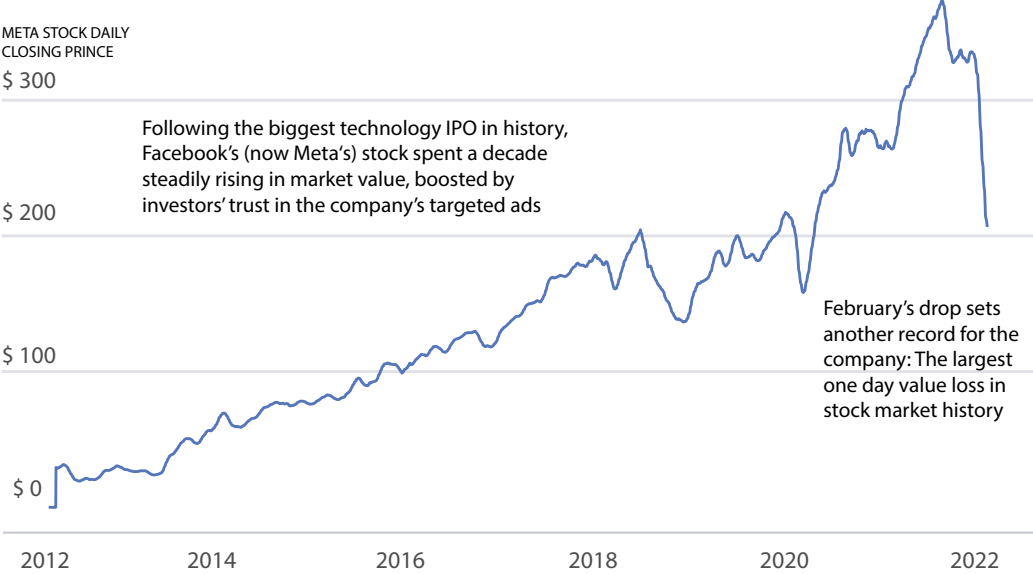
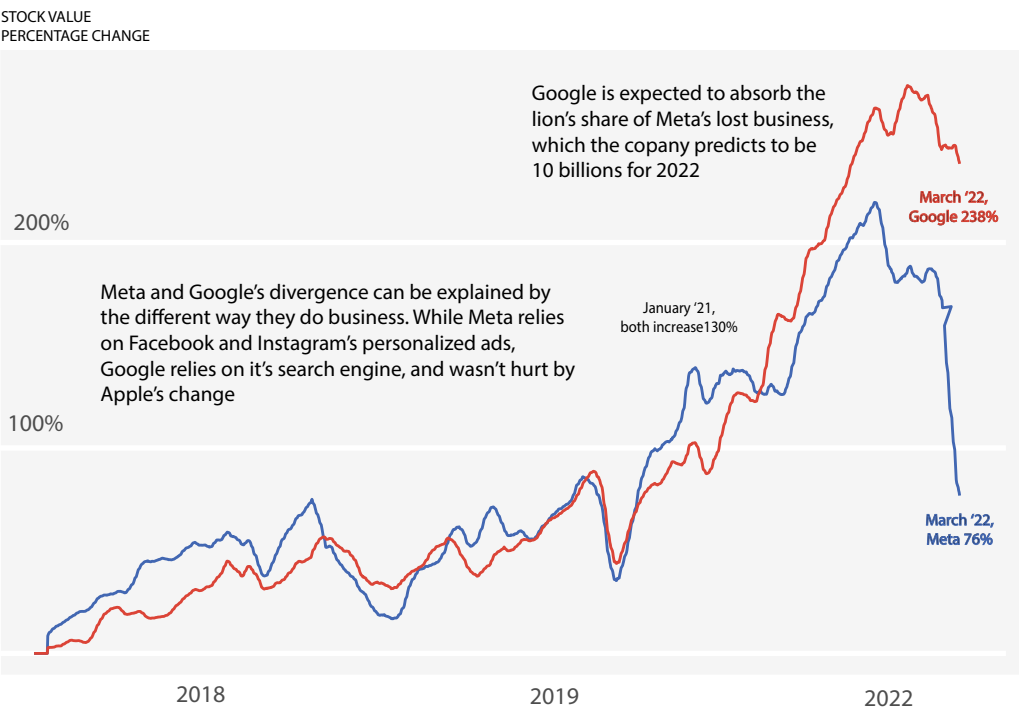


Meta's latest stock loss has no precedent, and Apple is to blame.

Apple's new privacy settings in iOS devices, asking whether users want to allow apps to track their activity, have strongly affected Facebook's parent company Meta, which dropped \$250 billion in value in a single day following it's latest earnings report.



As the most dominant online advertising companies in the world, Google and Meta have shared similar stock trends. February's drop marks their biggest divergence in record, due to Meta's reliance on user tracking on mobile devices, which accounts for the majority of it's business.



Meta has a history of notable stock drops in response to bad press, followed by quick bouncebacks. This time, there's little hope of quickly making up lost value.

