

META INVESTMENT MEMO - 2021-2024

Meta Platforms (formerly Facebook) remains a high-growth tech company focused on digital advertising, AI innovation, and metaverse expansion.

Key themes include aggressive capital expenditure on Reality Labs, regulatory scrutiny on user privacy, and ongoing monetization of Instagram and WhatsApp.

In 2022, Meta stock declined over 60% due to macro uncertainty and poor metaverse ROI, but rebounded in 2023 after layoffs and ad revenue stabilization.

Risk Factors:

- Regulatory pressure in EU and US
- High capex burn from Reality Labs
- Increased TikTok competition for Gen Z engagement

Conviction Drivers:

- Massive user base (3B+ MAUs)
- Emerging dominance in AI recommendation engines
- Strong monetization of Reels and Business Messaging

APPLE INVESTMENT MEMO - 2021-2024

Apple Inc. continues to demonstrate financial resilience through hardware dominance, services growth, and a robust supply chain.

Between 2021-2024, Apple grew revenue across iPhone, Mac, and Services segments despite inflationary headwinds and Chinese production constraints.

Apple's brand strength and vertical integration give it defensive qualities during volatile markets.

Risk Factors:

- Slowing innovation cycle in hardware
- Regulatory pressure on App Store fees
- Geopolitical exposure (e.g. China-Taiwan tensions)

Conviction Drivers:

- Recurring revenue from Services and Wearables
- Strong ecosystem lock-in (iOS, MacOS, iCloud)
- Industry-leading gross margins