



# META Valuation

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FY2012 – PRESENT

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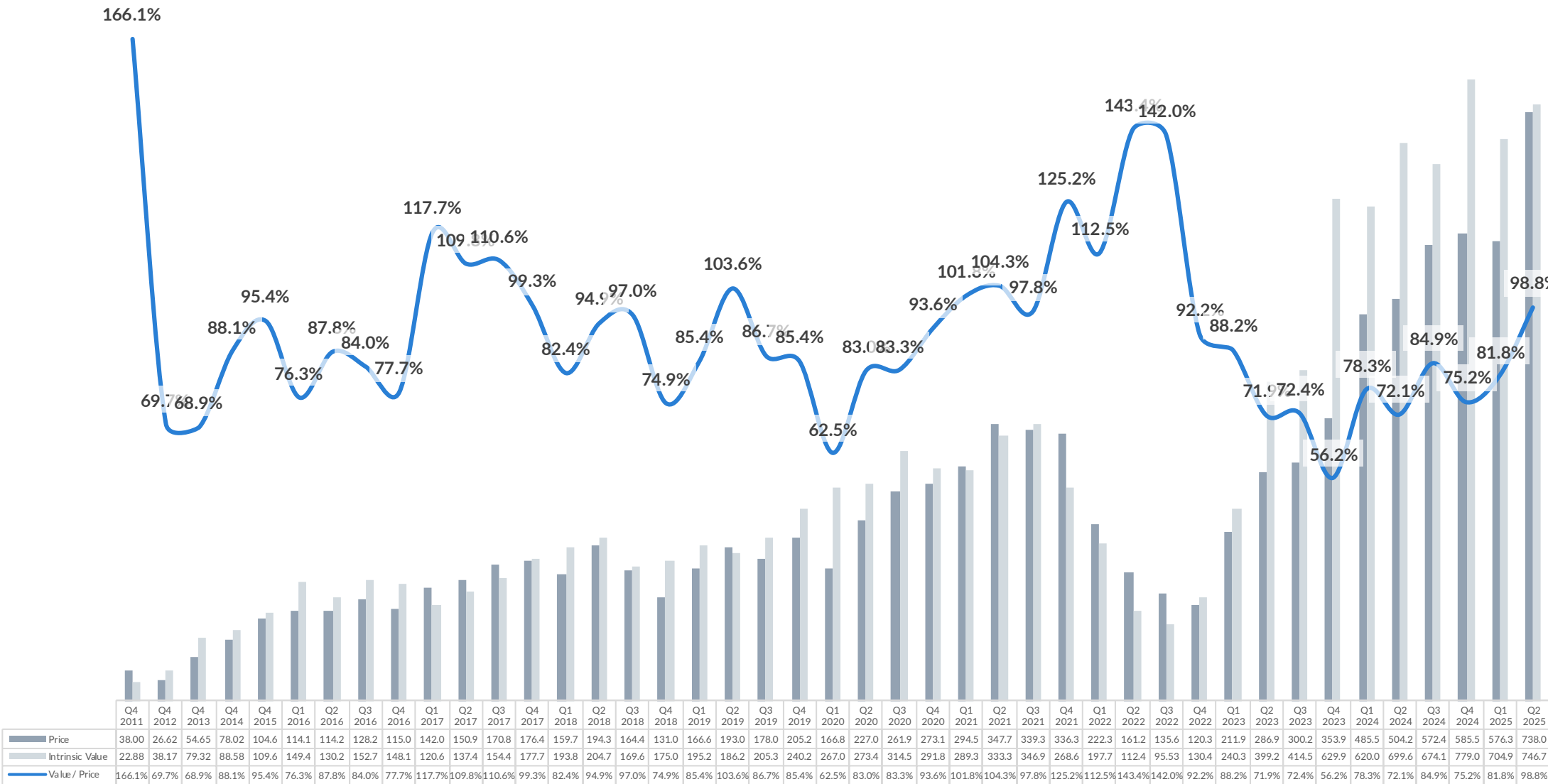
# Valuation Summary



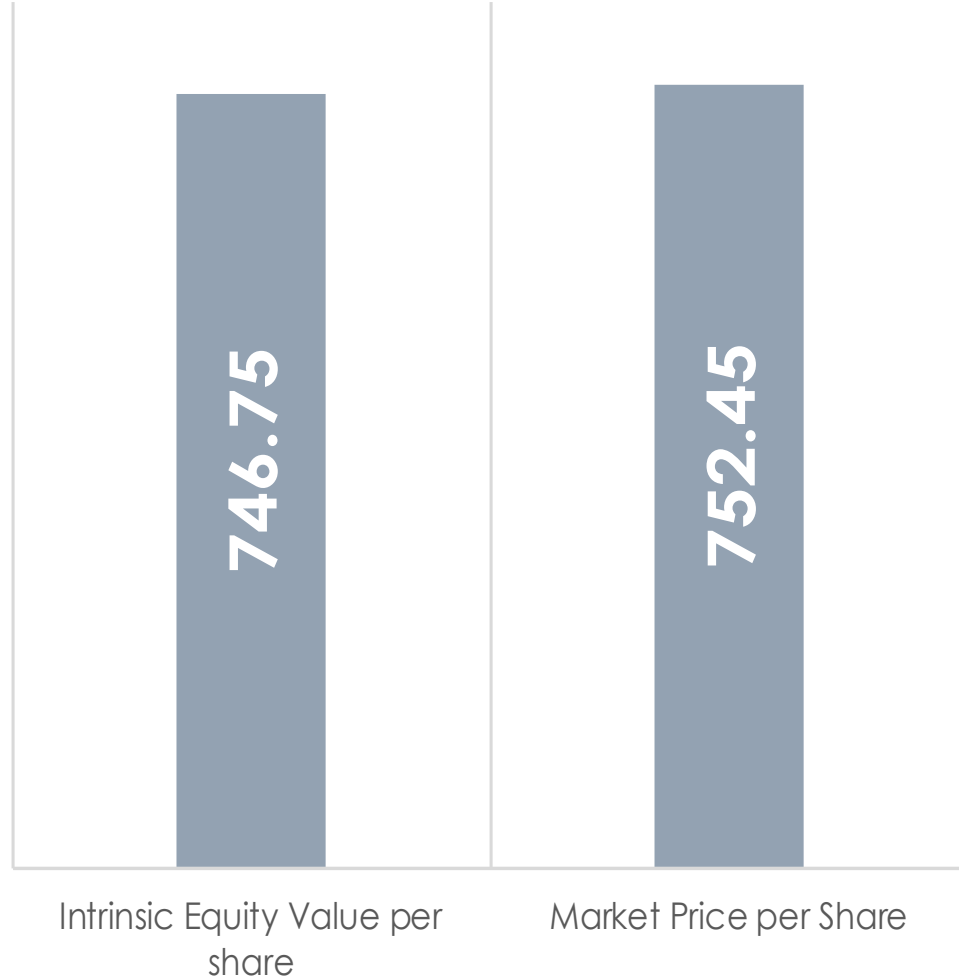
META has proven to be a resilient company who adapts and evolves as the market and consumer needs change.

- ∞ Meta is not afraid to make big bets on companies it believes in, such as Instagram, Oculus, and WhatsApp.
- ∞ It's investing heavily in future technologies, particularly AI, and shifting its focus to video and private messaging for monetization.
- ∞ The company faces scrutiny from regulators and limitations on user data access.
- ∞ See the Metaverse as the next computing platform and have made it its mission to help develop it.
- ∞ Has been negatively impacted by public perception and scandals related to data, privacy and safety practices which it must control to continue growing its ads business.
- ∞ The macroeconomic environment has also affected the industry, forcing Meta to focus on efficiency and incorporate Generative AI.

# Intrinsic Value vs Real Value over the Years



# Value of the Company Today



**100.8%**  
**PRICE AS % OF VALUE**  
*Market Close Date: September 05, 2025*

# SUMMARY REPORT







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## Business Overview



# Business Overview

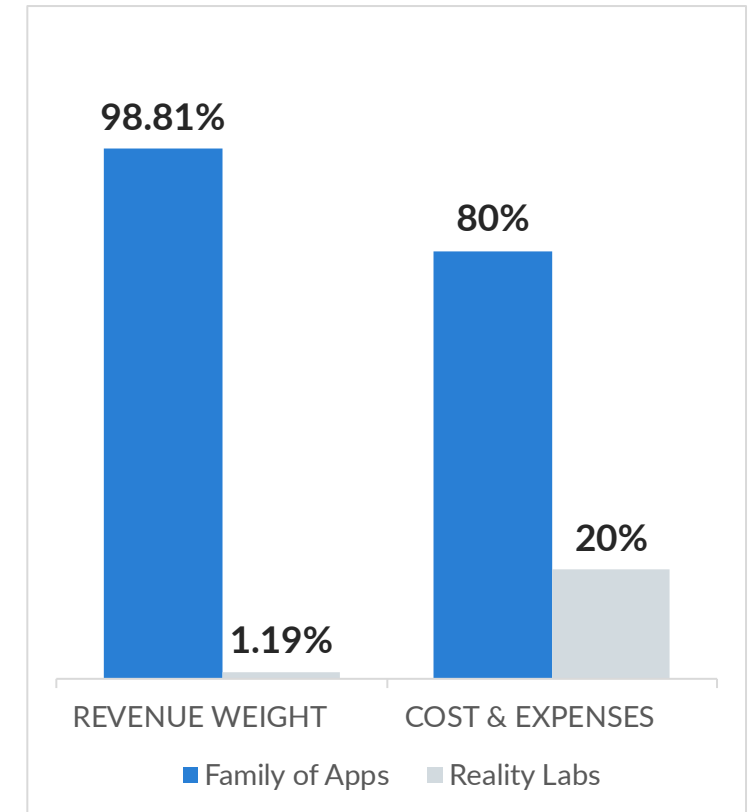
## Reporting Segments

### Family of Apps (FoA)

- Generates almost all the revenue from selling advertising placements to marketers.
- Ads can appear in multiple places including Facebook, Instagram, Messenger and 3<sup>rd</sup> party apps/websites.

### Reality Labs (RL)

- Reflects efforts to develop the metaverse.
- Generates revenue from sales of consumer hardware products, software and content.



As of Q3 2025



# Industry Overview

## DIGITAL ADVERTISING

### DEFINITION:

Digital advertising uses the internet to deliver marketing messages in various formats including digital video, search engine, social media, digital banner, digital audio, digital classifieds, connected TV, in-app, and influencer advertising.

Became dominant advertising medium in 2018 as consumer behavior has shifted from offline to online.

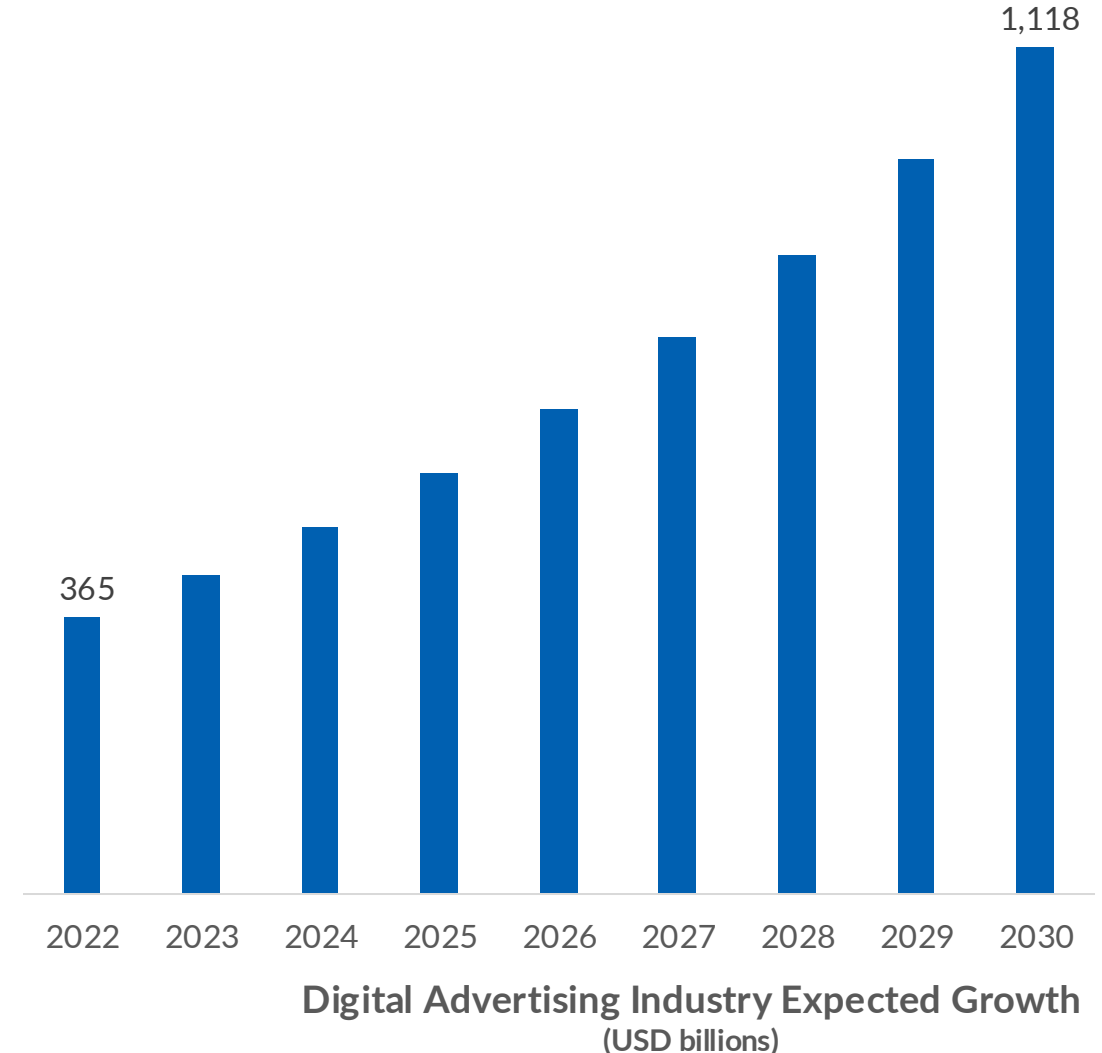
Dominated by large tech companies including Alphabet, Meta Platforms, Microsoft, Amazon, Tencent, Baidu, and ByteDance.

Growth in the Video, Banner, Social Media, and Search Advertising markets is comparably higher than in the Classifieds market due to the rapid increase in social media consumption and online shopping.

The growth of the market is being further driven by integration of technologies, such as Artificial Intelligence (AI), analytics and machine learning which enable more effective targeting and personalized marketing strategies.

The market has a projected CAGR of 15% in average, reaching around USD \$1.1 trillion by 2030.

CAGR  
**15%**



# Industry Overview

## LLMs | Foundation Models

### DEFINITION:

Large language models (LLMs) are advanced artificial intelligence systems designed to understand, generate, and manipulate human language. They leverage deep learning techniques, particularly transformer architectures, to process vast amounts of textual data, enabling them to perform a variety of natural language processing (NLP) tasks. These models have been trained over time to also process different types of data (multimodal models), opening even more capabilities as they advance.



### USE CASES

#### Natural Language Processing

- Text Generation | Translation | Sentiment Analysis | Chatbots & Virtual Assistants

#### Content Creation

- Writing articles/ reports | Creative Art Generation

#### Image and Video Analysis

- Object detection | Medical Imaging

#### Scientific Research

- Data Analysis | Drug Development

#### Automation of Repetitive Tasks

- Document Summarization | Data Entry Automation

#### Multimodal Applications

- Combine Image and text identification and creation tools.

#### Education

- Personalized Learning Experiences | Tutoring

#### Robotics

- Enhance interactions in real life environments

# Industry Overview

## DIGITAL ADVERTISING

### IMPACT OF AI

Artificial Intelligence is being used by all the big players to make advertising more engaging and efficient, producing better results and higher advertiser ROI through higher conversions using the same ad dollars. It also helps create more ad inventory by determining the best moments and places to show ads considering preserving the best



*Image created using AI | Prompt: AI & Social Media*

Sources: [Lean Summit](#) | [Forbes](#)

## KEY BENEFITS OF USING AI

More precise audience segmentation

Easier ad creation and dynamization

Better ad placement

Increased security and privacy

# Industry Overview

## THE METAVERSE + AR/VR



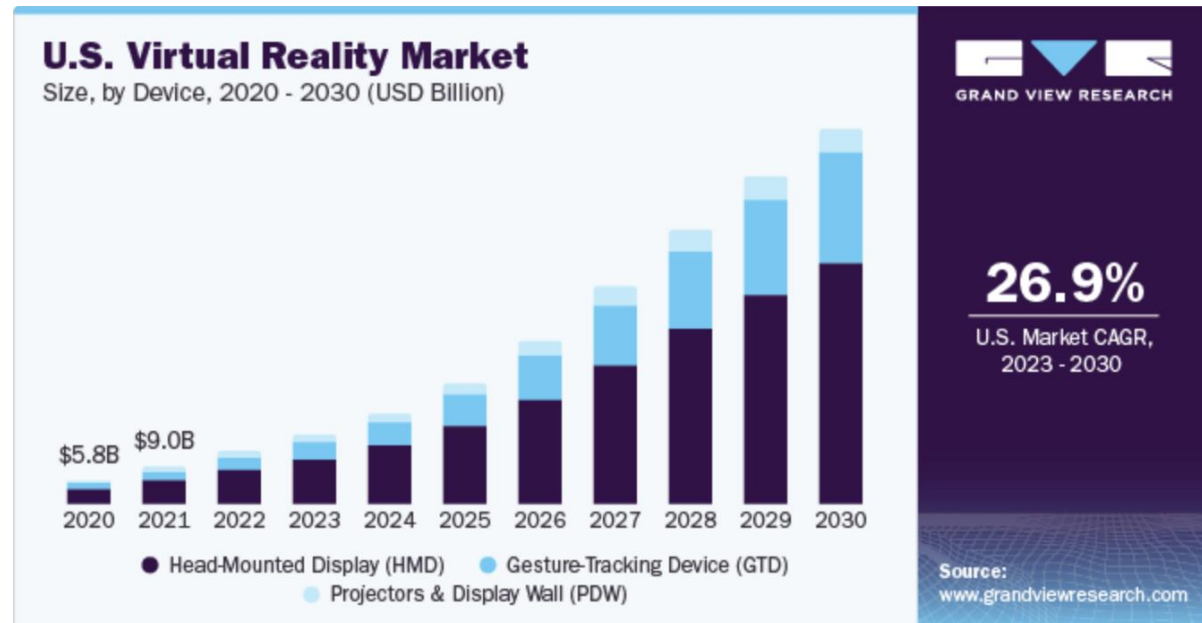
Image created using AI | Prompt: The Metaverse + AR/VR

The Metaverse is believed to be the next iteration of the internet.

The vision is based on virtual worlds where billions of people live, work, shop, learn and interact with each other.

Technologies that provide access to this virtual world, such as virtual reality (VR) headsets and augmented reality (AR) glasses, are evolving quickly.

Personal AI assistant use case has developed by combining AI, specially using Multimodal models, to aid people in their everyday task.





# Industry Overview

THE METAVERSE + AR/VR

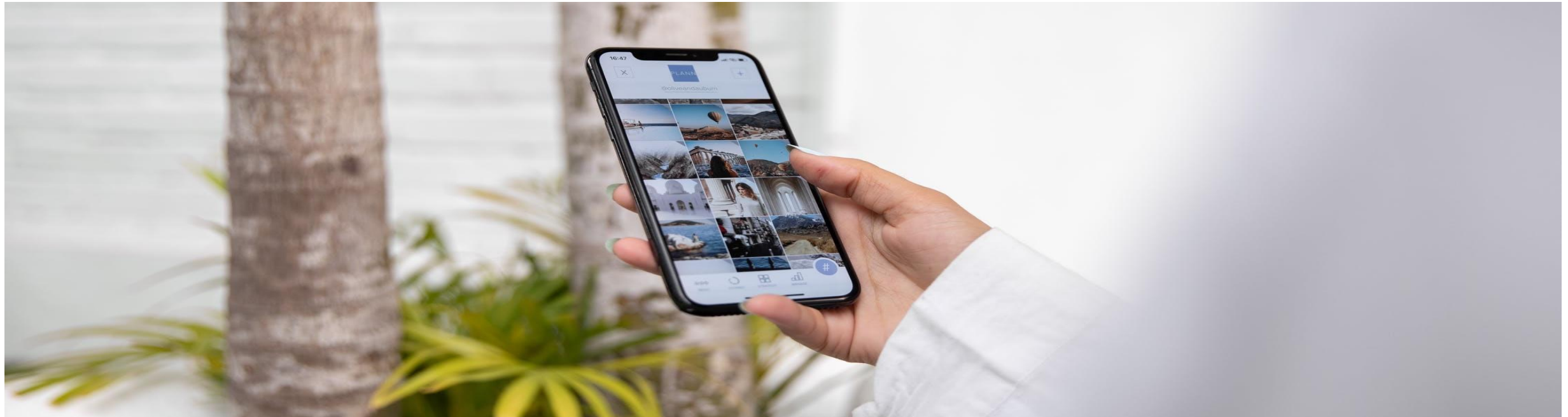
Companies are racing to develop the next technology platform



VALUATION YEAR

# FY2025

January – December 2025





FISCAL YEAR  
**2025**

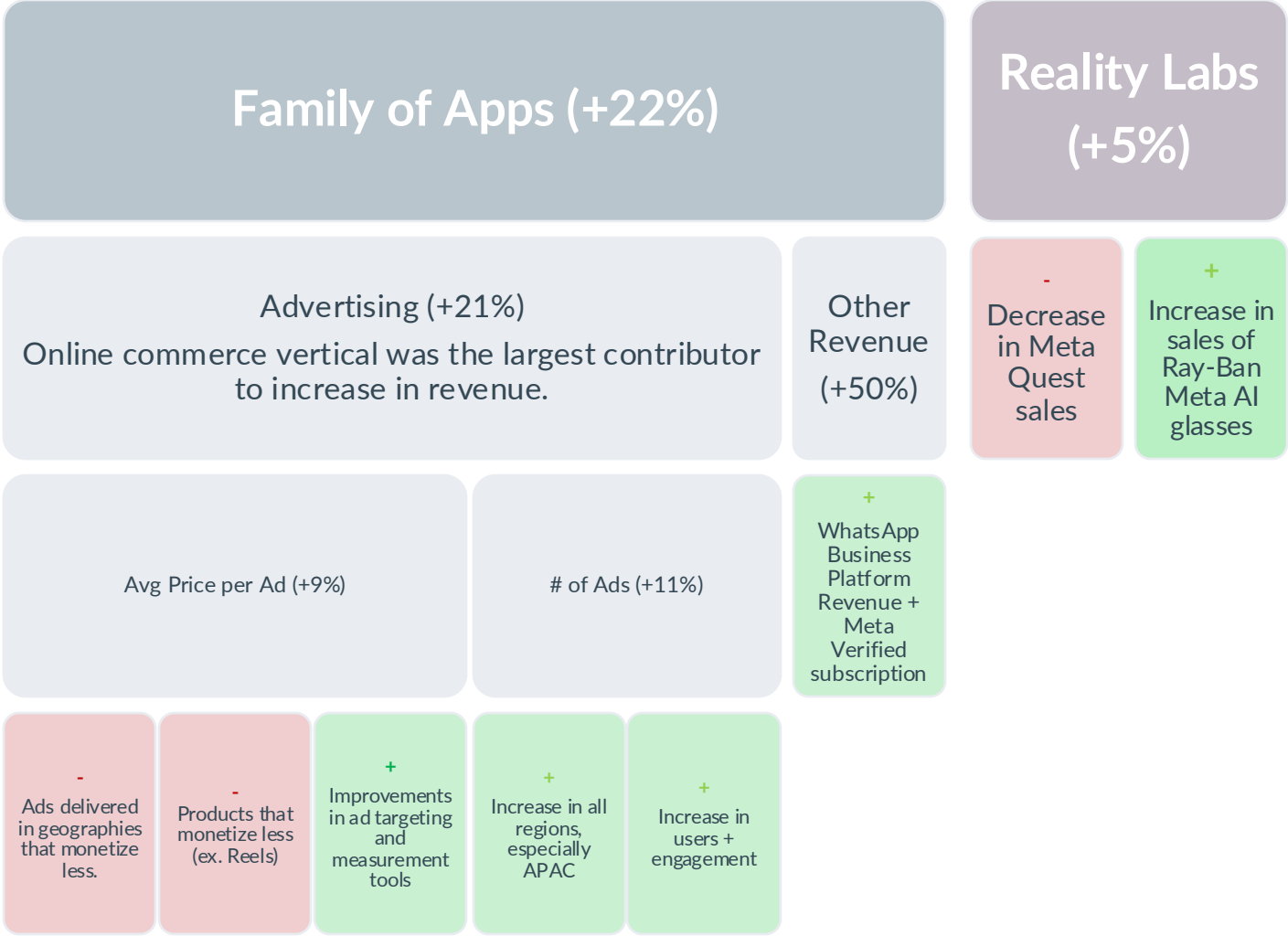
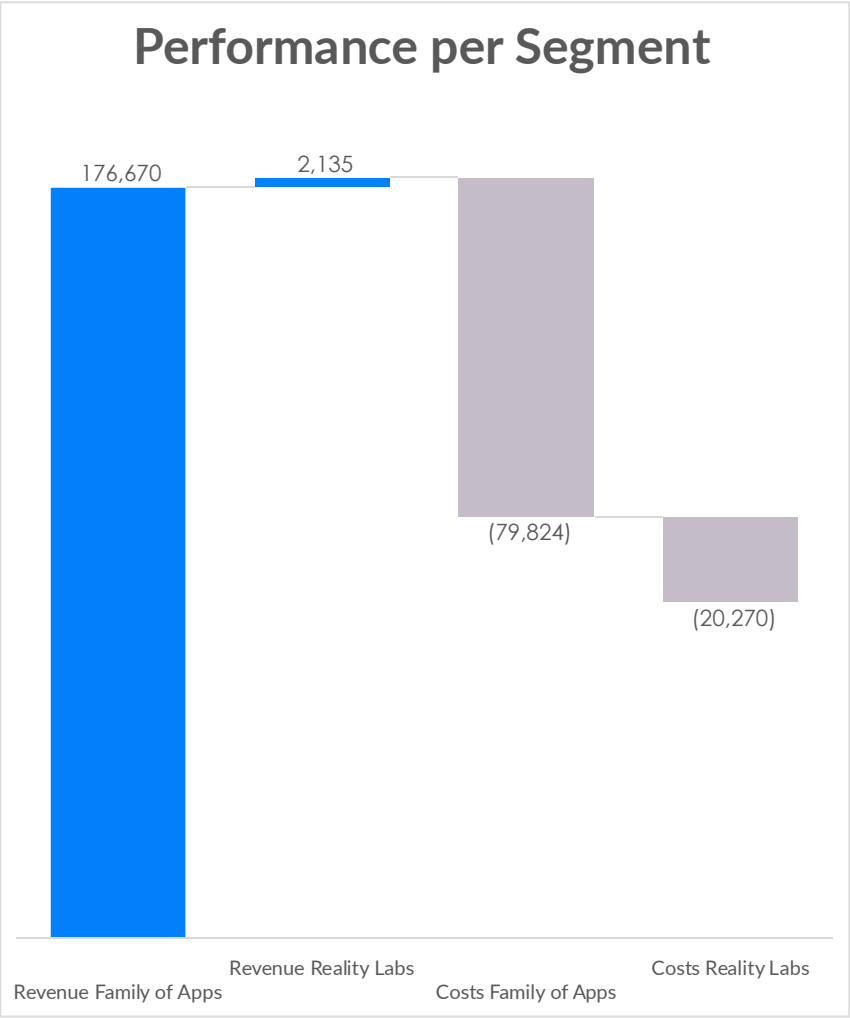
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# **Q2 Results**

April – June 2025

# Narrative | Segment Drivers

FY2025 | Q2



MARGINS	FoA	54.8%
	RL	-849.4%



# Narrative | General Information

FY2025 | Q2

## COMPANY OUTLOOK

- In June 2025, Meta completed an investment in Scale AI by acquiring a non-voting minority of its outstanding equity.
- Meta approved a plan to dispose of certain data center assets and reclassified \$2.04 B of these assets as held for sale – no loss was recognized upon reclassification as these assets are expected to be disposed of within the next twelve months through a contribution to a third party for the purpose of co-developing data centers. The total held for sale as of June 30 were \$3.26 B.
- Total expenses expected to increase as Meta scales up infrastructure fleet and adds technical talent in priority areas.
- Meta currently expects another year of significant capital expenditure dollar growth as they aggressively pursue opportunities to bring additional capacity online to meet their AI efforts and business operations.
- Meta continues to face an active regulatory environment, especially in the EU where they are still expecting a feedback on LPA where the EC may seek to impose further modifications that would result in a materially worse user and advertiser experience.
- Meta continues to focus on its 5 main opportunities:
  - Advertising: expanded their recommendation model for ads to new surfaces and improved performance by using more signals and longer context increasing ad conversion rates.
  - More engaging experiences: AI is improving ability to show people content that they'll find more interesting + incorporating AI video editing tools (Edits) to help creators make more engaging content.
  - Business Messaging: currently integrating business AIs into ads + directly in e-commerce websites.
  - Meta AI: have seen engagement grow as models improve – expect next generation model to further increase adoption.
  - AI Devices: Meta AI use growing with Ray-Ban glasses. Launched new model with Oakley with a sport focus. Quest use also increased with cloud gaming + continue to see broader set of use cases with media and web-browsing contributing a significant portion of engagement.
- Revenue Drivers: Engagement + Monetization Efficiency.
  - Engagement: driving growth in DAUs through stronger video traction, pushing fresher content, and advanced recommendation models powered by LLMs and Llama, enhancing discovery and reducing bugs.
  - Monetization Efficiency: ad performance is improving with advanced retrieval and ranking models, broader adoption of AI-powered Advantage+ and creative tools, strong business messaging growth and new omnichannel solutions lowering costs and boosting conversions.
- Meta is building turnkey Business AI Agents that use business data to drive conversions across all platforms (messaging, ads, and websites), expanding from early test in Mexico and the Philippines to broader rollout later this year.

# Narrative | General Information

FY2025 | Q2

## OTHER RELEVANT INFORMATION

- Ad platforms like Meta, Google and Amazon are more resilient as advertisers who are cutting budget favor platforms that drive sales.[573](#)
- Snap launched sponsored AI lenses, letting user insert themselves into branded scenes for real-time, interactive engagement – focusing on immersive experiences over static ads.[574](#)
- TikTok reassured advertiser of its future despite US ban risk, stressing cultural influence and new ad tools amid legal and competitive pressures.[575](#)
- TikTok launched AI Alive, a Story Camera tool that turns photos into animated videos with effects, labeled and safety-checked as AI-generated.[576](#)
- Ireland fined TikTok \$600M for sending user data to China without safeguards, ordering transfers halted in six months; TikTok will appeal, citing newer protections.[577](#)
- The EU may fine TikTok up to 6% of global revenue for lacking an ad library under the DSA, while also probing privacy and election issues.[578](#)
- YouTube is prioritizing subscriptions—now over 125M—as a faster-growing revenue stream than ads, despite hurdles in converting free users and sharing revenue with creators.[579](#)
- Meta hired top Apple AI execs like Frank Chu while reorganizing teams and funding Superintelligence Labs, underscoring Apple’s struggles to keep pace and reliance on third-party AI for Siri.[580](#)
- China seeks AI dominance by exporting tech and setting standards, using open-source ecosystems and talent mobility to reshape the global tech landscape amid US trade protectionism.[581](#)
- Moonshot AI’s open-source Kimi K2 surpasses GPT-4 in coding and autonomous tasks, with competitive pricing and advanced agentic features, marking a major shift in AI competition.[582](#)
- Alibaba has become a leader in open-source AI, surpassing Meta’s Llama and DeepSeek. Once struggling with adoption, its Qwen models now power internal units and serve 290,000+ external customers. By offering cost-effective solutions and fostering collaboration, Alibaba is well-positioned to challenge U.S. tech giants.[583](#)
- Meta CEO Mark Zuckerberg secured a \$14B deal for a 49% stake in Scale AI, gaining protections and influence over its future. Scale CEO Alexandr Wang will join Meta while retaining sway at Scale, as concerns grow over Scale’s performance and customer ties.[584](#)
- AI researchers now command NBA-level pay, with offers up to \$250M over four years. Fierce competition among Meta, OpenAI, and Google has turned hiring into a talent war, as scarce experts leverage their power. Meta’s aggressive tactics, including direct outreach from Zuckerberg, underscore the stakes.[585](#)
- Big Tech’s high salaries and reverse acquihires give short-term AI advantages but risk eroding Silicon Valley’s startup culture, leaving employees without rewards and discouraging future talent. This could thin the startup talent pool and threaten long-term sustainability for VCs and tech giants alike.[586](#)
- The EU fined Apple €500M and Meta €200M for violating the Digital Markets Act—Apple by blocking app developers from sharing alternative offers, and Meta by limiting user choice with its “Consent or Pay” model. Both must comply within 60 days or face more penalties.[587](#)
- An internal Meta policy document revealed that its AI chatbots were permitted to engage in romantic chats with minors, generate false medical claims, and produce racist arguments, exposing serious lapses in ethical safeguards despite later revisions.[588](#)
- Texas AG Ken Paxton is investigating Meta and Character.AI for allegedly misleading children by promoting AI tools as mental health resources, raising concerns over deceptive practices, data exploitation, and inadequate safeguards for minors.[589](#)
- Meta rolled out new teen safety tools on Instagram and Facebook, removed 135,000 exploitative accounts, and tightened child account settings amid rising lawmaker scrutiny over online child protection.[590](#)

# Assumptions

FY2025 | Q2

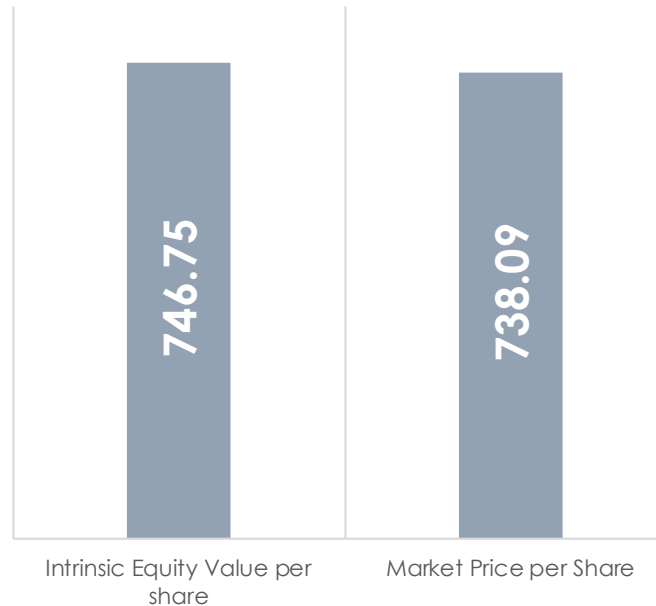
	BASE YEAR	GROWTH PHASE	STABLE PHASE	TERMINAL	LINK TO NARRATIVE
REVENUE	178,805	20.00%	4.24%	4.24%	<p>Meta's revenue outlook remains strong, driven by its dominant position in digital advertising and ongoing improvements to its recommendation systems. Business messaging is a key focus, with AI agents in testing for customer service and sales.</p> <p>Meta is also investing steadily in AR and VR, with its Ray-Ban smart glasses performing well. In the short-term, we expect to maintain the same growth rate as previous valuations as Meta continues to deliver consistent ROI and is the first choice for many advertisers.</p>
OPERATING MARGIN	47.45%	30.00%	50.00%	50.00%	<p>We maintained our assumptions for growth phase margins, anticipating lower margins in this phase as Meta continues its aggressive investments in future bets. Over time, we expect margins to increase, aligning with current levels as the company improves efficiency and further monetizes additional revenue streams.</p>
TAX RATE	10.94%	10.94%	27.00%	27.00%	Converging to US Marginal Tax of 27%.
REINVESTMENT	Sales to Capital Ratio	0.70	RIR =	29.81%	Placed sales to capital average of 2022 as it was an investment year to represent the investment phase that Meta is entering to support its AI efforts. Increased to 1.5 for stable and terminal phase as Meta becomes more efficient with its investments over time.
RETURN ON CAPITAL	24.86%	Marginal ROIC =	32.92%	14.22%	Expect Meta to maintain strong network effects over time and maintain high ROIC levels.
COST OF CAPITAL		11.73%	9.22%	9.22%	Similar WACC as previous quarter in order to incorporate further risk due to potential regulation and/or other reputation issues. Expected to decrease over time as these issues start to stabilize.

# NUMBERS

## FY2025 | Q2

The Cash Flows						
	Revenues	Operating Margin	EBIT	EBIT (1-1)	Reinvestment	FCFF
1	214,566	43.96%	10.94%	83,999	51,087	32,912
2	257,479	40.47%	10.94%	92,798	61,305	31,493
3	308,975	36.98%	10.94%	101,756	73,565	28,190
4	370,770	33.49%	10.94%	110,585	88,279	22,307
5	444,924	30.00%	10.94%	118,876	105,934	12,942
6	519,885	50.00%	14.15%	223,157	49,974	173,183
7	591,088	50.00%	17.36%	244,227	47,469	196,759
8	653,413	50.00%	20.58%	259,484	41,550	217,935
9	701,713	50.00%	23.79%	267,395	32,200	235,195
10	731,466	50.00%	27.00%	266,985	19,835	247,150
<b>Terminal Value</b>	<b>762,480</b>	<b>50.00%</b>	<b>27.00%</b>	<b>278,305</b>	<b>82,971</b>	<b>195,334</b>

The Value	
Terminal value	3,920,786
PV(Terminal value)	1,384,473
PV (CF over next 10 years)	548,073
<b>Value of operating assets</b>	<b>1,932,546</b>
- Tax due on trapped cash brought back	-
+ Cash & Marketable Securities	47,071
<b>Value of firm</b>	<b>1,979,617</b>
- Debt value of lease	(32,129)
- Total Interest Bearing Debt	(49,560)
- Preferred Stock	-
- Minority Interest (Non-controlling equity interest)	(21,988)
<b>Market Value of Equity</b>	<b>1,875,940</b>
- Options outstanding	-
<b>Value of Equity in Common Stock</b>	<b>1,875,940</b>
Number of shares (primary)	2,512
<b>Intrinsic Equity Value per share</b>	<b>746.75</b>



**98.8%**  
PRICE AS % OF VALUE





FISCAL YEAR  
**2025**

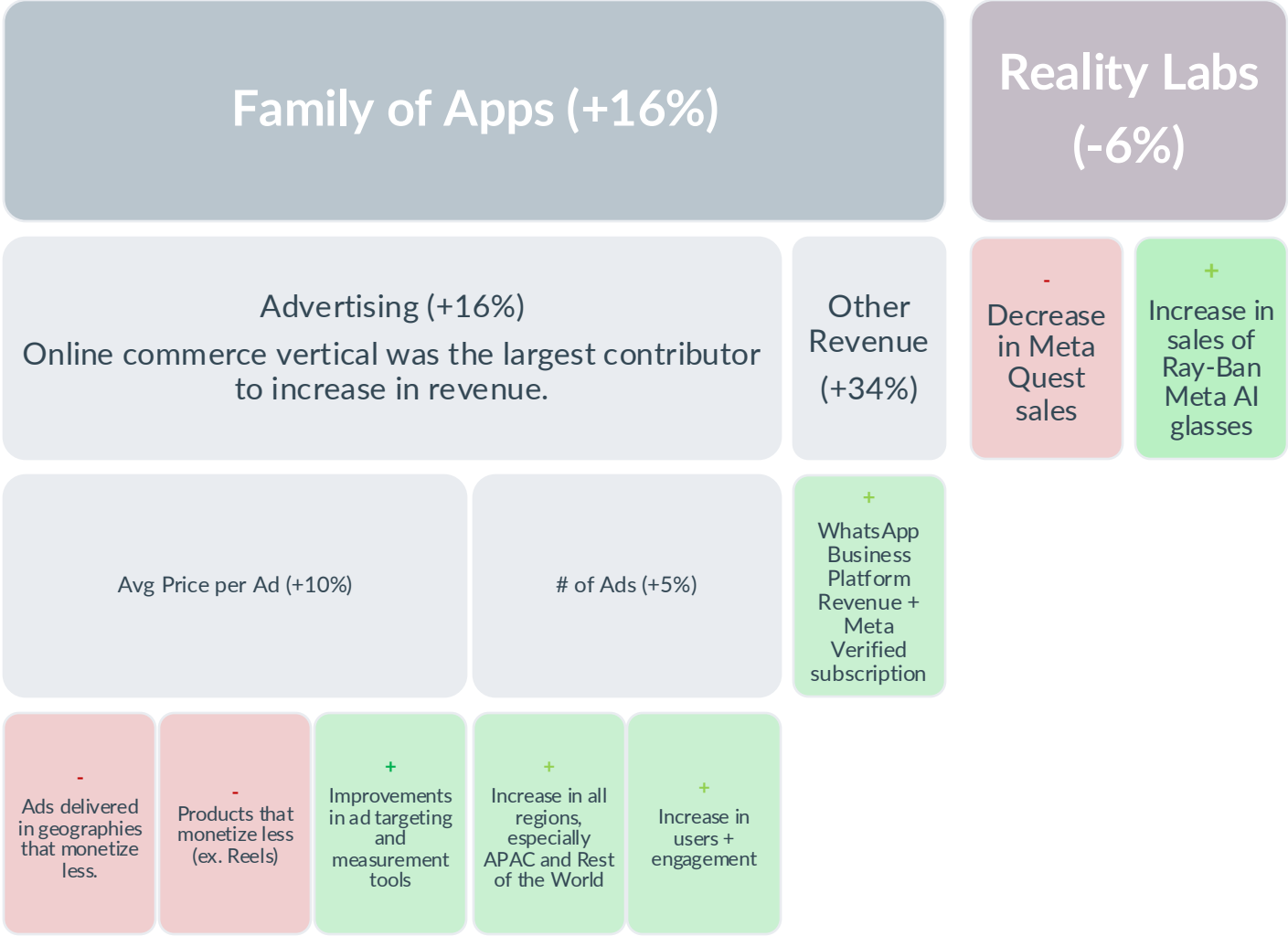
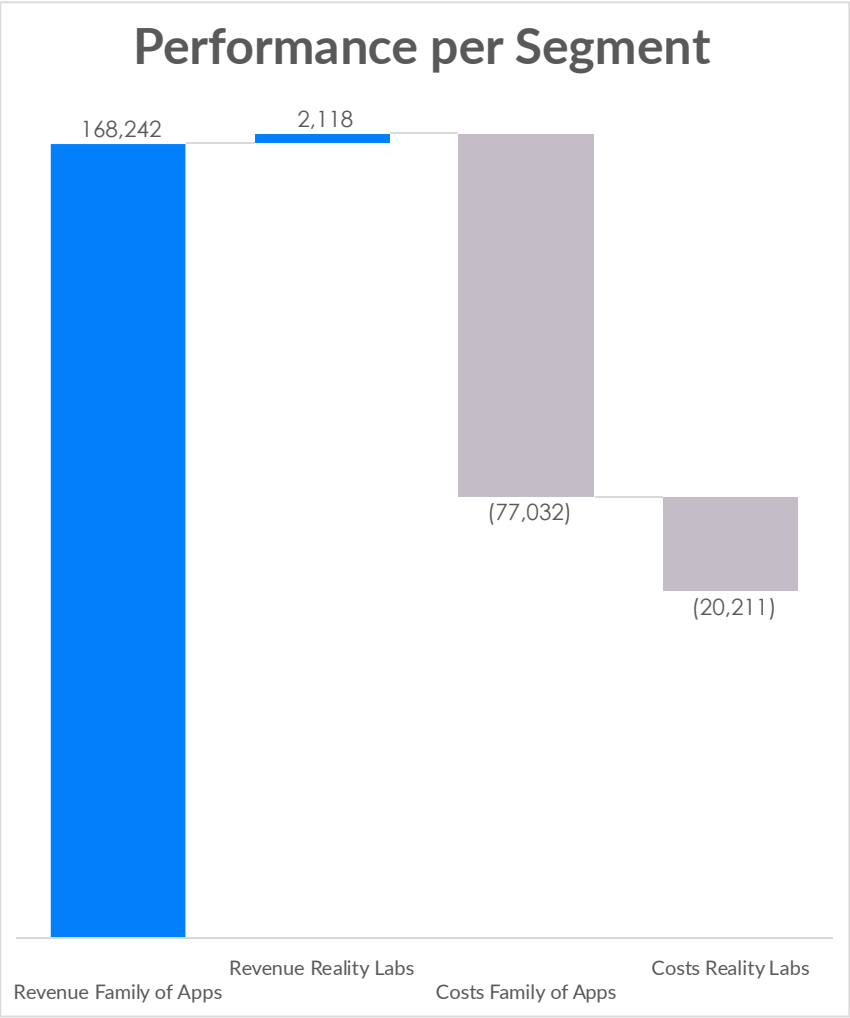
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# **Q1 Results**

January – March 2025

# Narrative | Segment Drivers

FY2025 | Q1



MARGINS	FoA	54.2%
	RL	-854.2%

# Narrative | General Information

FY2025 | Q1

## COMPANY OUTLOOK

- Meta anticipates full year capital expenditures to increase, reflecting additional datacenter investments to support AI efforts + expected increase in the cost of infrastructure hardware.
  - The company continues to invest at a fast pace even while increasing the useful life of their current infrastructure.
- Meta continues to monitor an active regulatory landscape, including legal and regulatory headwinds in the EU and the US.
  - European commission recently announced its decision to their subscription for no ads model as noncompliant with the DMA – expect they will need to make modifications to their model which could result in a worse experience for European users and therefore impact revenue in the region.
- Meta is focused on 5 key mayor opportunities: improved advertising, more engaging experiences, business messaging, Meta AI, and AI devices.
  - Improved advertising: the vision is to eventually have businesses define goals and have Meta do the rest. As they incorporates more AI into the advertising process, Meta will become more efficient at knowing which types of ads would be best for different types of users which would result in better overall ROI for advertisers.
  - More engaging experiences: AI has made recommendation system more accurate and the content more engaging. Time spent has increased on all platforms. AI can be used to help create content and expect to aid in making future content more interactive which in turn should increase overall engagement.
  - Business Messaging: expect this to be the next big pillar of the business as AI will make it possible for every business to have their own AI agent helping with sales and customer support.
  - Meta AI: goal is to become the leading AI personal assistant. Recently released standalone app with a social feed. The current focus is to increase scale of use (following their normal playbook for new products) and will later figure out monetization once it gains traction. Expect there to be a large opportunity to show product recommendations or ads, as well as a premium service for people who want to unlock more compute.
  - AI devices: continue to see AI glasses as the next form factor in computing. Ray-Ban glasses have truppeld in sales and they are expecting new launches. Are also seeing more engagement in Quest 3S with more people creating experiences in Horizon with AI tools. Recently rolled out live t translations to all markets in English, French, Italian and Spanish.
- Meta released the first Llama 4 models which are natively multi-modal, low latency, and efficient. Have more models on the way including Behemoth. Will continue to heavily invest in AI as it has become core for the business.
- Creator remain a big focus and are investing in tools to help them product content including standalone app Edits.
- Meta continue to focus on increasing efficiency of workloads – many of the innovations coming out of their ranking work are focused on increasing the efficiency of their systems to delivery strong returns from core AI initiatives.

# Narrative | General Information

FY2025 | Q1

## OTHER RELEVANT INFORMATION

- Two federal judges have ruled Google a monopoly in search and ad tech, signaling tougher antitrust enforcement and possible business breakups.[556](#)
- Antitrust trials against Meta and Google feel outdated, missing current shifts like TikTok's rise.[557](#)
- The EU fined Apple €500M for App Store anti-steering and Meta €200M for its "pay or consent" ad model. Both plan to appeal.[558](#)
- The text criticizes the EU's heavy regulation of big tech, warning that strict demands and high fines on firms like Apple, Meta, and Nvidia risk stifling innovation and amount to de facto nationalization. It questions the EU's regulatory power and highlights the challenges of creating EU-specific code.[559](#)
- The 2025 AI Index shows rising training costs, falling inference costs, a shrinking U.S.-China model gap, growing state-level policy action, and continued public optimism about AI's impact on jobs.[560](#)
- Meta is testing its first in-house AI training chip to reduce reliance on Nvidia, aiming for wider production if tests succeed. The chip is designed for AI-specific tasks, part of a strategy to lower infrastructure costs and enhance AI capabilities by 2026.[561](#)
- Mark Zuckerberg discusses the evolution of social media and AI at Meta, emphasizing the importance of open-source models like Llama, the shift towards AI-driven content creation, and the potential of business messaging to enhance revenue across platforms like WhatsApp and Instagram.[562](#)
- Apple is developing specialized chips for smart glasses, new Macs, and AI servers, aiming to compete with Meta's products. The glasses are expected to feature energy-efficient processors designed for multiple cameras, while new Mac chips and AI server processors are also in the works, with production planned for 2027.[563](#)
- Snapchat launches its first AI Video Lenses, powered by an in-house generative model, available to Snapchat Platinum subscribers. The initial three Lenses include "Raccoon," "Fox," and "Spring Flowers," with plans to add more weekly, enhancing the app's competitive edge in the social media landscape.[564](#)
- TikTok has launched "TikTok AI Alive," an image-to-video tool that transforms static photos into animated videos with effects. Accessible via the Story Camera, it allows users to create dynamic content while ensuring safety checks and AI-generated labels are in place to identify AI-created videos.[565](#)
- Snap's new sponsored AI lenses offer interactive, branded visuals that boost engagement by integrating users into AI-generated scenes, setting it apart from competitors' static ads.[566](#)
- Humanoid robots face slow progress due to data, safety, and cost hurdles, with near-term viability in logistics and long-term potential at home, requiring diverse data, top talent, and strong partnerships.[567](#)
- Meta's first LlamaCon unveiled new AI tools to rival OpenAI and Google, but development delays and missing features raise concerns, as startups in the space continue attracting major funding.[568](#)
- Meta is disbanding its US fact-checking team in favor of community-based moderation, sparking concerns over misinformation and harm to marginalized groups amid relaxed content policies.[569](#)
- Meta and Google clash over child safety laws, with Meta advocating app store responsibility and parental controls, while Google favors developer-led age protections, amid broader scrutiny on youth privacy and safety.[570](#)
- Meta has been actively trying to make Facebook more appealing to creators again, reaching out to top YouTube creators like Mr Beast and Mark Rober for advice, and offering new cash bonuses for posting Reels on both Facebook and Instagram.[571](#)
- Meta's stock fell sharply as Trump's tariffs threaten ad revenue, especially from Chinese firms and cost-hit small advertisers.[572](#)



# Assumptions

FY2025 | Q1

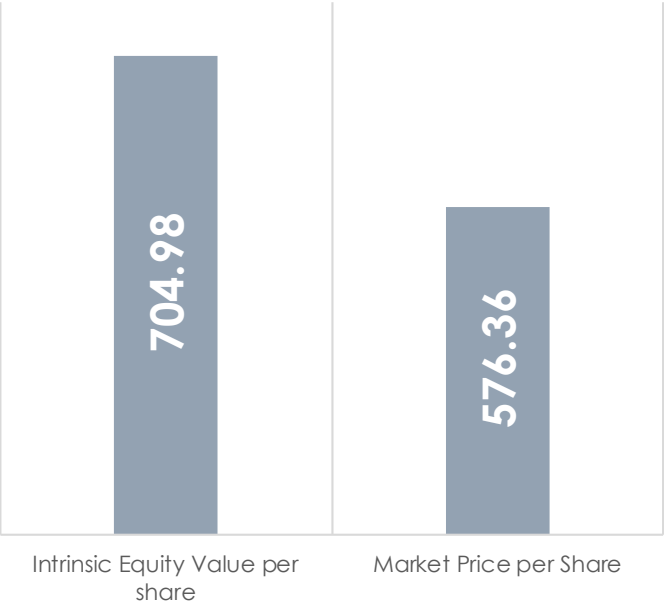
	BASE YEAR	GROWTH PHASE	STABLE PHASE	TERMINAL	LINK TO NARRATIVE
REVENUE	170,360	20.00%	4.51%	4.51%	<p>Meta's revenue outlook remains strong, driven by its dominant position in digital advertising and ongoing improvements to its recommendation systems. Business messaging is a key focus, with AI agents in testing for customer service and sales.</p> <p>Meta is also investing steadily in AR and VR, with its Ray-Ban smart glasses performing well. In the short-term, we expect to have slower growth than in previous valuations to reduced spending from the advertising sector, especially Chinese advertisers, amid regulatory shifts, taking our assumption of growth from 23% to 20%.</p>
OPERATING MARGIN	47.04%	30.00%	50.00%	50.00%	<p>We maintained our assumptions for growth phase margins, anticipating lower margins in this phase as Meta continues its aggressive investments in future bets.</p> <p>Over time, we expect margins to increase, aligning with current levels as the company improves efficiency and further monetizes additional revenue streams.</p>
TAX RATE	10.99%	10.99%	27.00%	27.00%	Converging to US Marginal Tax of 27%.
REINVESTMENT	Sales to Capital Ratio	0.62	RIR =	31.71%	Maintaining current sales to capital for growth phase, increase to 1.5 for stable and terminal phase as Meta becomes more efficient with its investments over time.
RETURN ON CAPITAL	26.94%	Marginal ROIC =	30.46%	14.22%	Expect Meta to maintain strong network effects over time and maintain high ROIC levels.
COST OF CAPITAL		12.37%	9.22%	9.22%	Similar WACC as previous quarter in order to incorporate further risk due to potential regulation and/or other reputation issues. Expected to decrease over time as these issues start to stabilize.

# NUMBERS

## FY2025 | Q1

The Cash Flows						
	Revenues	Operating Margin	EBIT	EBIT (1-t)	Reinvestment	FCFF
1	204,432	43.63%	10.99%	79,388	55,287	24,101
2	245,318	40.22%	10.99%	87,827	66,345	21,482
3	294,382	36.81%	10.99%	96,464	79,613	16,851
4	353,258	33.41%	10.99%	105,044	95,536	9,508
5	423,910	30.00%	10.99%	113,197	114,643	(1,446)
6	495,559	50.00%	14.19%	212,616	47,766	164,850
7	563,967	50.00%	17.39%	232,936	45,605	187,331
8	624,345	50.00%	20.60%	247,878	40,252	207,626
9	671,845	50.00%	23.80%	255,980	31,667	224,313
10	702,145	50.00%	27.00%	256,283	20,200	236,083
Terminal Value	733,812	50.00%	27.00%	267,841	84,938	182,904

The Value	
Terminal value	3,881,840
PV(Terminal value)	1,316,114
PV (CF over next 10 years)	469,574
Value of operating assets	1,785,688
- Tax due on trapped cash brought back	-
+ Cash & Marketable Securities	70,230
Value of firm	1,855,918
- Debt value of lease	(27,682)
- Total Interest Bearing Debt	(49,519)
- Preferred Stock	-
- Minority Interest (Non-controlling equity interest)	(6,168)
Market Value of Equity	1,772,549
- Options outstanding	-
Value of Equity in Common Stock	1,772,549
Number of shares (primary)	2,514
Intrinsic Equity Value per share	704.98



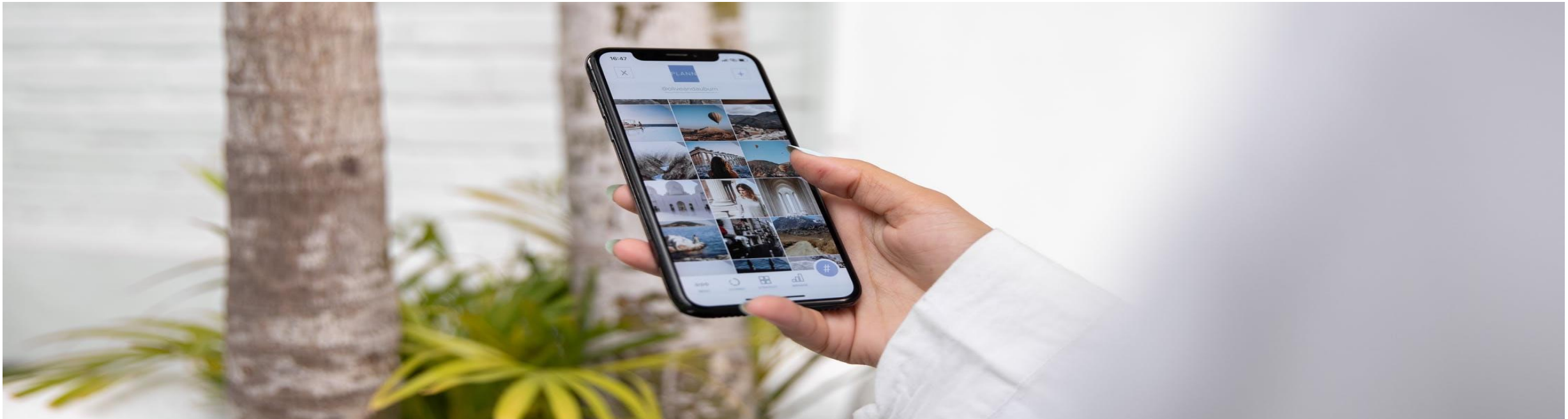
81.8%

PRICE AS % OF VALUE

VALUATIONS AT A GLANCE

# FY 2012 – 2024

January 2012 – December 2024



# Important Milestones

<p>2012</p> <ul style="list-style-type: none"> <li>• Facebook IPO with starting price of \$38.</li> </ul>	<p>2012</p> <ul style="list-style-type: none"> <li>• Acquisition of Instagram for \$1B</li> </ul>	<p>2012</p> <ul style="list-style-type: none"> <li>• Facebook starts shift towards being a mobile first company</li> </ul>	<p>2014</p> <ul style="list-style-type: none"> <li>• Acquisition of WhatsApp &amp; Oculus</li> </ul>	<p>2015</p> <ul style="list-style-type: none"> <li>• Strong investments in proprietary datacenters and AI</li> </ul>	<p>2015</p> <ul style="list-style-type: none"> <li>• Video emerges as next big trend</li> </ul>
<p>2016</p> <ul style="list-style-type: none"> <li>• Big growth opportunities in emerging markets where mobile use is increasing</li> </ul>	<p>2016</p> <ul style="list-style-type: none"> <li>• Progress with AI in understanding text</li> </ul>	<p>2017</p> <ul style="list-style-type: none"> <li>• Found Russian interference promoting divisive and political issues.</li> </ul>	<p>2017</p> <ul style="list-style-type: none"> <li>• Increase in staff and partnerships to police platform.</li> </ul>	<p>2018</p> <ul style="list-style-type: none"> <li>• Messaging as new opportunity as well as video, especially through Stories.</li> </ul>	<p>2018</p> <ul style="list-style-type: none"> <li>• Backlash due to Cambridge Analytica Scandal - CEO testifies in Capitol Hill.</li> </ul>
<p>2019</p> <ul style="list-style-type: none"> <li>• E-commerce as potential additional revenue stream.</li> </ul>	<p>2019</p> <ul style="list-style-type: none"> <li>• Doubles marketing spending as it deals with reputational damage from scandal issues.</li> </ul>	<p>2019</p> <ul style="list-style-type: none"> <li>• Announcement of Libra cryptocurrency</li> </ul>	<p>2019</p> <ul style="list-style-type: none"> <li>• Launch of Oculus Quest - first all-in-one headset with no wires as well as touch controls.</li> </ul>	<p>2020</p> <ul style="list-style-type: none"> <li>• COVID-19 Pandemic creates some turmoil but pushes for more digital experiences</li> </ul>	<p>2020</p> <ul style="list-style-type: none"> <li>• Partnership with Jio Platforms in India to connect businesses and customers through WhatsApp</li> </ul>
<p>2020</p> <ul style="list-style-type: none"> <li>• Boycott of Facebook by big advertisers</li> </ul>	<p>2020</p> <ul style="list-style-type: none"> <li>• Launch of Reels in +50 countries as a response to rival TikTok</li> </ul>	<p>2021</p> <ul style="list-style-type: none"> <li>• Company changes name to Meta to emphasize its focus on helping to build the Metaverse</li> </ul>	<p>2021</p> <ul style="list-style-type: none"> <li>• WhatsApp Payments live in India and Brazil</li> </ul>	<p>2021</p> <ul style="list-style-type: none"> <li>• Launch of new Apple iOS which limits measurements and targeting</li> </ul>	<p>2021</p> <ul style="list-style-type: none"> <li>• Made ads on Reels available</li> </ul>
<p>2021</p> <ul style="list-style-type: none"> <li>• Former Facebook employee releases internal documents proving FB knew about the harm its platforms has on its users</li> </ul>	<p>2022</p> <ul style="list-style-type: none"> <li>• War on Ukraine negatively impacts results worldwide</li> </ul>	<p>2022</p> <ul style="list-style-type: none"> <li>• Macroeconomic situation including inflation and interest rate hikes are affecting global economy, limiting advertiser budget</li> </ul>	<p>2022</p> <ul style="list-style-type: none"> <li>• Focusing on AI to drive discovery engine</li> </ul>	<p>2022</p> <ul style="list-style-type: none"> <li>• Proclaims 2023 as year of efficiency as Meta focuses on bringing costs down including massive layoffs</li> </ul>	

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2023

- Launch of Threads, an app for text based updates and public conversations.

2023

- Release of Llama 2

2023

- Announced in Meta Connect: Quest 3, RayBan AR glasses, Meta AI, AI studio Platform, Emu Image Creation Model + Business & Creator AI.

2023

- Roll out of multimodal AI for RayBan glasses.

2023

- Implementation of paid version for users in the EU due to regulation.

2024

- AI-recommended content increasing time spent in both IG and FB

2024

- Meta implements restrictions for teens due to regulatory pressure

2024

- Meta's silicon has allowed for more efficiency

2024

- WhatsApp Business adoption continues + WhatsApp increases in users in US

2024

- Young adults very active in FB marketplace

2024

- Release of Llama 3 including smaller models

2024

- Development of V-JEPA, a new AI trained on video footage

2024

- Orion demo showcased in Meta Connect204

2024

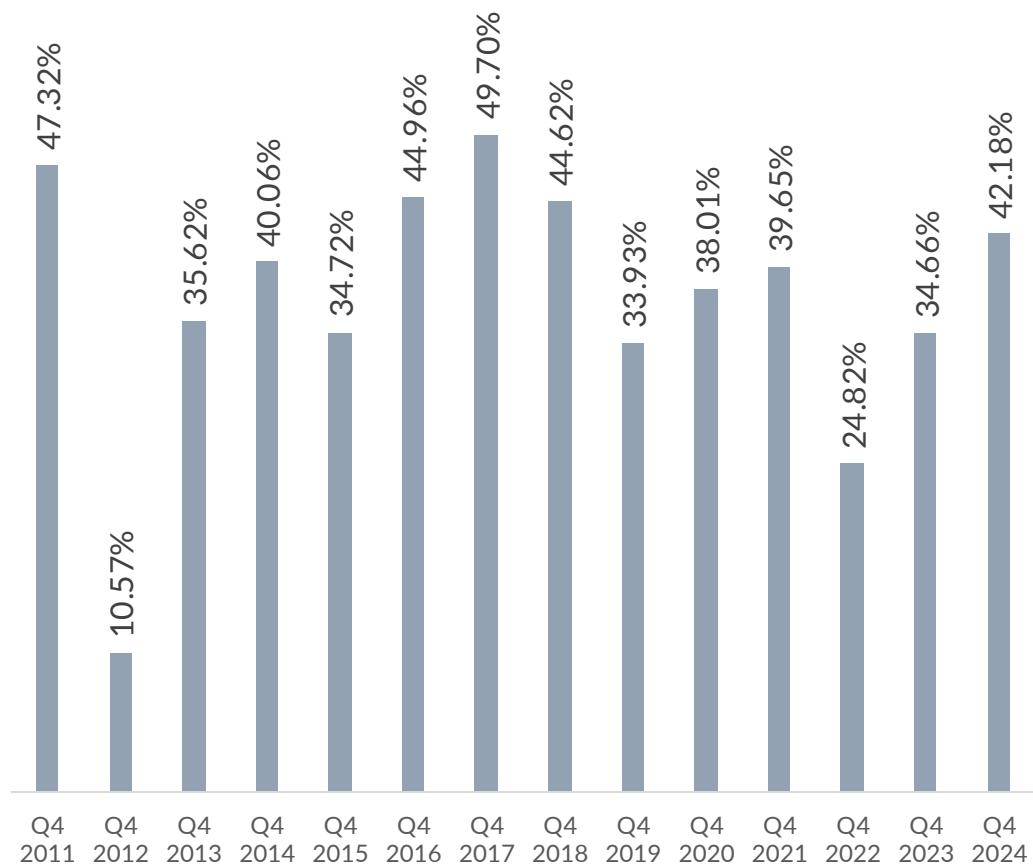
- Meta AI growth across all apps

2024

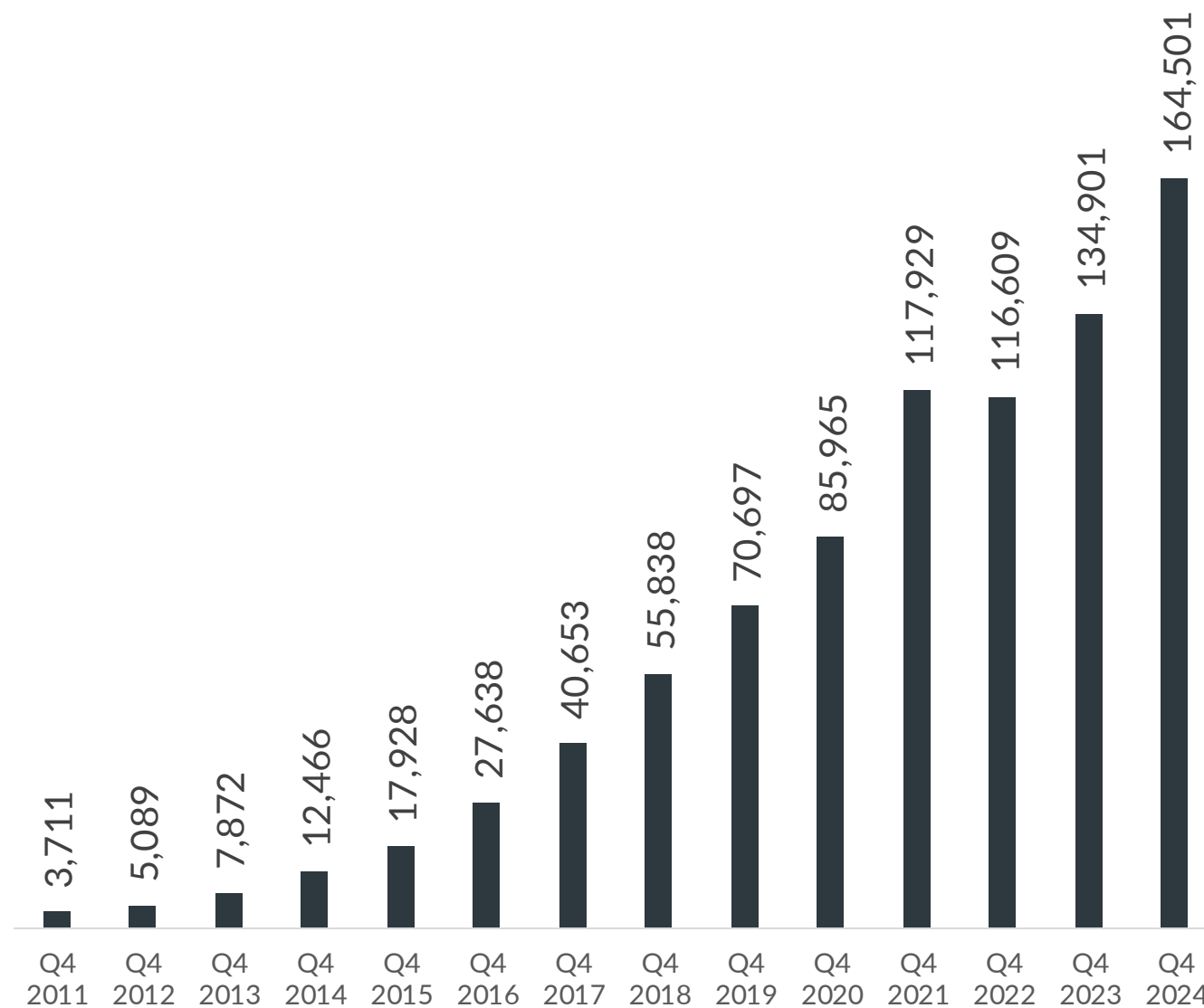
- Quest 3 sales exceeds expectations - use of Horizon also increases



# Yearly Results



Operating Margin



Revenue

# Year Close Intrinsic Value

