

# META Meta Platforms, Inc.



ROIC (Current): 29.60%



WACC: 9.20%



Net Profit Margin: 34%

## MOAT ANALYSIS & COMPETITIVE STRENGTHS

### NETWORK EFFECT (Social Graph & Scale)



Massive user base across Facebook, Instagram, and WhatsApp creates an unrivaled social graph, increasing value for users and advertisers with every new participant.

### SWITCHING COSTS (Data & Ecosystem)



High psychological and data-related costs for users to leave due to years of accumulated photos, memories, social connections, and integrated messaging.

## ADDITIONAL KEY INSIGHTS

-  **Advertising Duopoly:** Dominant player alongside Google in digital advertising, leveraging precise targeting capabilities across its family of apps.
-  **Metaverse Investment (Reality Labs):** Substantial long-term capital allocation towards developing virtual and augmented reality platforms as the next computing paradigm.
-  **AI-Driven Discovery & Reels:** Heavily investing in AI to power content recommendation engines and compete with short-form video platforms, driving engagement.