garnered appear sticky to us. The multiple also reflects the greater confidence we have gained through 2024 in Meta's ability to potentially deliver ROIC against its Gen Al CapEx and therefore support market share gains for longer.

Figure 5: Meta Platforms, Inc. - Valuation

| Current Valuation                 | 1Q25A   | 2Q25E   | 3Q25E  | 4Q25E  | 1Q26E  | 2Q26E  | 3Q26E  | 4Q26E  | 1Q27E     | 2Q27E       | 3Q27E  | 4Q27E  |
|-----------------------------------|---------|---------|--------|--------|--------|--------|--------|--------|-----------|-------------|--------|--------|
| Current EV                        |         |         |        |        |        |        |        |        |           |             |        |        |
| Current share price (aftermarket) |         |         |        |        |        |        |        |        | \$579     | 04.30.2025  |        |        |
| (x) Diluted Shares Outstanding    |         |         |        |        |        |        |        |        | 2590      | as of 1Q25A |        |        |
| (=) Market Capitalization         |         |         |        |        |        |        |        |        | 1498      |             |        |        |
| (-) Cash                          |         |         |        |        |        |        |        |        | (70)      | as of 1Q25A |        |        |
| (+) Debt                          |         |         |        |        |        |        |        |        | <u>29</u> | as of 1Q25A |        |        |
| (=) Enterprise Value              |         |         |        |        |        |        |        |        | 1457      |             |        |        |
| EV/Revenue                        | 8.6x    | 8.3x    | 8.1x   | 7.9x   | 7.7x   | 7.5x   | 7.2x   | 7.0x   | 6.8x      | 6.7x        | 6.5x   | 6.3x   |
| EV/EBITDA                         | 19.9x   | 19.6x   | 20.0x  | 20.9x  | 20.7x  | 20.3x  | 19.9x  | 19.2x  | 18.9x     | 18.4x       | 18.0x  | 17.5x  |
| P/E - GAAP                        | 22.6x   | 22.1x   | 22.5x  | 23.3x  | 23.2x  | 22.7x  | 22.1x  | 21.2x  | 20.7x     | 20.1x       | 19.5x  | 18.8x  |
| vs Consensus; P/E GAAP            | 25.8x   | 25.3x   | 24.6x  | 23.8x  | 23.2x  | 22.5x  | 21.7x  | 20.8x  | 20.3x     | 19.7x       | 19.2x  | 18.4x  |
| Forward Growth in EPS             | -2.9%   | -2.7%   | 1.7%   | 10.1%  | 12.5%  | 13.1%  | 13.3%  | 12.9%  | 13.8%     | 14.6%       | 15.4%  | 16.7%  |
| PEG Ratio                         | (7.68)x | (8.05)x | 13.14x | 2.32x  | 1.86x  | 1.73x  | 1.66x  | 1.65x  | 1.50x     | 1.38x       | 1.27x  | 1.13x  |
| Price to Ads Business EPS         | 9.0x    | 8.7x    | 8.5x   | 8.2x   | 7.9x   | 7.6x   | 7.3x   | 7.0x   | 6.8x      | 6.6x        | 6.3x   | 6.1x   |
| Earnings Yield                    | 4.4%    | 4.5%    | 4.4%   | 4.3%   | 4.3%   | 4.4%   | 4.5%   | 4.7%   | 4.8%      | 5.0%        | 5.1%   | 5.3%   |
| FCF Yield                         | 3.5%    | 3.0%    | 2.5%   | 2.2%   | 2.0%   | 2.1%   | 2.4%   | 2.7%   | 3.0%      | 3.2%        | 3.5%   | 3.9%   |
| Valuation Methodology             | 1Q25A   | 2Q25E   | 3Q25E  | 4Q25E  | 1Q26E  | 2Q26E  | 3Q26E  | 4Q26E  | 1Q27E     | 2Q27E       | 3Q27E  | 4Q27E  |
| GAAP P/E Multiple                 |         |         |        |        |        |        |        |        |           |             |        |        |
| Diluted GAAP EPS                  | \$6.43  | \$5.69  | \$5.59 | \$7.10 | \$6.51 | \$6.26 | \$6.30 | \$8.24 | \$7.21    | \$7.05      | \$7.14 | \$9.41 |
| (x) Target multiple               | 24x     | 24x     | 24x    | 24x    | 24x    | 24x    | 24x    | 24x    | 24x       | 24x         | 24x    | 24x    |
| (=) Price per share               | \$157   | \$139   | \$136  | \$173  | \$159  | \$153  | \$154  | \$201  | \$176     | \$172       | \$174  | \$230  |
| Price Target                      |         |         |        |        |        |        |        |        | \$683     |             |        |        |
| Current price                     |         |         |        |        |        |        |        |        | \$579     |             |        |        |
| Upside/downside                   |         |         |        |        |        |        |        |        | 18.1%     |             |        |        |
| Implied P/E on Family of Apps EPS |         |         |        |        |        |        |        |        | 6.4x      |             |        |        |

Source: Company data; Visible Alpha Consensus; UBSe; Priced as of 30 May after hours

## **Upside / Downside Case**

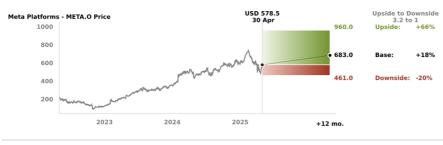
For Meta, our upside / downside scenarios imply a skew of 3.2x

**Upside Case (\$960):** Our upside scenario assumes Meta sees an acceleration in 2-Year revenue CAGR to 14% vs 12% in our base case. We estimate 2Q26-1Q27 operating margin of 42% vs 36% in our base case. This implies 2Q26-1Q27 GAAP diluted EPS of \$33.82, which on a 28x P/E multiple equates to a valuation of \$960.

**Base Case (\$683):** Our base scenario assumes Meta sees a 2-Year revenue CAGR of 12%. We estimate 2Q26-1Q27 operating margin of 36%. This implies 2Q26-1Q27 GAAP diluted EPS of \$27.99, which on a 24x P/E multiple equates to a valuation of \$683.

**Downside Case (\$461):** Our downside scenario assumes Meta sees a deceleration in 2-Year revenue CAGR growth to 12% vs 10% in our base case. We estimate 2Q26-1Q27 operating margin of 34% vs 36% in our base case. This implies 2Q26-1Q27 GAAP diluted EPS of \$25.62, which on an 18x P/E multiple equates to a valuation of \$461.

Figure 6: Meta Platforms, Inc. - Upside / Downside Skew



Source: UBS estimates

Meta Platforms 1 May 2025 & UBS 6

Figure 7: Meta Platforms, Inc. - Scenario Analysis Key Assumptions

| Scenario | Implied Price<br>Per Share | Implied Upside /<br>Downside | Revenue<br>CAGR | Operating<br>Margin | Implied<br>EPS | Applied<br>Multiple |
|----------|----------------------------|------------------------------|-----------------|---------------------|----------------|---------------------|
| Upside   | \$960                      | 66%                          | 14%             | 42%                 | \$33.82        | 28x                 |
| Base     | \$683                      | 18%                          | 12%             | 36%                 | \$27.99        | 24x                 |
| Downside | \$461                      | -20%                         | 10%             | 34%                 | \$25.62        | 18x                 |

Source: UBSe

# **Meta Platforms (META.O)**

| Income Statement (US\$m)              | 12/22    | 12/23    | 12/24    | 12/25E          | %ch    | 12/26E   | %ch       | 12/27E             | 12/28E             | 12/29E     |
|---------------------------------------|----------|----------|----------|-----------------|--------|----------|-----------|--------------------|--------------------|------------|
| Revenues                              | 116,609  | 134,901  | 164,500  | 184,676         | 12.3   | 207,301  | 12.3      | 232,787            | 261,729            | 283,451    |
| Gross profit                          | 91,360   | 108,943  | 134,338  | 147,424         | 9.7    | 161,211  | 9.4       | 176,569            | 196,590            | 210.019    |
| ·                                     |          | 75,407   | 102,982  | 107,690         | 4.6    | 121,769  | 13.1      | 170,309<br>139,077 |                    | 171,168    |
| EBITDA (UBS)                          | 54,232   | •        | •        |                 |        | -        |           | -                  | 158,596            | -          |
| Depreciation & amortisation           | (8,501)  | (11,016) | (15,290) | (19,506)        | -27.6  | (26,282) | -34.7     | (34,243)           | (40,905)           | (47,354)   |
| EBIT (UBS)                            | 45,731   | 64,391   | 87,692   | 88,184          | 0.6    | 95,487   | 8.3       | 104,834            | 117,691            | 123,815    |
| Associates & investment income        | 0        | 0        | 0        | 0               |        | 0        |           | 0                  | 0                  | 0          |
| Other non-operating income            | (16,786) | (17,640) | (18,312) | (18,397)        | -0.5   | (19,751) | -7.4      | (21,367)           | (23,366)           | (24,595)   |
| Net interest                          | (126)    | 677      | 1,284    | 2,135           | 66.3   | 776      | -63.7     | 160                | 728                | 3,108      |
| Exceptionals (incl goodwill)          | 0        | 0        | 0        | 0               | -      | 0        | -         | 0                  | 0                  | 0          |
| Pre-tax profit                        | 28,819   | 47,428   | 70,664   | 71,923          | 1.8    | 76,513   | 6.4       | 83,626             | 95,052             | 102,327    |
| Tax                                   | (5,620)  | (8,331)  | (8,304)  | (8,698)         | -4.7   | (9,182)  | -5.6      | (10,035)           | (11,406)           | (12,279)   |
| Profit after tax                      | 23,199   | 39,097   | 62,360   | 63,225          | 1.4    | 67,331   | 6.5       | 73,591             | 83,646             | 90,048     |
| Preference dividends                  | 0        | 0        | 0        | 0               | _      | 0        | _         | 0                  | 0                  | 0          |
| Minorities                            | 0        | 0        | 0        | 0               | _      | 0        | _         | 0                  | 0                  | 0          |
| Extraordinary items                   | 0        | 0        | 0        | 0               | _      | 0        | _         | 0                  | 0                  | 0          |
| Net earnings (local GAAP)             | 23,199   | 39,097   | 62,360   | 63,225          | 1.4    | 67,331   | 6.5       | 73,591             | 83,646             | 90,048     |
| Net earnings (UBS)                    | 23,199   | 39,097   | 62,360   | 63,225          | 1.4    | 67,331   | 6.5       | 73,591             | 83,646             | 90,048     |
| Tax rate (%)                          | 19.5     | 17.6     | 11.8     | 12.1            | 2.9    | 12.0     | -0.8      | 12.0               | 12.0               | 12.0       |
| lax rate (70)                         | 15.5     | 17.0     | 11.0     | 12.1            | 2.9    | 12.0     | -0.0      | 12.0               | 12.0               | 12.0       |
| Dor Chara (LICE)                      | 12/22    | 12/23    | 12/24    | 12/255          | 0/ cla | 12/265   | 0/ cla    | 12/27E             | 12/28E             | 12/29E     |
| Per Share (US\$)                      | 12/22    |          | 12/24    | 12/25E          | %ch    | 12/26E   | %ch       |                    |                    |            |
| EPS (UBS, diluted)                    | 8.59     | 14.87    | 23.86    | 24.80           | 3.9    | 27.28    | 10.0      | 30.78              | 35.92              | 39.49      |
| EPS (local GAAP, diluted)             | 8.59     | 14.87    | 23.86    | 24.80           | 3.9    | 27.28    | 10.0      | 30.78              | 35.92              | 39.49      |
| EPS (UBS, basic)                      | 8.63     | 15.19    | 24.61    | 25.48           | 3.5    | 28.07    | 10.2      | 31.71              | 37.04              | 40.74      |
| DPS (net) (US\$)                      | 0.00     | 0.00     | 2.00     | 2.10            | 4.9    | 2.10     | 0.0       | 2.10               | 2.10               | 2.10       |
| Cash EPS (UBS, diluted) 1             | 11.73    | 19.06    | 29.71    | 32.45           | 9.2    | 37.92    | 16.9      | 45.10              | 53.49              | 60.26      |
| Book value per share                  | 43.62    | 59.69    | 70.25    | 83.01           | 18.2   | 99.18    | 19.5      | 118.05             | 150.16             | 185.06     |
| Average shares (diluted)              | 2,702    | 2,629    | 2,614    | 2,550           | -2.5   | 2,469    | -3.2      | 2,391              | 2,328              | 2,280      |
|                                       |          |          |          |                 |        |          |           |                    |                    |            |
| Balance Sheet (US\$m)                 | 12/22    | 12/23    | 12/24    | 12/25E          | %ch    | 12/26E   | %ch       | 12/27E             | 12/28E             | 12/29E     |
| Cash and equivalents                  | 40,738   | 65,403   | 77,815   | 51,552          | -33.8  | 35,623   | -30.9     | 27,678             | 70,486             | 123,937    |
| Other current assets                  | 18,811   | 19,962   | 22,230   | 25,302          | 13.8   | 28,287   | 11.8      | 31,954             | 35,884             | 39,303     |
| Total current assets                  | 59,549   | 85,365   | 100,045  | 76,853          | -23.2  | 63,910   | -16.8     | 59,632             | 106,370            | 163,239    |
| Net tangible fixed assets             | 79,518   | 96,587   | 121,346  | 176,465         | 45.4   | 225,551  | 27.8      | 268,376            | 289,911            | 306,635    |
| Net intangible fixed assets           | 21,203   | 20,654   | 20,654   | 20,443          | -1.0   | 20,237   | -1.0      | 200,370            | 20,234             | 20,234     |
| Investments / other assets            | 25,457   | 27,017   | 34,009   | 36,416          | 7.1    | 33,791   | -7.2      | 31,216             | 28,757             | 30,786     |
|                                       |          |          |          |                 |        |          |           |                    |                    |            |
| Total assets                          | 185,727  | 229,623  | 276,054  | 310,178         | 12.4   | 343,489  | 10.7      | 379,459            | 445,273            | 520,895    |
| Trade payables & other ST liabilities | 27,026   | 31,960   | 33,596   | 44,149          | 31.4   | 48,784   | 10.5      | 52,769             | 53,423             | 56,637     |
| Short term debt                       | 0        | 0        | 0        | 0               | -      | 0        |           | 0                  | 0                  | 0          |
| Total current liabilities             | 27,026   | 31,960   | 33,596   | 44,149          | 31.4   | 48,784   | 10.5      | 52,769             | 53,423             | 56,637     |
| Long term debt                        | 25,224   | 35,611   | 47,118   | 46,284          | -1.8   | 43,079   | -6.9      | 38,935             | 38,973             | 41,498     |
| Other long term liabilities           | 7,764    | 8,884    | 12,703   | 13,751          | 8.3    | 13,751   | 0.0       | 13,751             | 13,751             | 13,751     |
| Preferred shares                      | 0        | 0        | 0        | 0               | -      | 0        | -         | 0                  | 0                  | 0          |
| Total liabilities (incl pref shares)  | 60,014   | 76,455   | 93,417   | 104,184         | 11.5   | 105,614  | 1.4       | 105,455            | 106,147            | 111,886    |
| Common s/h equity                     | 125,713  | 153,168  | 182,637  | 205,994         | 12.8   | 237,875  | 15.5      | 274,003            | 339,125            | 409,008    |
| Minority interests                    | 0        | 0        | 0        | 0               | -      | 0        | -         | 0                  | 0                  | 0          |
| Total liabilities & equity            | 185,727  | 229,623  | 276,054  | 310,178         | 12.4   | 343,489  | 10.7      | 379,459            | 445,273            | 520,895    |
| . ,                                   |          | -        | -        |                 |        | -        |           | -                  |                    |            |
| Cash Flow (US\$m)                     | 12/22    | 12/23    | 12/24    | 12/25E          | %ch    | 12/26E   | %ch       | 12/27E             | 12/28E             | 12/29E     |
| Net income (before pref divs)         | 23,199   | 39,097   | 62,360   | 63,225          | 1.4    | 67,331   | 6.5       | 73,591             | 83,646             | 90,048     |
| Depreciation & amortisation           | 8,501    | 11,016   | 15,290   | 19,506          | 27.6   | 26,282   | 34.7      | 34,243             | 40,905             | 47,354     |
| Net change in working capital         | 5,682    | 3,837    | 1,050    | 3,598           | 242.7  | 1,062    | -70.5     | 1,491              | 713                | 1,284      |
| Other operating                       | 13,093   | 17,163   | 12,628   | 17,179          | 36.0   | 19,759   | 15.0      | 21,375             | 23,374             | 24,603     |
|                                       |          |          |          |                 |        |          |           |                    |                    |            |
| Operating cash flow                   | 50,475   | 71,113   | 91,328   | 103,507         | 13.3   | 114,434  | 10.6      | 130,700            | 148,638            | 163,288    |
| Tangible capital expenditure          | (31,376) | (27,184) | (37,256) | (71,516)        | -92.0  | (75,368) | -5.4      | (77,068)           | (62,440)           | (64,078)   |
| Intangible capital expenditure        | 0        | 0        | 0        | 0               | -      | 0        | -         | 0                  | 0                  | 0          |
| Net (acquisitions) & disposals        | (1,312)  | (629)    | (270)    | 0               | -      | 0        | -         | 0                  | 0                  | 0          |
| Other investing                       | 3,718    | 3,318    | (9,624)  | (7,069)         | 26.5   | 0        | -         | 0                  | 0                  | 0          |
| Investing cash flow                   | (28,970) | (24,495) | (47,150) | (78,585)        | -66.7  | (75,368) | 4.1       | (77,068)           | (62,440)           | (64,078)   |
| Equity dividends paid                 | 0        | 0        | (5,071)  | (5,214)         | -2.8   | (5,037)  | 3.4       | (4,874)            | (4,743)            | (4,641)    |
| Share issues / (buybacks)             | (29,623) | (26,786) | (43,896) | (53,337)        | -21.5  | (49,957) | 6.3       | (53,954)           | (37,147)           | (40,119)   |
| Other financing                       | (1,627)  | (682)    | (1,003)  | 0               | _      | 0        | -         | 0                  | 0                  | Ó          |
| Change in debt & pref shares          | 9,115    | 7,968    | 9,189    | 0               | _      | 0        | _         | (2,750)            | (1,500)            | (1,000)    |
| Financing cash flow                   | (22,135) | (19,500) | (40,781) | (58,551)        | -43.6  | (54,994) | 6.1       | (61,578)           | (43,390)           | (45,760)   |
| Cash flow inc/(dec) in cash           | (630)    | 27,118   | 3,397    | (33,628)        | 5.0    | (15,928) | 52.6      | (7,946)            | 42,809             | 53,451     |
| FX / non cash items                   | (6,630)  | (2,453)  | 9,015    | 7,365           | -18.3  | (13,326) | J2.0<br>- | (7,5 <b>4</b> 0)   | <b>42,809</b><br>0 | )<br> <br> |
| Balance sheet inc/(dec) in cash       | (7,260)  | 24,665   | 12,412   | <b>(26,263)</b> | -10.5  | (15,928) | 39.4      | (7,946)            | 42,809             | 53,451     |
| balance sheet mc/(uec) in cash        | (7,200)  | د٠٠,٥٥٥  | 14,414   | (20,203)        | _      | (13,320) | 33.4      | (1,340)            | 72,003             | ا د4,دد    |

Source: Company accounts, UBS estimates. (UBS) metrics use reported figures which have been adjusted by UBS analysts. Cash EPS (UBS, diluted) is calculated using UBS net income adding back depreciation and amortization.

# **Meta Platforms (META.O)**

| Valuation (x)                          | 12/22    | 12/23    | 12/24     | 12/25E    | 12/26E    | 12/27E    | 12/28E             | 12/29E    |
|--|----------|----------|-----------|-----------|-----------|-----------|--------------------|-----------|
| P/E (local GAAP, diluted)              | 21.0     | 17.6     | 21.3      | 23.3      | 21.2      | 18.8      | 16.1               | 14.6      |
| P/E (UBS, diluted)                     | 21.0     | 17.6     | 21.3      | 23.3      | 21.2      | 18.8      | 16.1               | 14.6      |
| P/CEPS                                 | 15.3     | 13.4     | 16.6      | 17.4      | 14.8      | 12.5      | 10.5               | 9.3       |
| Equity FCF (UBS) yield %               | 3.7      | 6.4      | 4.1       | 2.2       | 2.7       | 3.8       | 6.1                | 7.0       |
| Dividend yield (net) %                 | 0.0      | 0.0      | 0.4       | 0.4       | 0.4       | 0.4       | 0.4                | 0.4       |
| P/BV                                   | 4.1      | 4.4      | 7.2       | 7.0       | 5.8       | 4.9       | 3.9                | 3.1       |
| EV/revenues (core)                     | 4.1      | 4.8      | 7.7       | 7.2       | 6.3       | 5.4       | 4.6                | 4.1       |
| EV/EBITDA (UBS core)                   | 8.8      | 8.6      | 12.3      | 12.4      | 10.7      | 9.1       | 7.6                | 6.9       |
| EV/EBIT (core)                         | 10.5     | 10.1     | 14.4      | 15.2      | 13.7      | 12.1      | 10.3               | 9.5       |
| EV/OpFCF (core)                        | 23.4     | 15.7     | 18.3      | 39.6      | 28.9      | 20.9      | 12.7               | 11.1      |
| EV/op. invested capital                | 4.8      | 5.6      | 9.2       | 7.6       | 5.9       | 4.8       | 4.1                | 3.7       |
| Enterprise value (US\$m)               | 12/22    | 12/23    | 12/24     | 12/25E    | 12/26E    | 12/27E    | 12/28E             | 12/29E    |
| Market cap.                            | 519,170  | 690,494  | 1,311,876 | 1,421,910 | 1,421,910 | 1,421,910 | 1,421,910          | 1,421,910 |
| Net debt (cash)                        | (39,407) | (38,917) | (48,004)  | (35,853)  | (14,750)  | (4,180)   | (23,728)           | (56,976)  |
| Buy out of minorities                  | 0        | 0        | 0         | 0         | 0         | 0         | 0                  | 0         |
| Pension provisions/other               | 0        | 0        | 0         | 0         | 0         | 0         | 0                  | 0         |
| Total enterprise value                 | 479,764  | 651,578  | 1,263,873 | 1,337,603 | 1,308,749 | 1,265,366 | 1,208,670          | 1,175,422 |
| Non core assets                        | 0        | 0        | 0         | 0         | 0         | 0         | 0                  | 0         |
| Core enterprise value                  | 479,764  | 651,578  | 1,263,873 | 1,337,603 | 1,308,749 | 1,265,366 | 1,208,670          | 1,175,422 |
| Growth (%)                             | 12/22    | 12/23    | 12/24     | 12/25E    | 12/26E    | 12/27E    | 12/28E             | 12/29E    |
| Revenue                                | (1.1)    | 15.7     | 21.9      | 12.3      | 12.3      | 12.3      | 12.4               | 8.3       |
| EBITDA (UBS)                           | (15.1)   | 39.0     | 36.6      | 4.6       | 13.1      | 14.2      | 14.0               | 7.9       |
| EBIT (UBS)                             | (18.8)   | 40.8     | 36.2      | 0.6       | 8.3       | 9.8       | 12.3               | 5.2       |
| EPS (UBS, diluted)                     | (37.7)   | 73.2     | 60.4      | 3.9       | 10.0      | 12.8      | 16.7               | 9.9       |
| Net DPS                                | -        | -        | -         | 4.9       | 0.0       | 0.0       | 0.0                | 0.0       |
| Margins & Profitability (%)            | 12/22    | 12/23    | 12/24     | 12/25E    | 12/26E    | 12/27E    | 12/28E             | 12/29E    |
| Gross profit margin                    | NM       | NM       | NM        | NM        | NM        | NM        | NM                 | 74.1      |
| EBITDA margin                          | 46.5     | 55.9     | 62.6      | 58.3      | 58.7      | 59.7      | 60.6               | 60.4      |
| EBIT (UBS) margin                      | 39.2     | 47.7     | 53.3      | 47.8      | 46.1      | 45.0      | 45.0               | 43.7      |
| Net earnings (UBS) margin              | 19.9     | 29.0     | 37.9      | 34.2      | 32.5      | 31.6      | 32.0               | 31.8      |
| ROIC (EBIT)                            | 45.8     | 55.1     | 63.7      | 50.0      | 42.8      | 39.5      | 39.7               | 39.0      |
| ROIC post tax                          | 36.8     | 45.5     | 56.2      | 44.0      | 37.7      | 34.8      | 34.9               | 34.4      |
| ROE (UBS)                              | 18.5     | 28.0     | 37.1      | 32.5      | 30.3      | 28.8      | 27.3               | 24.1      |
| Capital structure & Coverage (x)       | 12/22    | 12/23    | 12/24     | 12/25E    | 12/26E    | 12/27E    | 12/28E             | 12/29E    |
| Net debt / EBITDA                      | (0.3)    | (0.4)    | (0.3)     | 0.0       | 0.1       | 0.1       | (0.2)              | (0.5)     |
| Net debt / total equity %              | (12.3)   | (19.5)   | (16.8)    | (2.6)     | 3.1       | 4.1       | (9.3)              | (20.2)    |
| Net debt / (net debt + total equity) % | (14.1)   | (24.1)   | (20.2)    | (2.6)     | 3.0       | 3.9       | (10.2)             | (25.2)    |
| Net debt/EV %                          | (5.3)    | (3.5)    | (2.4)     | (1.3)     | 0.1       | 0.7       | (0.8)              | (4.8)     |
| Capex / depreciation %                 | NM       | NM       | NM        | NM        | NM        | NM        | 152.6              | 135.3     |
| Capex / revenue %                      | 26.9     | 20.2     | 22.6      | NM        | NM        | NM        | 23.9               | 22.6      |
| EBIT / net interest                    | NM       |          |           | -         | -         | -         |                    |           |
| Dividend cover (UBS)                   | -        | -        | 12.3      | 12.1      | 13.4      | 15.1      | 17.6               | 19.4      |
| Div. payout ratio (UBS) %              | -        | -        | 8.1       | 8.2       | 7.5       | 6.6       | 5.7                | 5.2       |
| Povonuos by division (1156m)           | 12/22    | 12/23    | 12/24     | 12/25E    | 12/26E    | 12/27E    | 12/28E             | 12/29E    |
| Revenues by division (US\$m) Others    | 116,609  | 134,901  | 164,500   | 184,676   | 207,301   | 232,787   | 261,729            | 283,451   |
| Total                                  | 116,609  | 134,901  | 164,500   | 184,676   | 207,301   | 232,787   | 261,729<br>261,729 | 283,451   |
|  | 110,009  | 134,501  | 104,500   | 104,070   | 207,301   | 434,101   | 201,729            | 203,431   |
| EBIT (UBS) by division (US\$m)         | 12/22    | 12/23    | 12/24     | 12/25E    | 12/26E    | 12/27E    | 12/28E             | 12/29E    |
| Others                                 | 45,731   | 64,391   | 87,692    | 88,184    | 95,487    | 104,834   | 117,691            | 123,815   |
| Total                                  | 45,731   | 64,391   | 87,692    | 88,184    | 95,487    | 104,834   | 117,691            | 123,815   |

Source: Company accounts, UBS estimates. (UBS) metrics use reported figures which have been adjusted by UBS analysts.

### Forecast returns

| Forecast price appreciation | 18.1% |
|-----------------------------|-------|
| Forecast dividend yield     | 0.4%  |
| Forecast stock return       | 18.4% |
| Market return assumption    | 8.6%  |
| Forecast excess return      | 9.8%  |
|                             |       |

### **Company Description**

Meta Platforms Inc. operates a number of platforms, including Facebook, Instagram, and WhatsApp, that allow users to engage and communicate with one another via social media/messaging, as well as Facebook Reality Labs, focused on building out AR/VR capabilities.

### **Valuation Method and Risk Statement**

Our valuation is based on a multiple of GAAP EPS. Key risks to the downside include: (1) a pullback in advertising more broadly; (2) impacts from iOS changes related to ad targeting and measurement; (3) changes to the regulatory landscape and how antitrust laws are interpreted; (4) headwinds related to user growth and engagement associated with competitor platforms like TikTok; (5) engagement shifts to lower monetizing portions of the app (e.g. Reels) and uncertainty around the long-term monetization potential of new formats; (6) heavy investment into Reality Labs with an uncertain outcome and lack of a product/market fit today.

### **Quantitative Research Review**

UBS Global Research publishes a quantitative assessment of its analysts' responses to certain questions about the likelihood of an occurrence of a number of short term factors in a product known as the 'Quantitative Research Review'. The views for this month can be found below. Views contained in this assessment on a particular stock reflect only the views on those short term factors which are a different timeframe to the 12-month timeframe reflected in any equity rating set out in this note. For previous responses please make reference to (i) previous UBS Global Research reports; and (ii) where no applicable research report was published that month, the Quantitative Research Review which can be found at <a href="https://neo.ubs.com/quantitative">https://neo.ubs.com/quantitative</a>, or contact your UBS sales representative for access to the report or the Quantitative Research Team on <a href="mailto:ubs-quant-answers@ubs.com">ubs-quant-answers@ubs.com</a>. A consolidated report which contains all responses is also available and again you should contact your UBS sales representative for details and pricing or the Quantitative Research Team on the email above.

## **Meta Platforms**

| Question  | Response    |
|---|-------------|
| 1. Is the industry structure facing the firm likely to improve or deteriorate over the next six months? Rate on a scale of 1-5 (1 = getting worse, 3 = no change, 5 = getting better, N/A = no view)  | N/A         |
| 2. Is the regulatory/government environment facing the firm likely to improve or deteriorate over the next six months? Rate on a scale of 1-5 (1 = getting tougher 3 = no change, 5 = getting better, N/A = no view)                                | N/A         |
| 3. Over the last 3-6 months in broad terms have things been improving/no change/getting worse for this stock? Rate on a scale of 1-5 (1 = getting a lot worse, 3 = not much change, 5 = getting a lot better, N/A = no view)                        | N/A         |
| 4. Relative to the current CONSENSUS EPS forecast, is the next company EPS update likely to lead to: (1 = negative surprise vs consensus, 3 = in-line with consensus, 5 = positive surprise vs consensus expectations, N/A = no view)               | N/A         |
| 5. What's driving the difference?   |             |
| 6. Relative to YOUR current earnings forecast, is there relatively greater risk at the next earnings result of:(1 = downside skew risk to earnings, 3 = equal upside or downside risk to earnings, 5 = upside skew risk to earnings, N/A = no view) | N/A         |
| 7. What's driving the difference?   |             |
| 8. Is there an upcoming catalyst for the company over the next three months?  | No Catalyst |
| 9. Is there an actual or approximate date for the catalyst?   |             |
| 10. Is the catalyst date an actual or approximate date?   |             |
| 11. What is the catalyst?   |             |

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| 12-Month Rating   | Definition  | Coverage <sup>1</sup> | IB Services <sup>2</sup> |
|-------------------|---|-----------------------|--------------------------|
| Buy               | FSR is > 6% above the MRA.  | 52%                   | 24%                      |
| Neutral           | FSR is between -6% and 6% of the MRA.   | 40%                   | 20%                      |
| Sell              | FSR is > 6% below the MRA.  | 8%                    | 22%                      |
| Short-Term Rating | Definition  | Coverage <sup>3</sup> | IB Services <sup>4</sup> |
| Buy               | Stock price expected to rise within three months from the time the rating was assigned because of a specific catalyst or event. | <1%                   | <1%                      |
| Sell              | Stock price expected to fall within three months from the time the rating was assigned because of a specific catalyst or event. | <1%                   | <1%                      |

Source: UBS. Rating allocations are as of 31 March 2025.

- 1:Percentage of companies under coverage globally within the 12-month rating category.
- 2:Percentage of companies within the 12-month rating category for which investment banking (IB) services were provided within the past 12 months.
- 3: Percentage of companies under coverage globally within the Short-Term rating category.
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| Company Name                    | Reuters | 12-month rating | Price      | Price date  |
|---------------------------------|---------|-----------------|------------|-------------|
| Meta Platforms <sup>16,28</sup> | META.O  | Buy             | US\$549.00 | 30 Apr 2025 |

Source: UBS Global Research; LSEG Eikon. All prices as of local market close. Ratings in this table are the most current published ratings prior to this report. They may be more recent than the stock pricing date.

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### Meta Platforms (US\$)



| Rating | Price Target (US\$) | Stock Price (US\$) | Date       |
|--------|---------------------|--------------------|------------|
| Buy    | 400.00              | 301.71             | 2022-01-28 |
| Buy    | 280.00              | 237.76             | 2022-02-03 |
| Buy    | 300.00              | 231.84             | 2022-04-05 |
| Buy    | 310.00              | 205.73             | 2022-04-28 |
| Buy    | 215.00              | 169.35             | 2022-06-15 |

| Rating | Price Target (US\$) | Stock Price (US\$) | Date       |
|--------|---------------------|--------------------|------------|
| Buy    | 195.00              | 160.72             | 2022-07-28 |
| Buy    | 157.00              | 131.53             | 2022-10-20 |
| Buy    | 121.00              | 97.94              | 2022-10-27 |
| Buy    | 124.00              | 101.47             | 2022-11-09 |
| Buy    | 158.00              | 136.98             | 2023-01-13 |
| Buy    | 235.00              | 153.12             | 2023-02-01 |
| Buy    | 280.00              | 216.10             | 2023-04-06 |
| Buy    | 300.00              | 238.56             | 2023-04-27 |
| Buy    | 335.00              | 288.73             | 2023-06-25 |
| Buy    | 400.00              | 311.71             | 2023-07-27 |
| Buy    | 415.00              | 321.15             | 2023-10-16 |
| Buy    | 425.00              | 299.53             | 2023-10-25 |
| Buy    | 530.00              | 474.99             | 2024-02-02 |
| Buy    | 610.00              | 499.76             | 2024-04-16 |
| Buy    | 575.00              | 441.38             | 2024-04-25 |
| Buy    | 630.00              | 496.16             | 2024-07-15 |
| Buy    | 635.00              | 497.74             | 2024-08-01 |
| Buy    | 690.00              | 584.78             | 2024-10-07 |
| Buy    | 719.00              | 567.58             | 2024-10-31 |
| Buy    | 736.00              | 610.72             | 2025-01-09 |
| Buy    | 786.00              | 676.49             | 2025-01-29 |
| Buy    | 650.00              | 543.57             | 2025-04-11 |

Source: UBS Global Research; LSEG Eikon as of 30-Apr-2025. All prices as of local market close. Ratings as of date shown.

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