

Meta Platforms, Inc. (META)**Metadata:** Ticker: META | Generated: October 29, 2025**Company Overview:**

Meta is the largest social media company in the world, boasting close to 4 billion monthly active users worldwide. The firm's "Family of Apps," its core business, consists of Facebook, Instagram, Messenger, and WhatsApp. End users can leverage these applications for a variety of different purposes, from keeping in touch with friends to following celebrities and running digital businesses for free. Meta packages customer data, gleaned from its application ecosystem and sells ads to digital advertisers. While the firm has been investing heavily in its Reality Labs business, it remains a very small part of Meta's overall sales. It operates in two segments: Family of Apps (Facebook, Instagram, etc.) and Reality Labs (AR/VR products). finance.yahoo.com finance.yahoo.com

Key Financial Metrics:

- Current Price: \$754.40
- Market Cap: \$1.888T
- P/E Ratio: 26 (trailing)
- EPS: N/A (recent H1 2025 net income implies strong growth)
- Revenue: ~\$190B (annualized from Q2 2025 \$47.5B)
- Net Income: \$35B (H1 2025, up 36% YoY)