



Company	Ticker	Sector	Industry
Meta Platforms Inc. Class A	META-US	Communication Services	Interactive Media & Services

## Business Description

Meta Platforms, Inc., engages in the development of social media applications. It builds technology that helps people connect, find communities, and grow businesses. It operates through the Family of Apps (FoA) and Reality Labs (RL) segments. The FoA segment consists of Facebook, Instagram, Messenger, WhatsApp, and other services. The RL segment includes augmented and virtual reality related consumer hardware, software, and content. The company was founded by Mark Elliot Zuckerberg, Dustin Moskovitz, Chris R. Hughes, Andrew McCollum, and Eduardo P. Saverin on February 4, 2004, and is headquartered in Menlo Park, CA.

## Price Chart

## Key Info & Metrics



<b>Empirical Research Rank:</b>	<b>5</b>
Date Purchased:	01/17/2018
Price:	\$211.48
52-Week Range:	\$88.91 - \$223.41
Dividend Yield:	0.00%
Market Cap (\$M):	\$470,704
Forward Price-to-Earnings:	20

## Total Return

Year-to-Date:	75.7%
1 Year:	-8.8%
3 Year:	37.2%
5 Year:	32.7%

## Investment Case - Updated: November 6, 2022

Meta Platforms, formerly Facebook, is facing several headwinds, including changes to Apple's Identifier for Advertisers negatively impacting digital ad pricing, resurgence of TikTok forcing the launch of short form video product Reels that will take time to fully monetize, turmoil resulting from Russia's invasion of Ukraine impacting user growth in Eastern Europe, lapping periods of rapid growth following COVID-19 lockdowns, high spending at loss-generating Reality Labs, and broad based concerns over pressure to global ad markets from potential prolonged economic weakness. These challenges have led to steep declines from the stock's September 2021 all time highs. However, there are so many potential detriments to the stock that the facts that the firm is an extremely well-run business generating robust free cash flow and possessing a track record of adapting to one of the most dynamic operating environments in the world are neglected. There are signs that the firm is managing risks to core operations and can emerge from this historically challenging period.

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