

A photograph of a modern glass building with a curved facade. The word "Meta" is prominently displayed in large, white, 3D letters. To the left of "Meta" is a blue infinity symbol logo. The building is set against a clear blue sky.

Meta

# Team Buffett





# Why META?

Great Financials

Huge Scale and  
User Base

Commitment To  
Growth

Attractive  
Pricing



# Game Plan

Speaker	Segment
Reece Deitrick	Company Overview
Adam Shultz	Revenue Breakdown, Competitor Analysis
Christian Cadena	MOAT, Risk Factors
Oscar Parga	Management & Capital Allocation
Diego Bonilla	IOFS, Intraportfolio Analysis
Jaiden Conrad	Value Bands, Growth Opportunities, Valuation & Conclusion

# Company Overview

Reece Deitrick



Meta



# Company Overview

- Ticker: META (NASDAQ)
- Market Cap: 1.62 trillion
- Stock Price: \$670
- Employees: 78,450
- Revenue (TTM) \$189,457 billion
- Headquarters: Menlo Park, CA



# Fun Facts

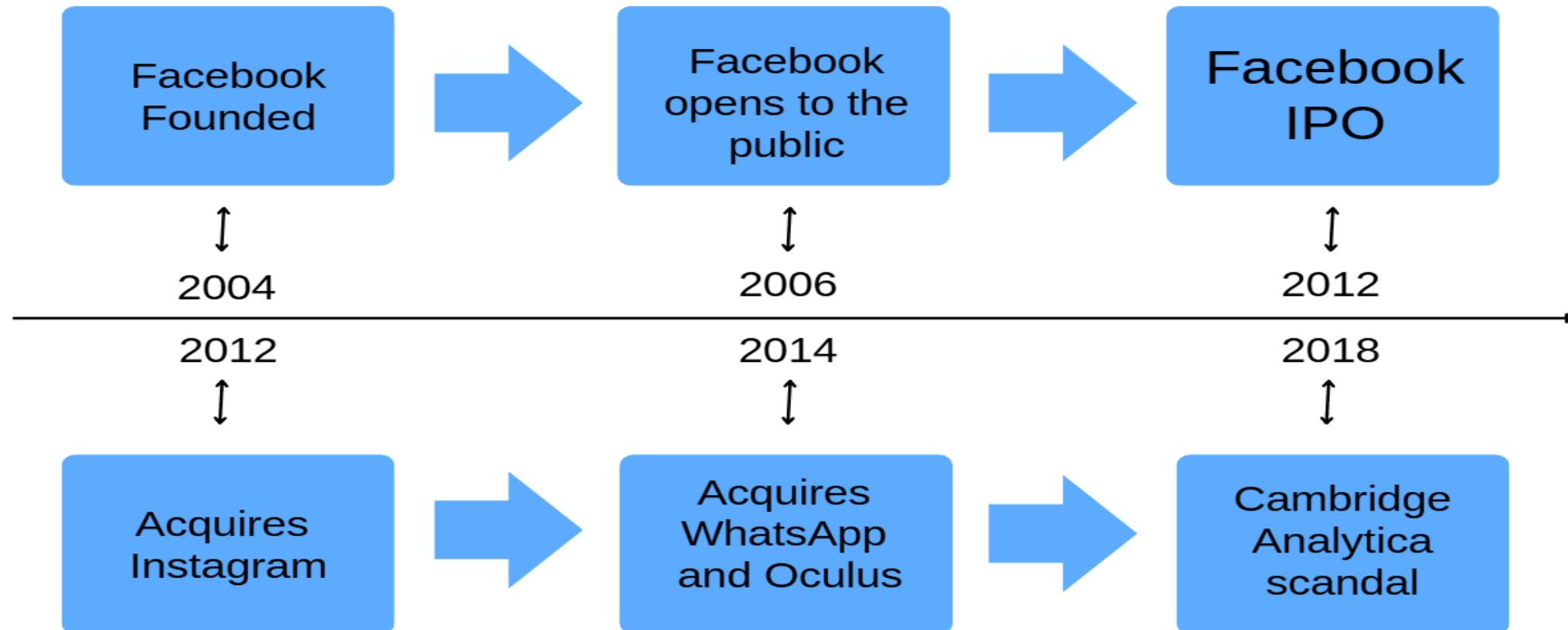


- Was originally named "Thefacebook"
- Started in a Harvard dorm
- The name Meta from the Greek word for "beyond"
- Owns the largest social media family in the world
- Daily users of these platforms exceed 3.54 billion
- Meta headquarters has its own city bus system
- Meta headquarters is 250 acres – Universal Studios Hollywood is 231 acres



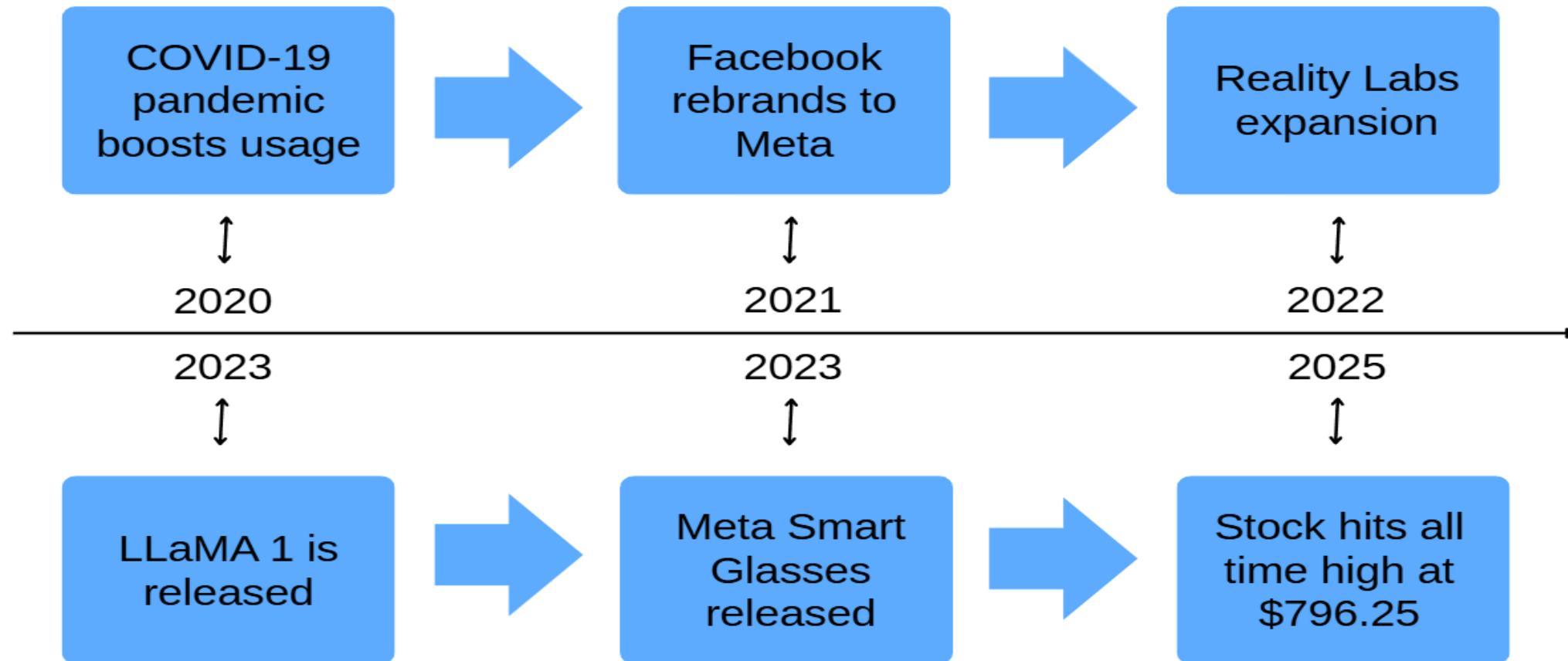


# Company History

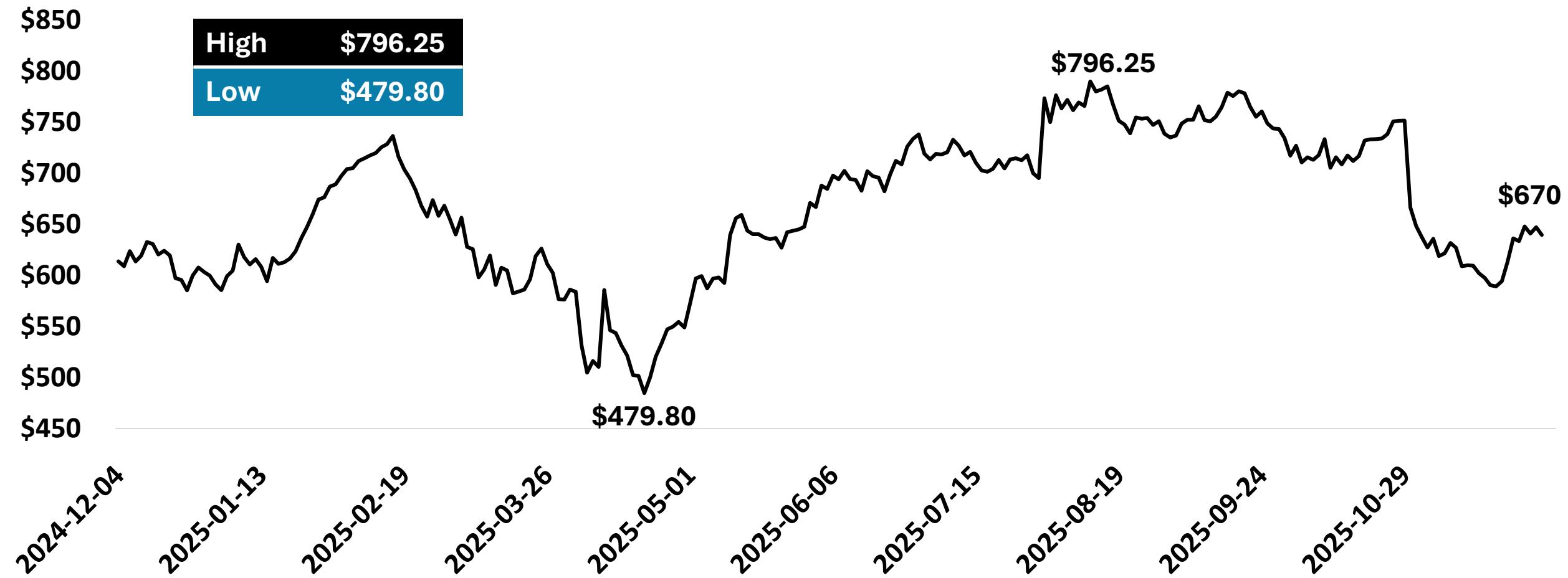




# Company History Cont'd



# 52 Week Performance

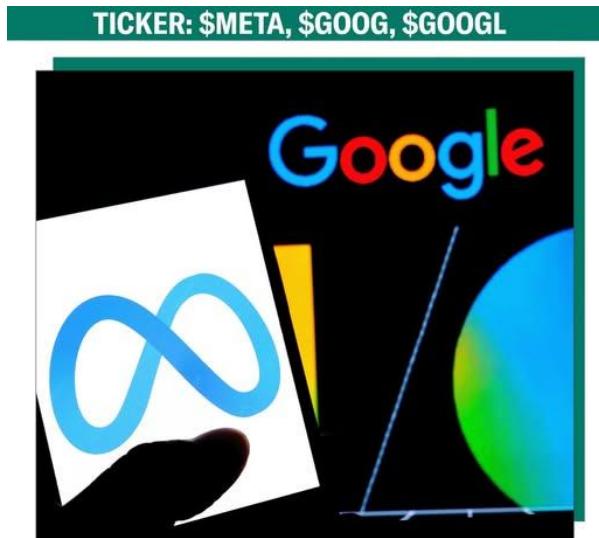




# Recent News



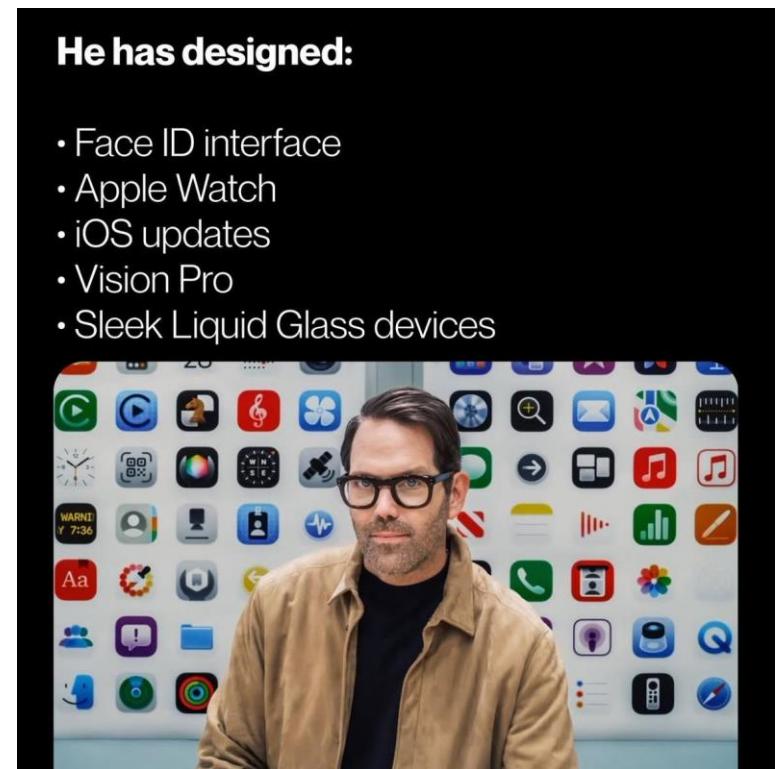
[yahoo/finance](#)



[yahoo/finance](#)



# More Recent News



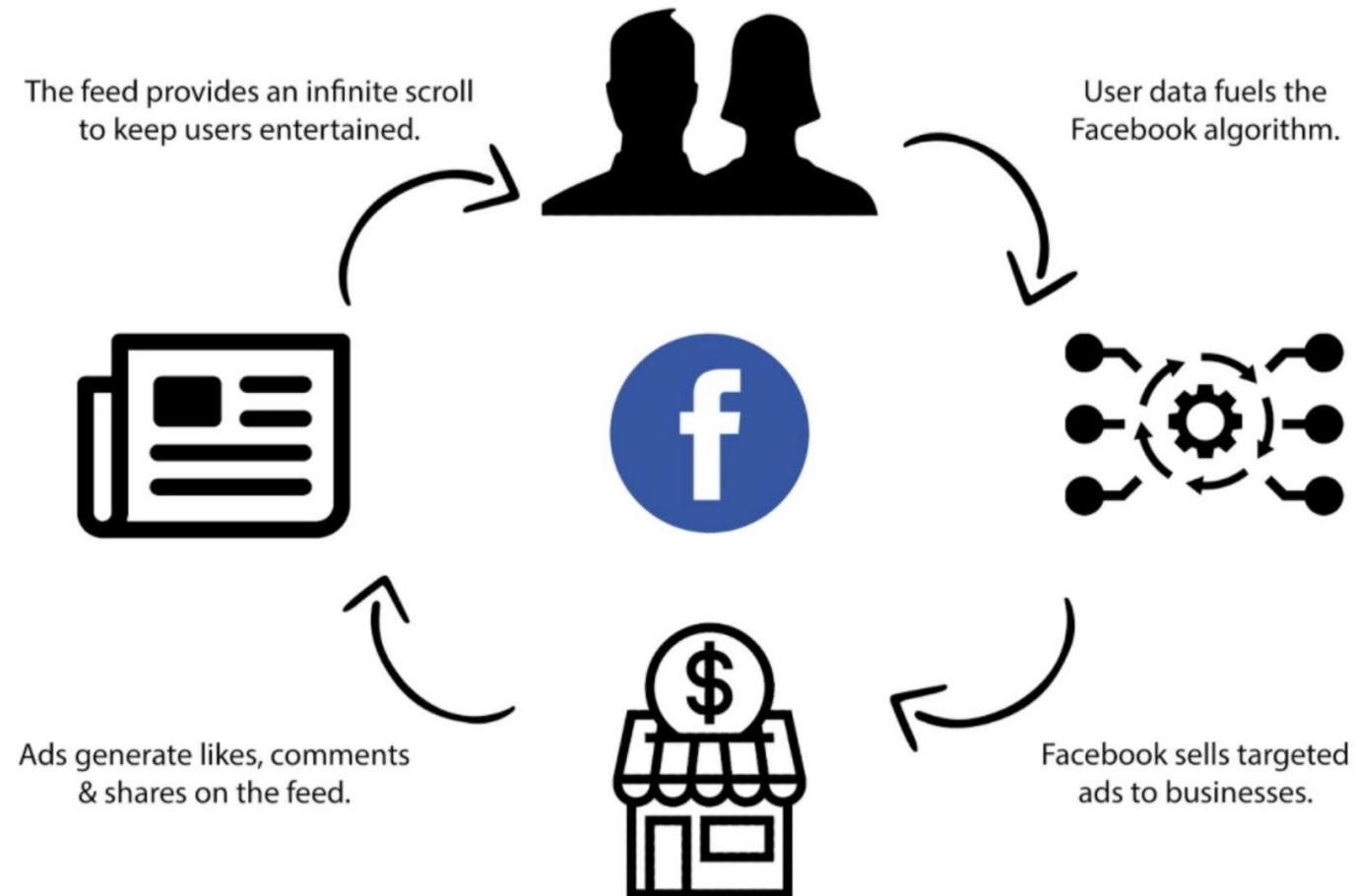
# Revenue Breakdown

Adam Shultz





# Turning Data Into Money





# Revenue by Segments

Family of Apps

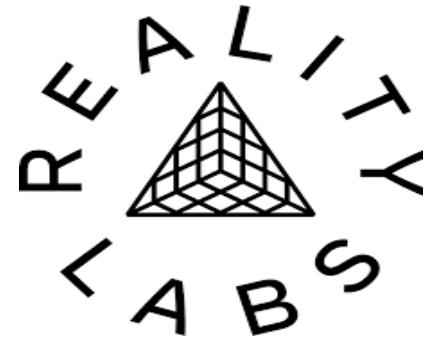
 **Meta**

98% of Revenue



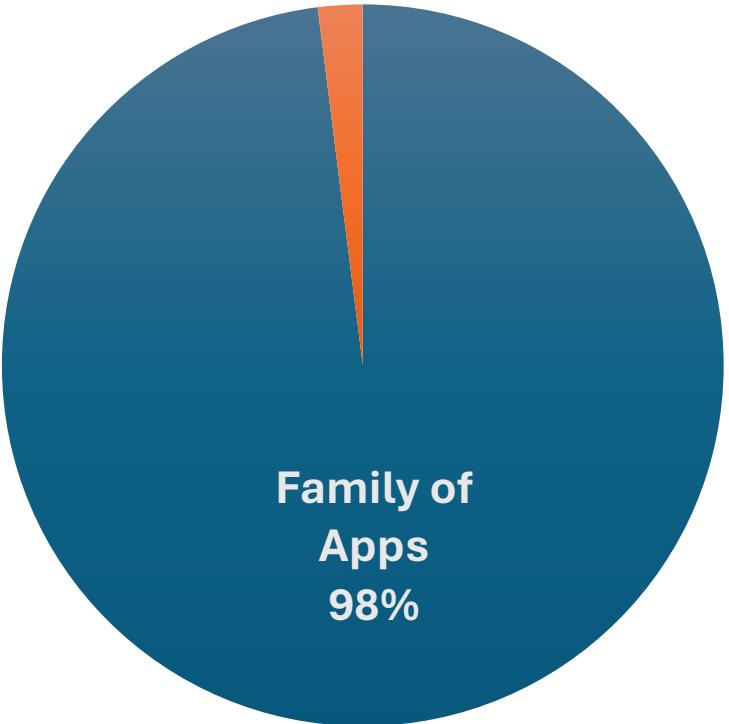
Reality Labs

2% of Revenue



**Reality Labs**

2%



■ Family of Apps ■ Reality Labs



# Revenue by Geography

**In fiscal year 2024, Meta Platform's revenue by geographical region are as follows:**

U.S. and Canada

**63.21B (39%)**



Asia-Pacific

**45.01B (27%)**



Europe

**38.36B (23%)**



Rest of the world

**17.92B (11%)**



# Family of Apps Revenue



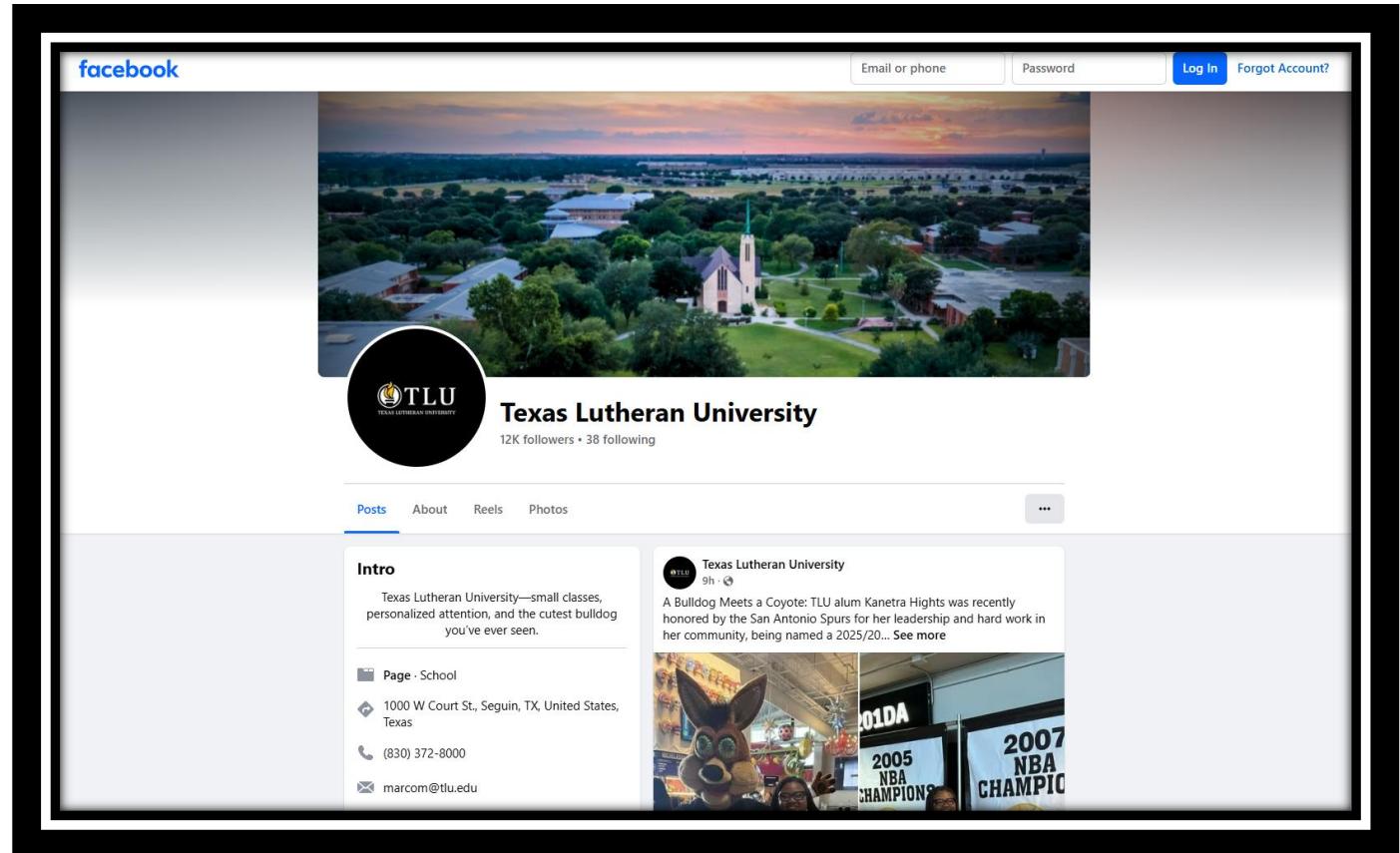
- **Advertising (98% of revenue):**  
Companies pay META to run ads for their products.
- **Non-Advertising (2% of revenue):**  
META also earns a small amount from business messaging tools, creator fees, and other services.
- **Messaging Revenue (WhatsApp):**  
WhatsApp makes money by selling advanced tools and features to businesses not by charging regular users.





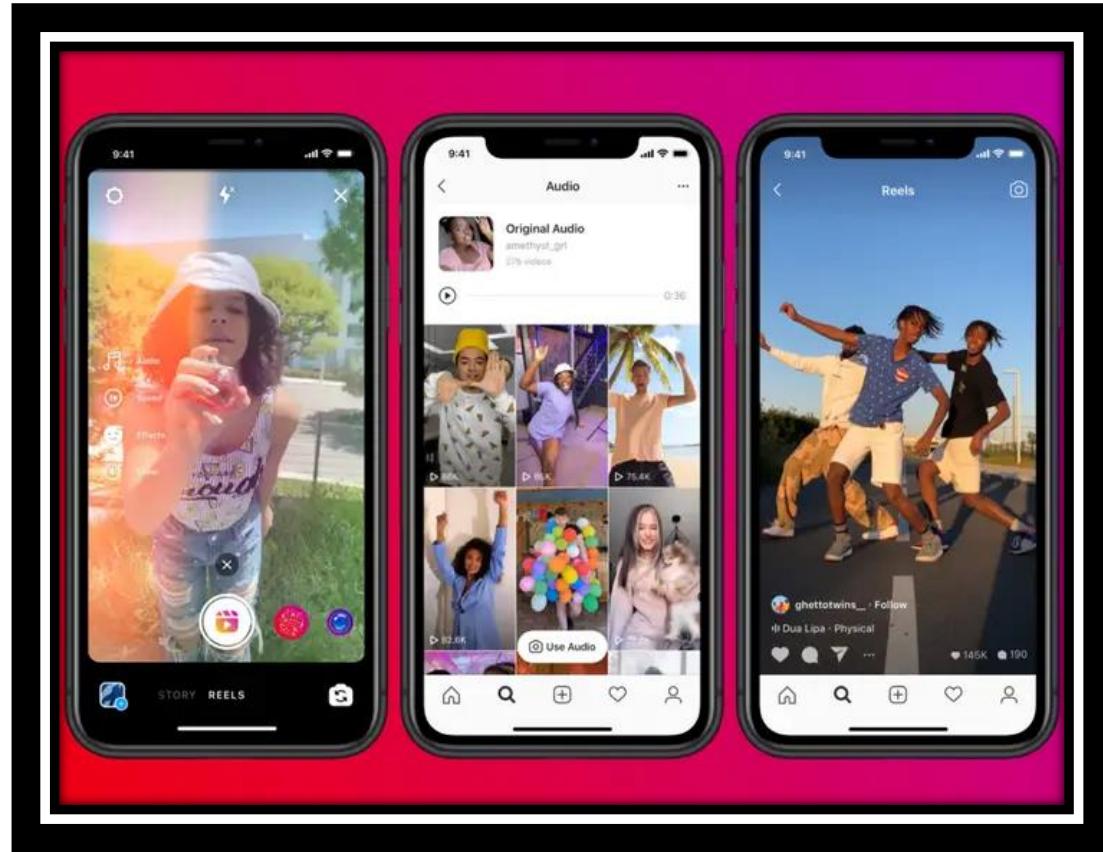
# Facebook Services

- News Feed
- Groups
- Marketplace
- Watch (video)
- Facebook Gaming
- Facebook Dating





# Instagram Services



- Feed
- Stories
- Reels
- Shopping
- Instagram Shops
- Messaging



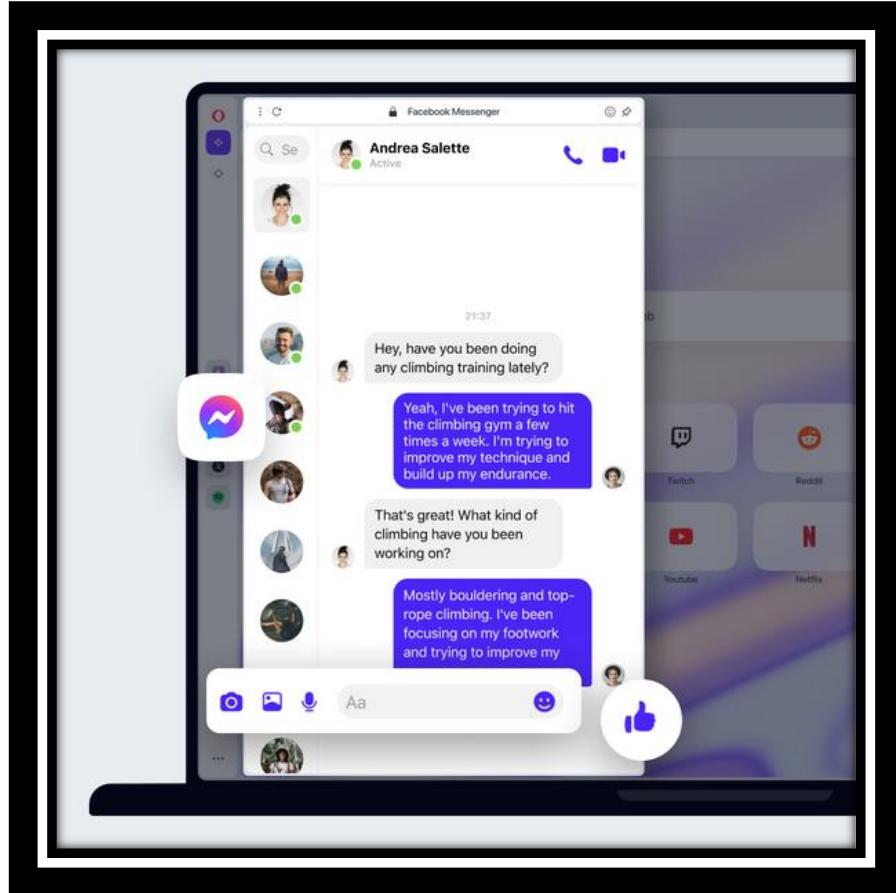
# WhatsApp Services

- **Messaging**
- **WhatsApp Business API**
- **Payments**





# Messenger Services



- **Messaging**
- **Business messaging**
- **Payments**



# Advertising Services

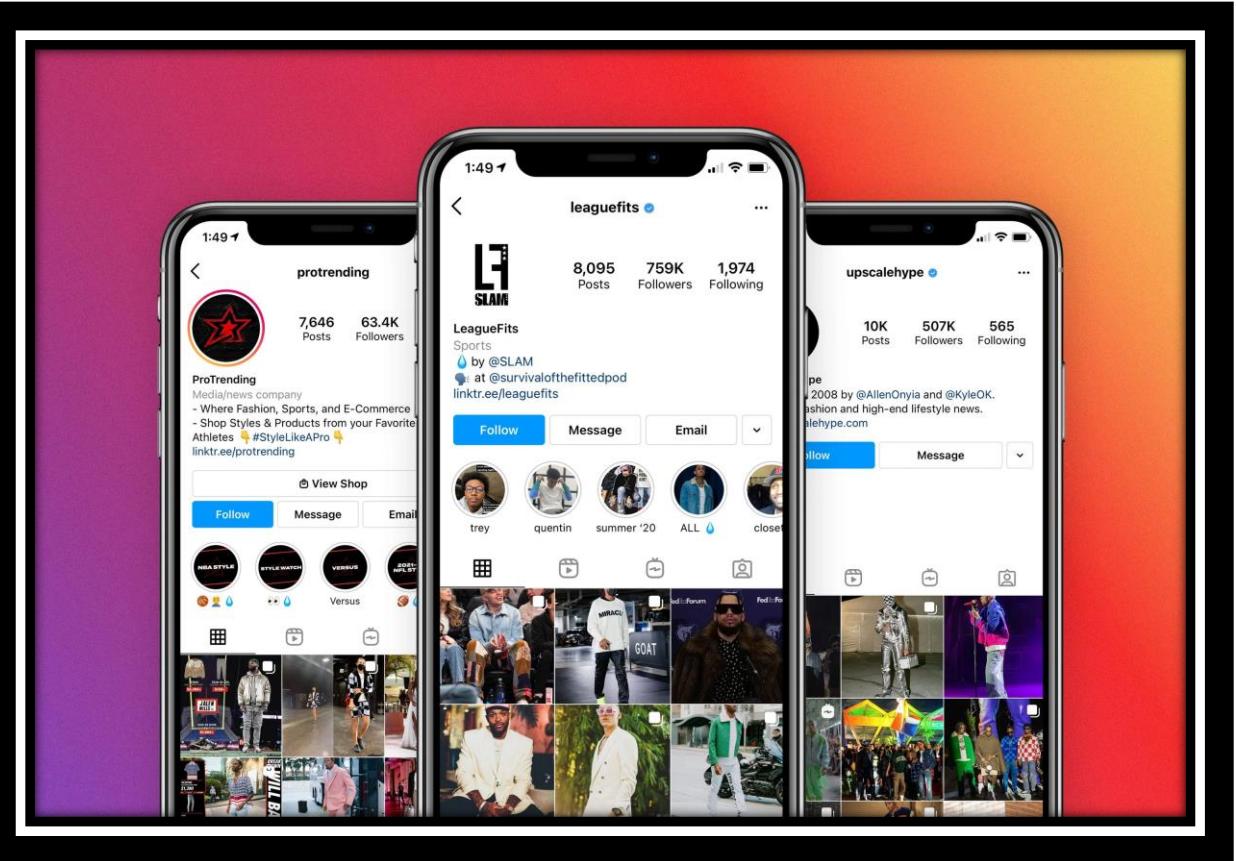
**Meta sells highly targeted digital ads across all Family of Apps, including:**

- Feed ads
- Stories ads
- Reels ads
- In-stream video ads
- Click-to-message ads (WhatsApp/Messenger)
- Conversion & lead-generation ads
- AI-driven Advantage+ campaigns



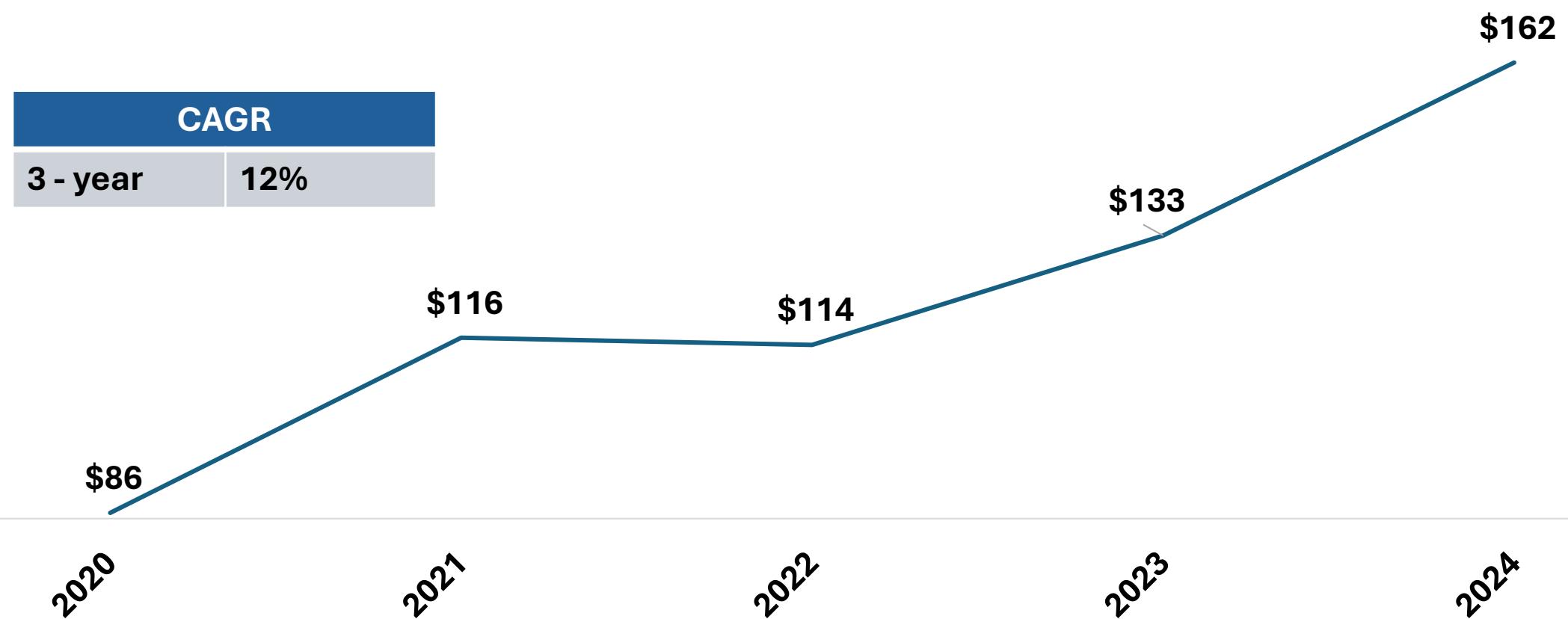


# Business Tools (B2B Services)



- **Meta Business Suite**
- **Meta Ads Manager**
- **Meta Pixel (tracking/conversion tool)**
- **Meta Accounts Center**
- **WhatsApp Business API**
- **Facebook Shops + Instagram Shops (social commerce tools)**
- **Creator monetization tools**

# Family of Apps Revenue over 5 years (In Billions)



# Reality Labs Revenue



## How Reality Labs Generates revenue

- **Hardware Sales:** VR headsets like Quest and smart glasses like the Ray-Ban Meta are sold to customer which generates money for the business
- **App and content sales:** A portion of the revenue comes from the sale of applications and digital content within its VR ecosystem, such as games and other experiences.



Meta Ray-Ban smart glasses were sold out in most retail locations across the US after their release in October of 2025

# Reality Labs (AR/VR)



## Hardware:

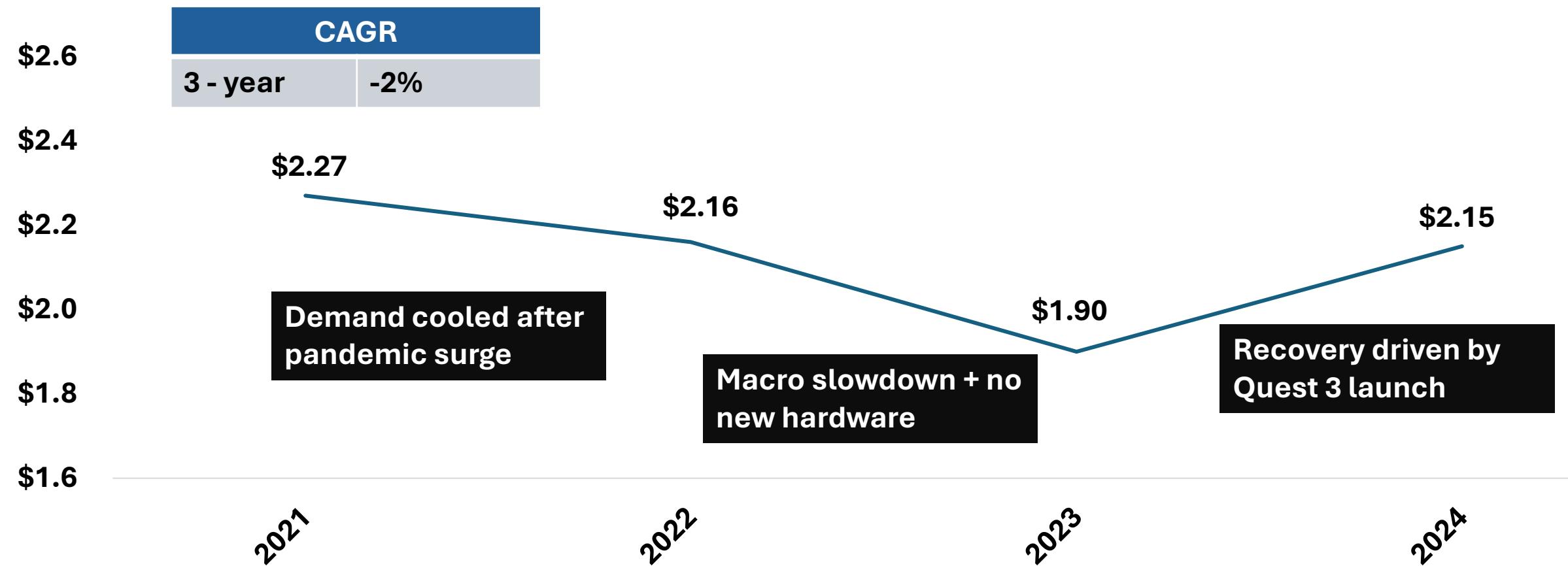
- Quest 2
- Quest 3
- Quest Pro
- Ray-Ban Meta Smart Glasses (AR-lite)

## Software / Platforms:

- Horizon Worlds (VR social/metaverse platform)
- Horizon Workrooms (VR collaboration)
- VR games + apps through the Meta Quest Store



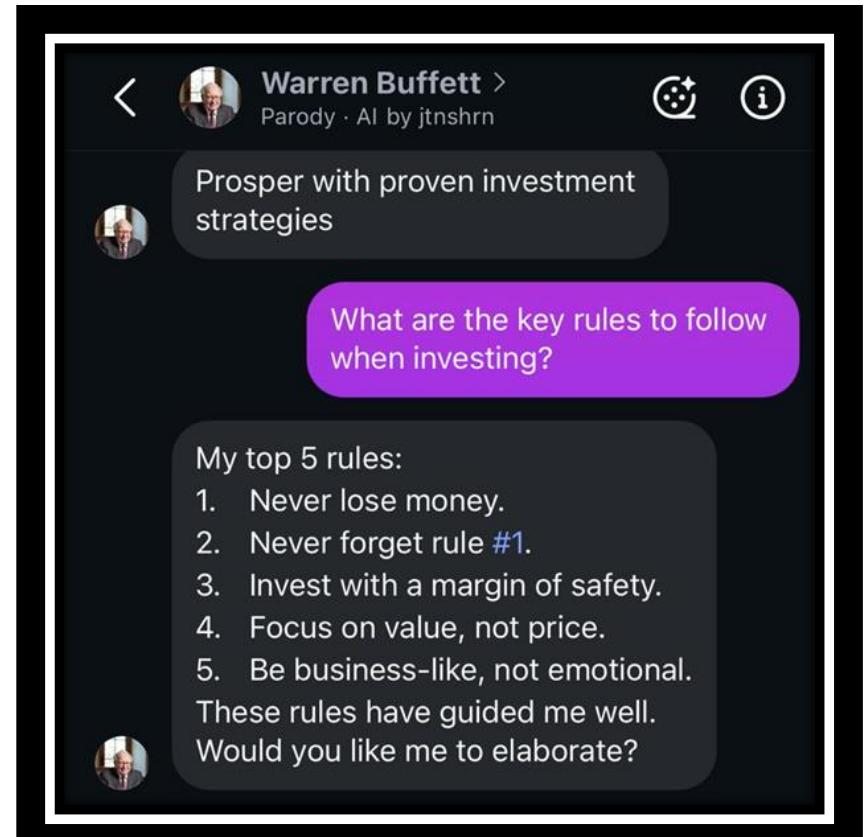
# Reality Labs Revenue over 4 years (In Billions)



# AI Services

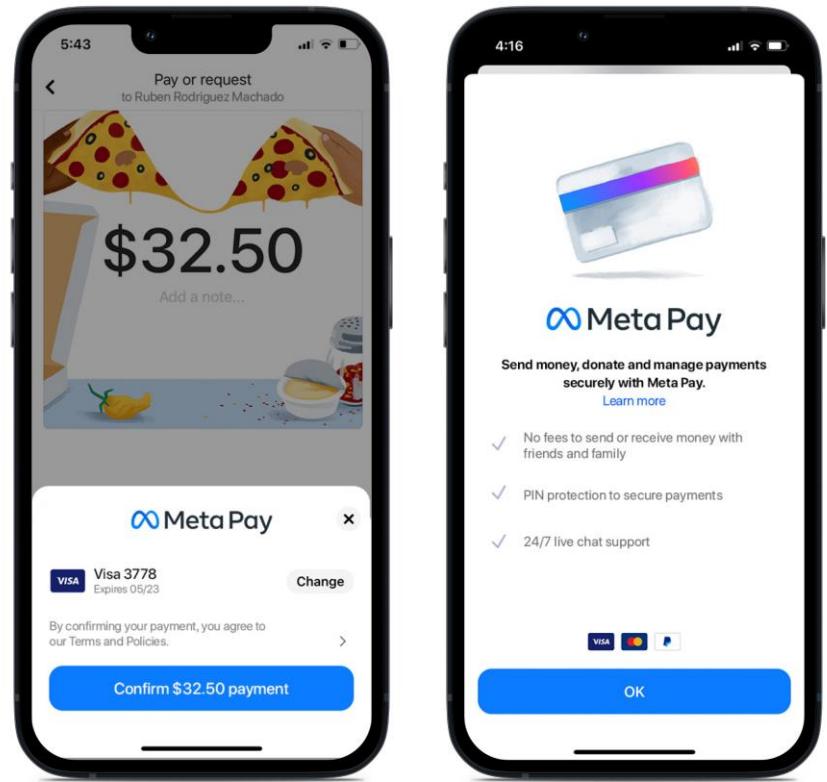


- **Meta AI (assistant across apps)**
- **LLaMA models (open-source foundational AI models)**
- **AI recommendations system (feeds, reels, ads)**
- **AI image, text, video generation tools**
- **AI for advertisers: Advantage+, targeting, automation**
- **AI-powered creator tools**





# Payments & Commerce Services



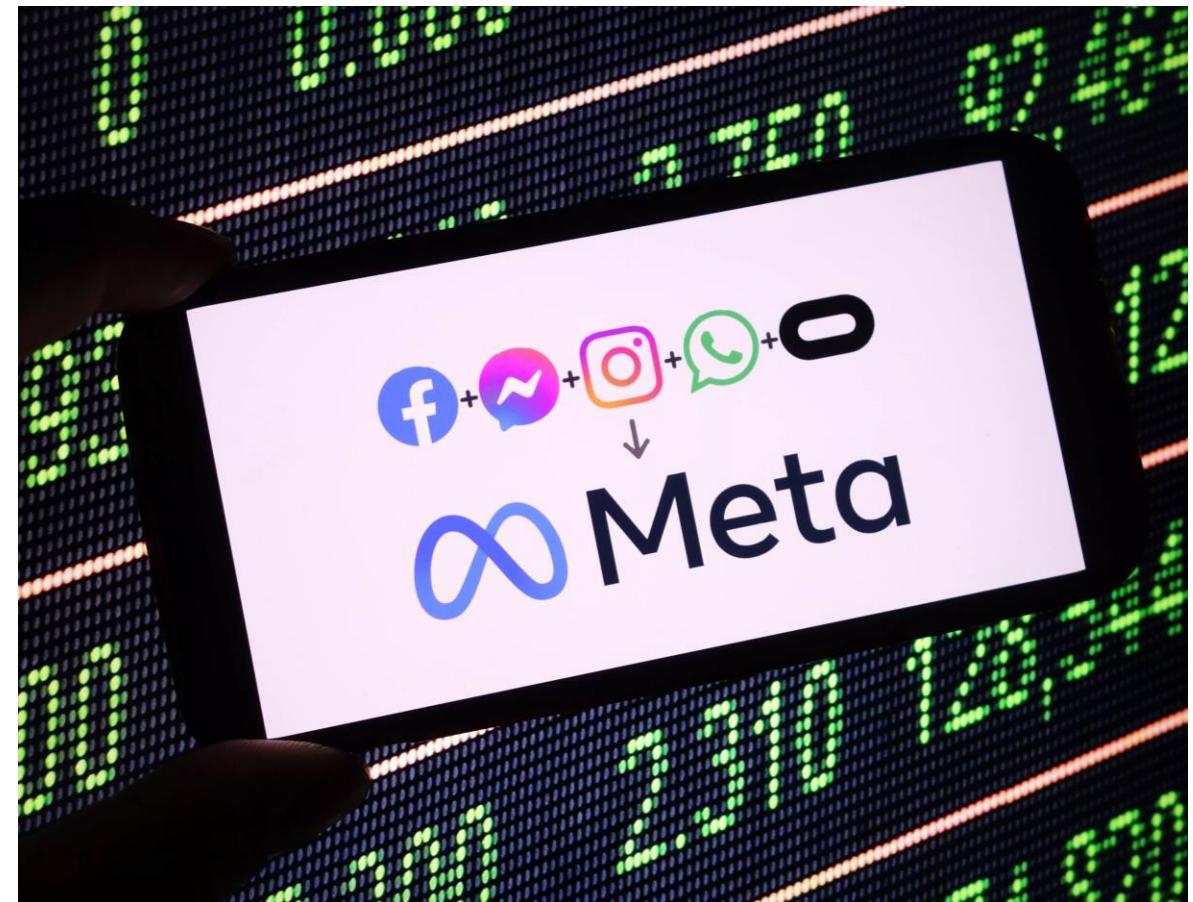
- **Facebook Pay / Meta Pay**
- **WhatsApp Pay (India, Brazil)**
- **In-app purchases (games, creators, VR store)**

# IOFS

Diego Bonilla



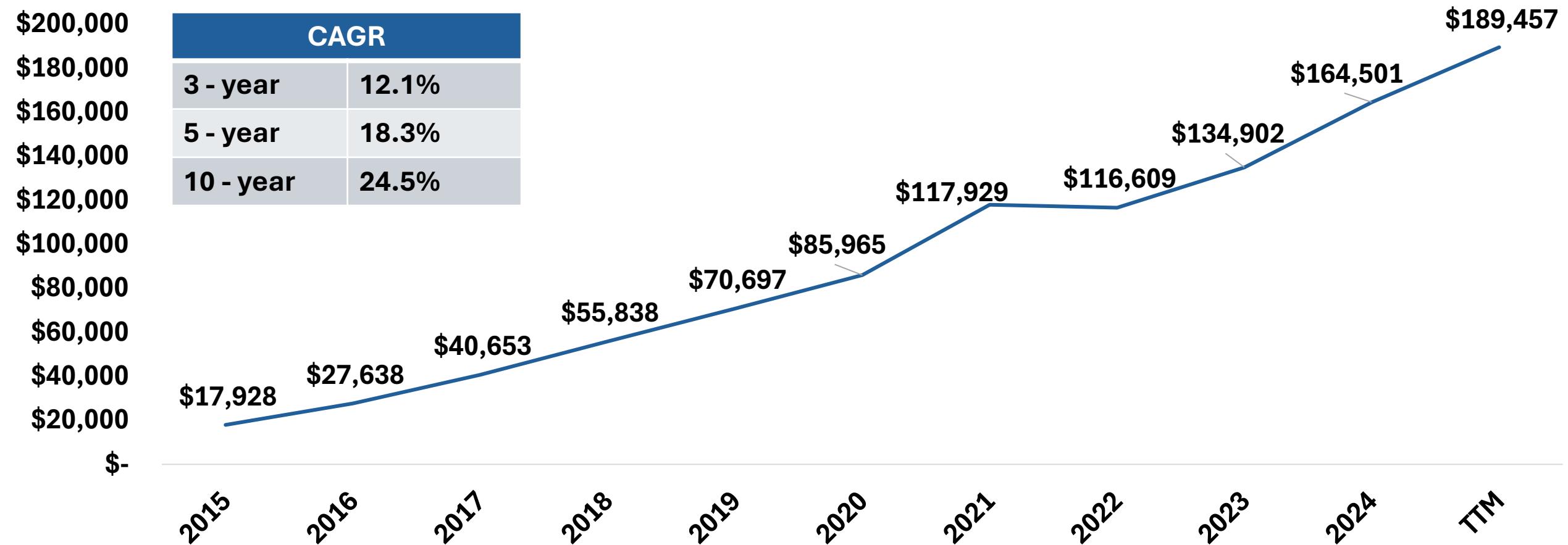
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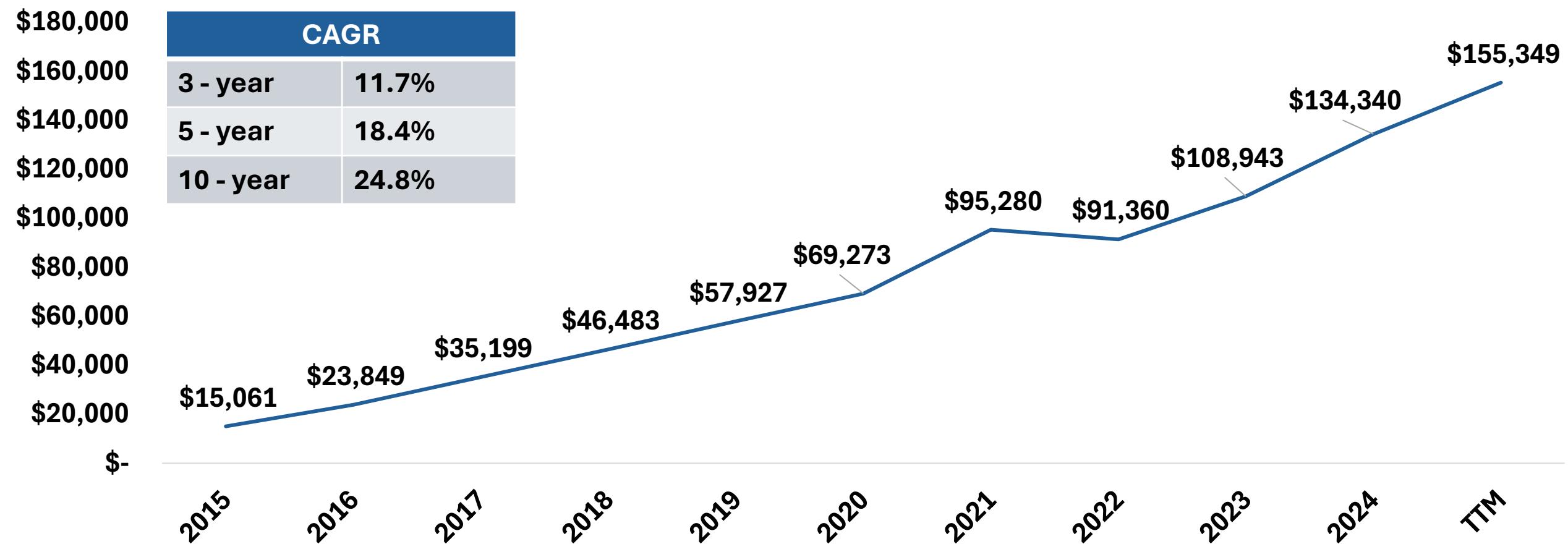


# Revenue In Millions





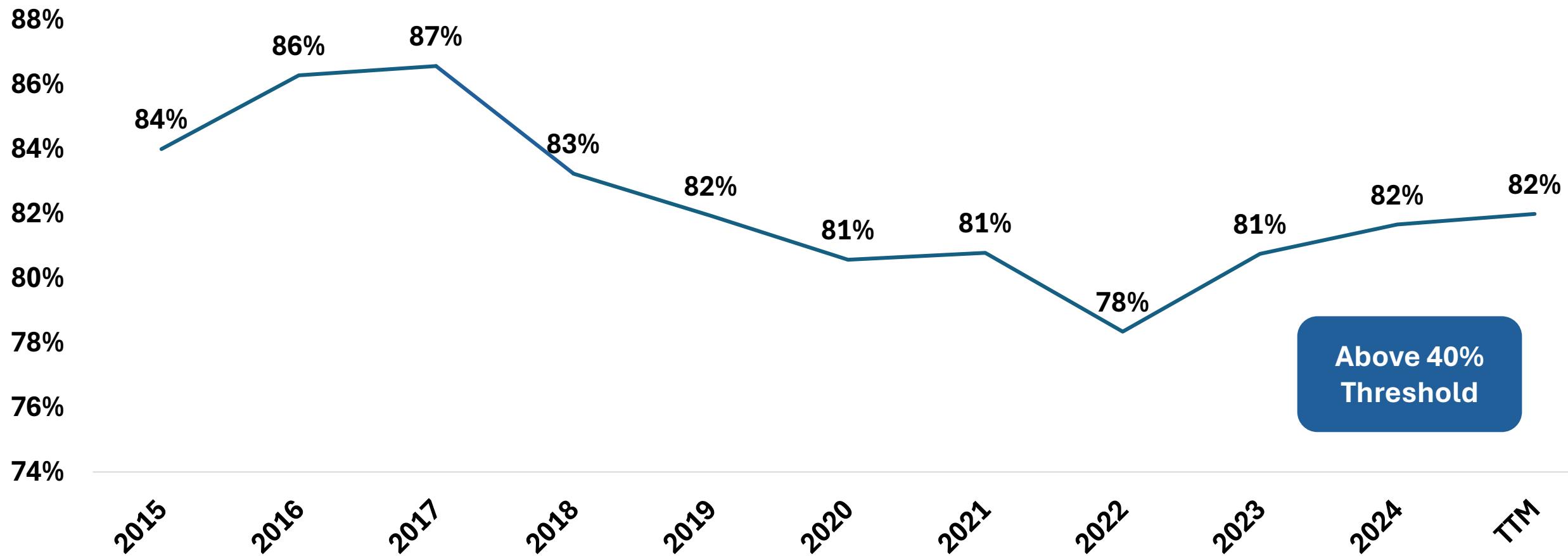
# Gross Profit In Millions





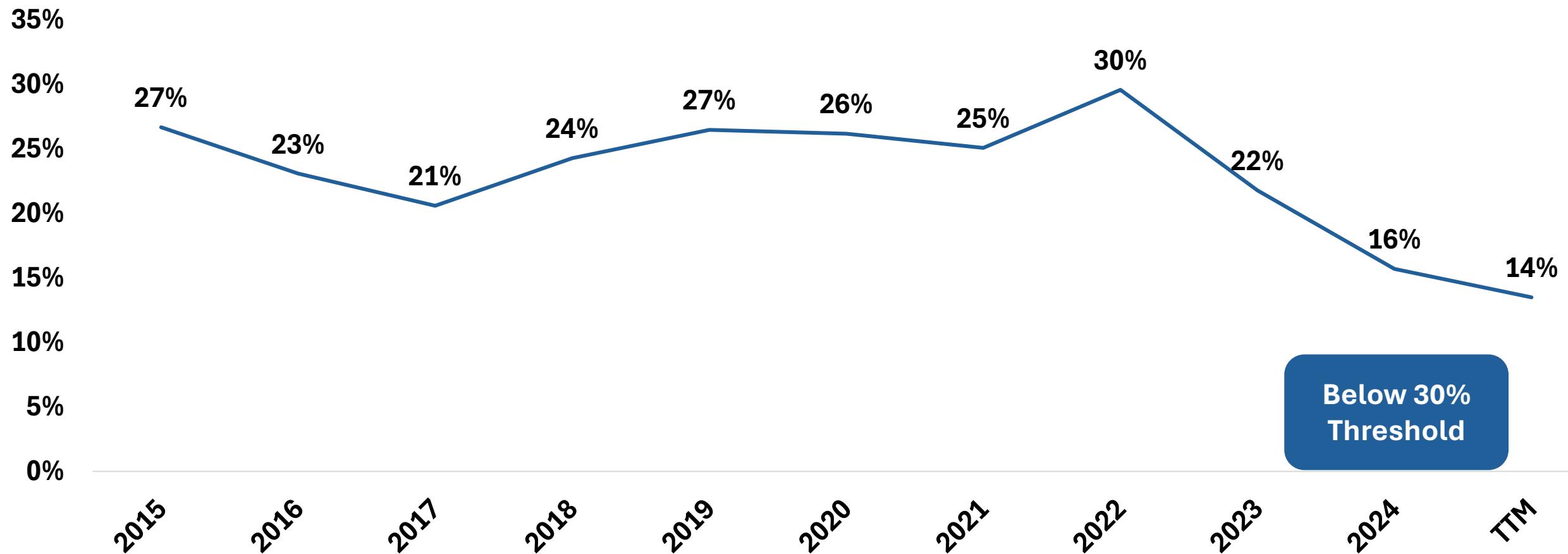
# Gross Margin %

Gross Margin = Gross Profit / Revenue



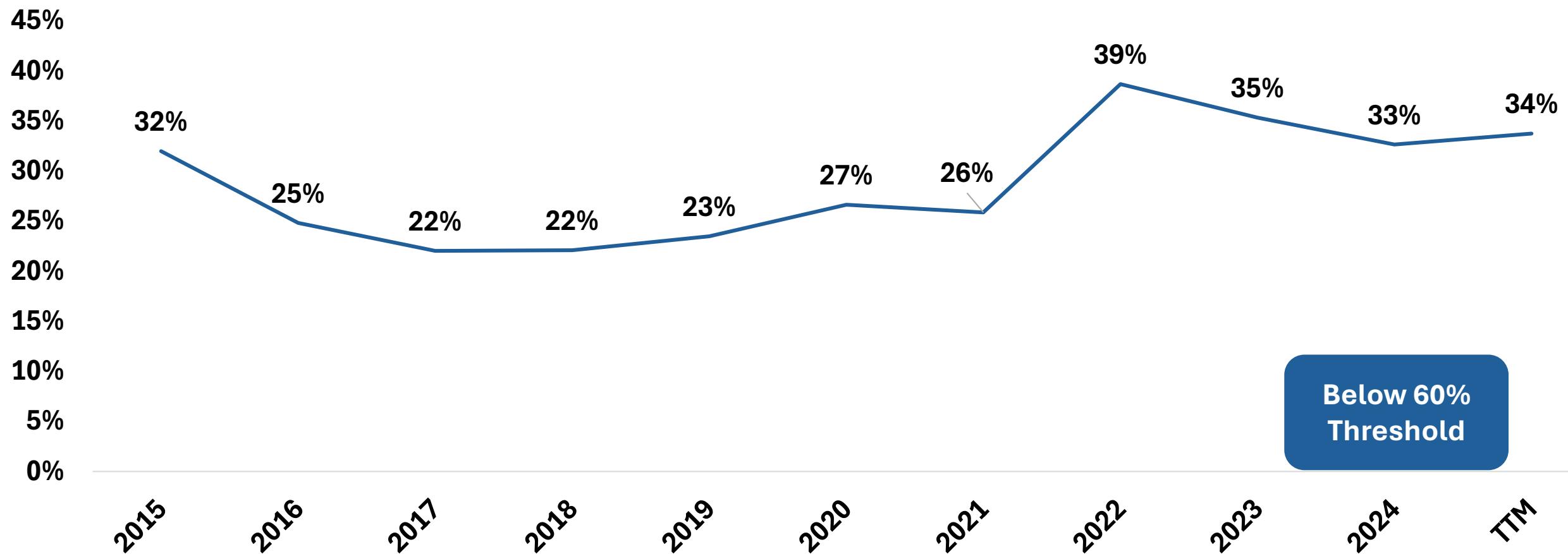
# SG&A to Gross Profit as a %

## Sales General & Administrative Expenses



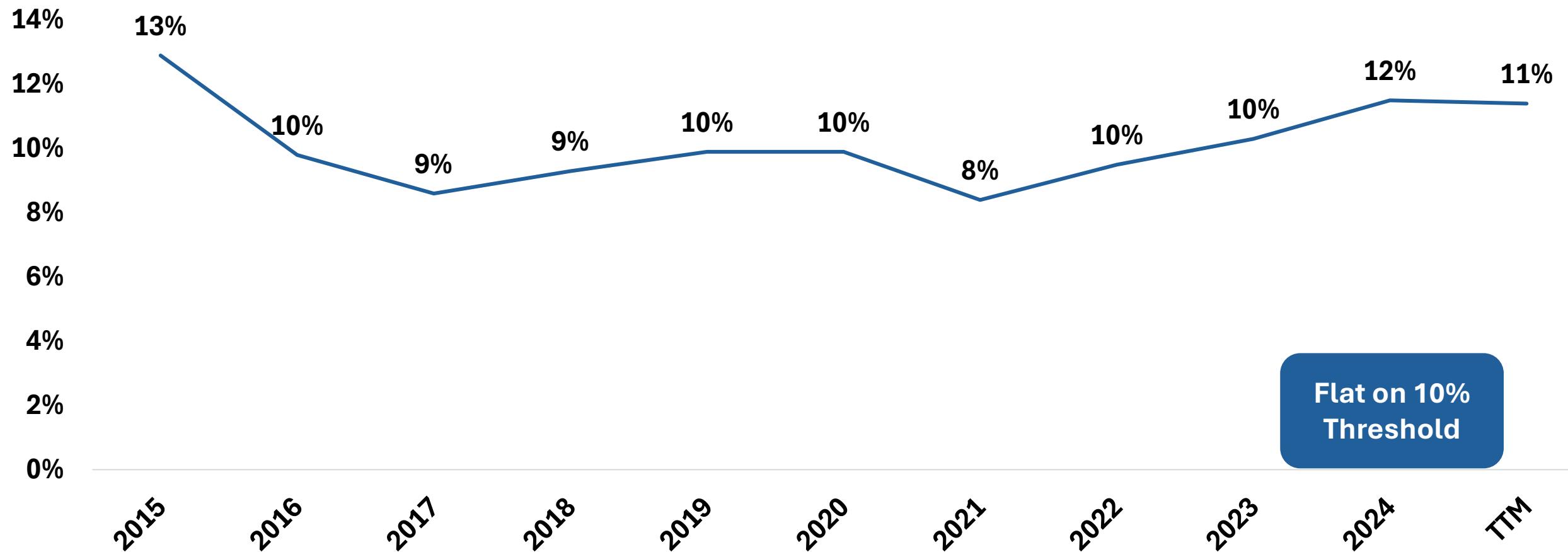
# R&D To Gross Profit as a %

## Research & Development



# D&A To Gross Profit as a %

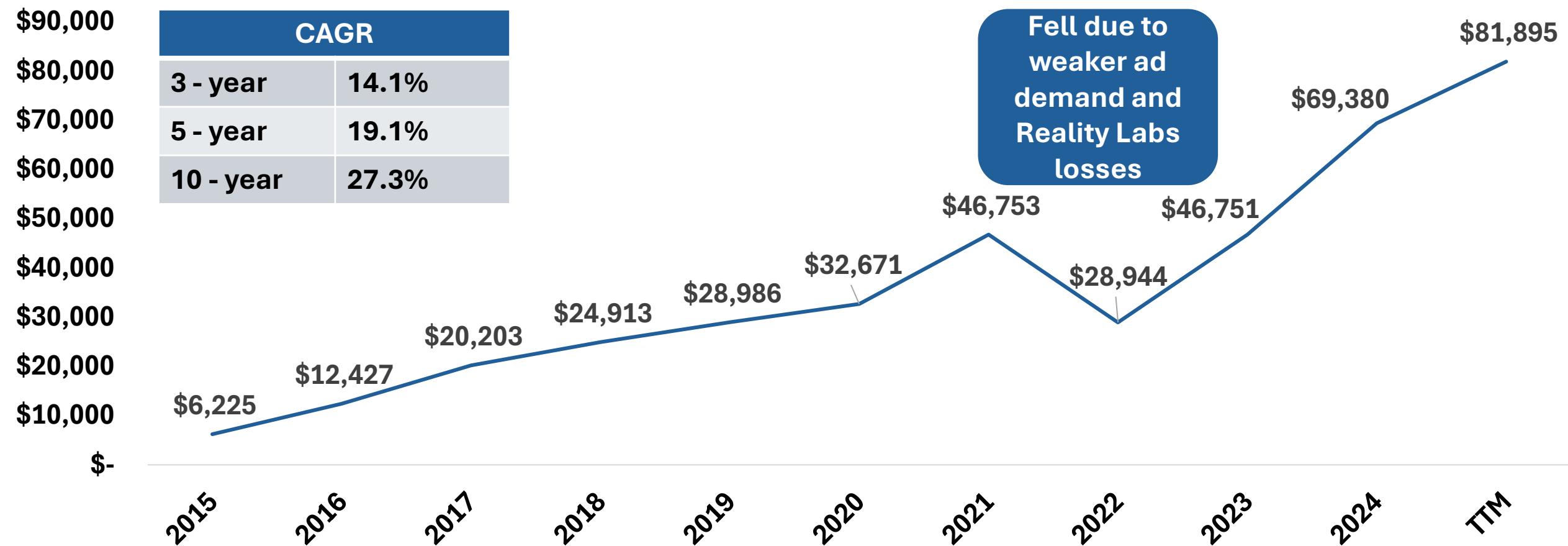
## Depreciation & Amortization





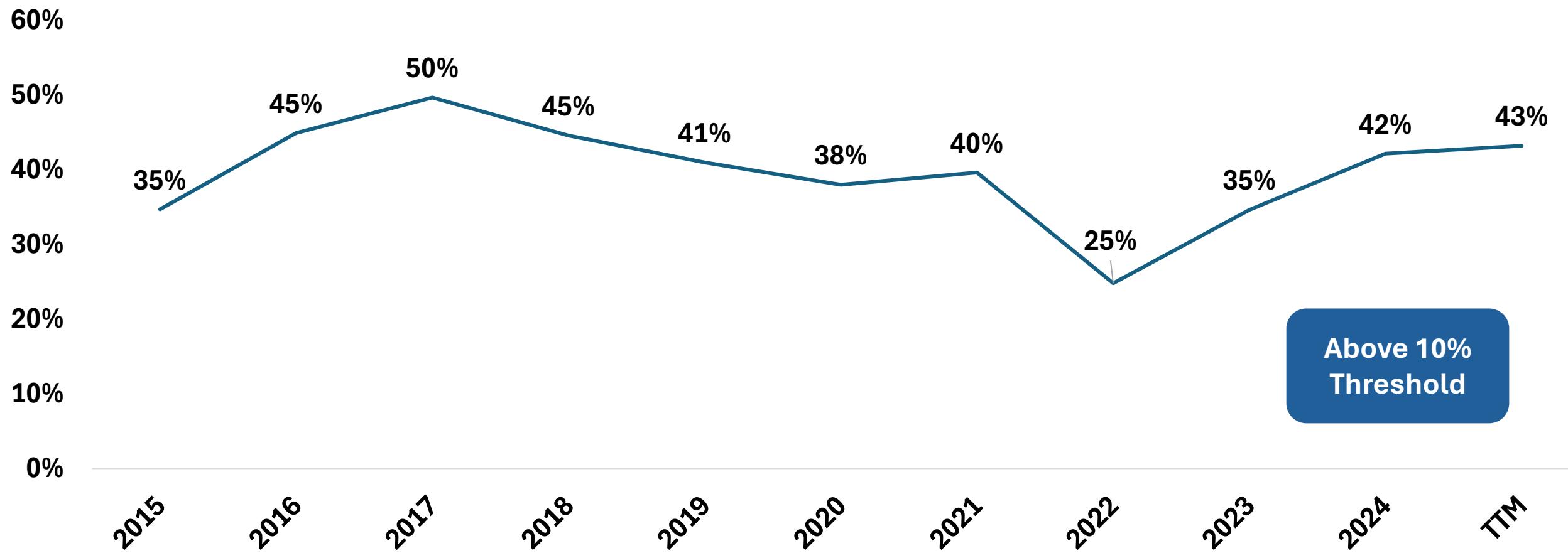
# Operating Income In Millions

Operating Income = Gross Profit – Total Operating Expenses



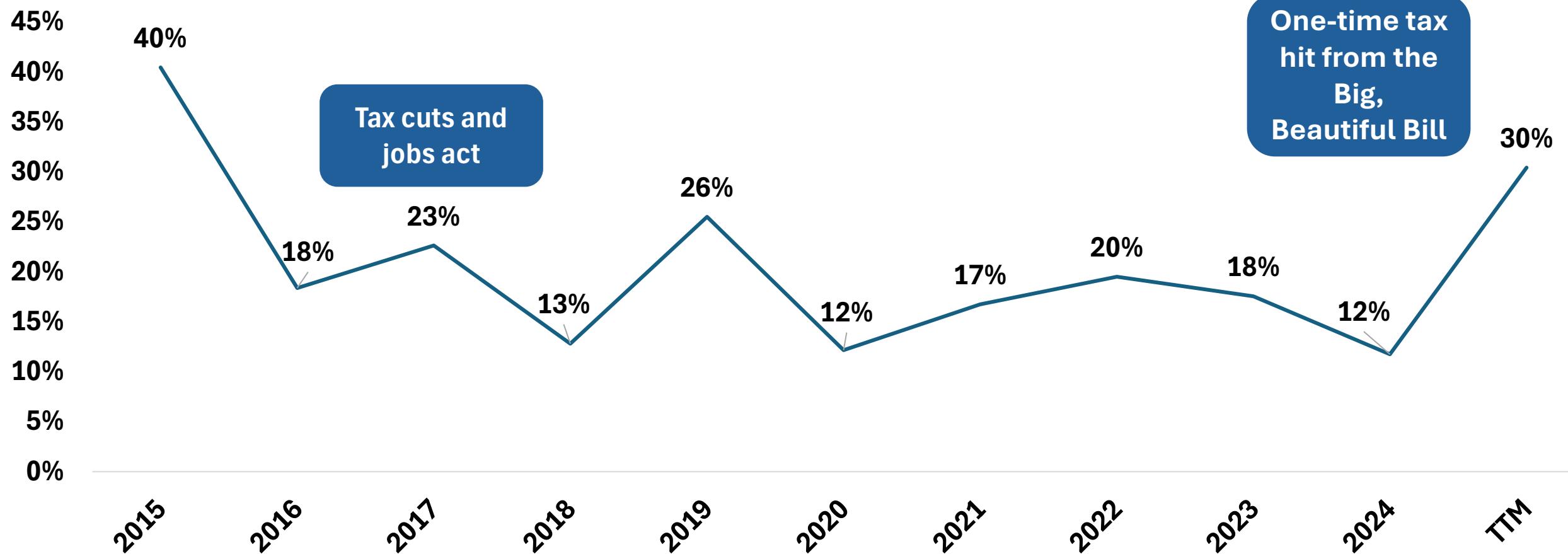
# Operating Margin %

Operating Margin = Operating Income / Revenue



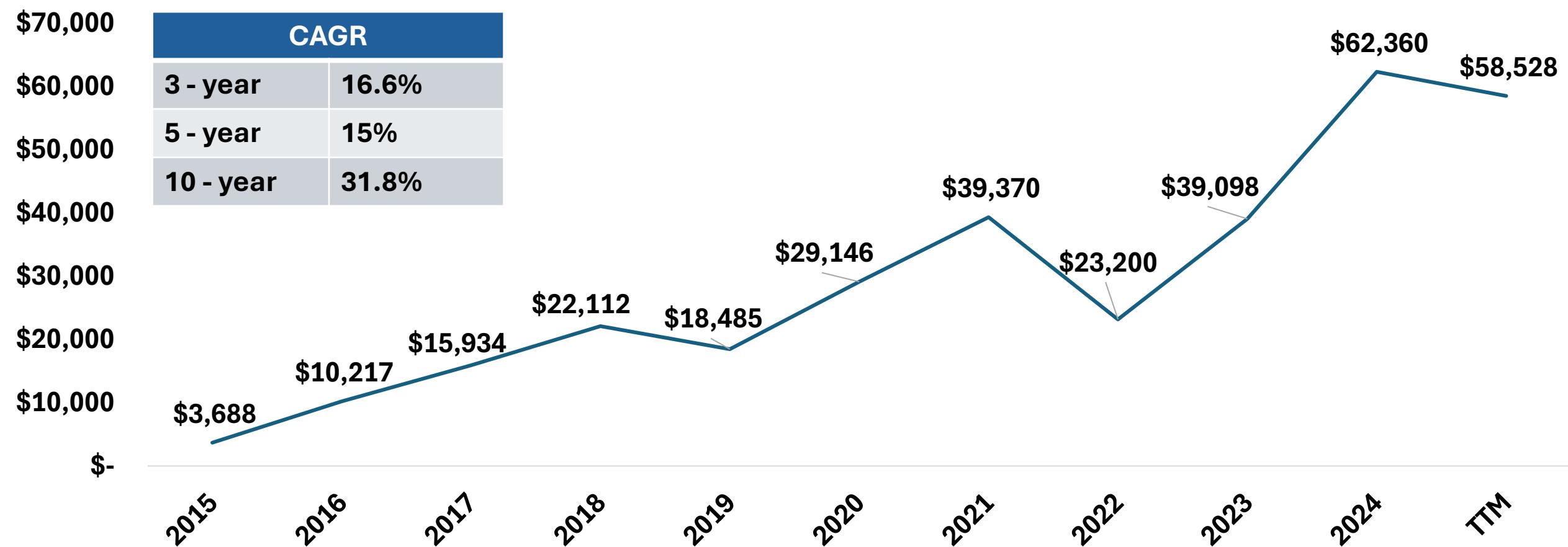


# Tax Rate



# Net Income In Millions

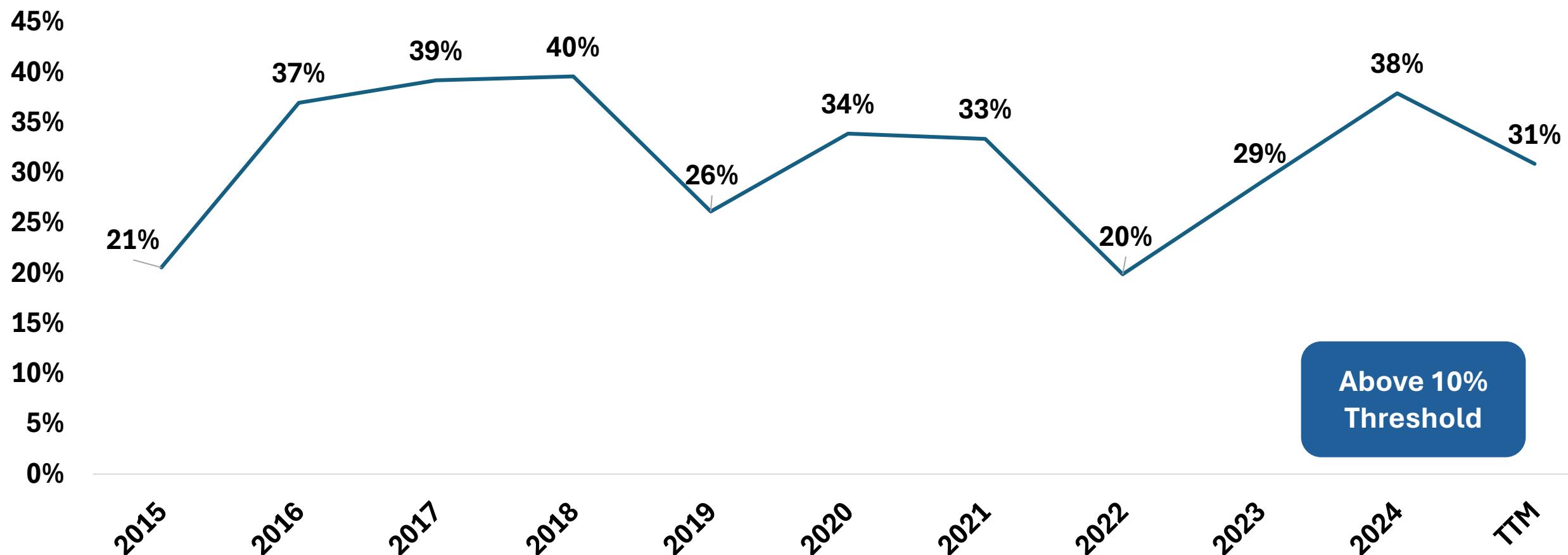
Net Income = Revenue – Expenses





# Net Margin %

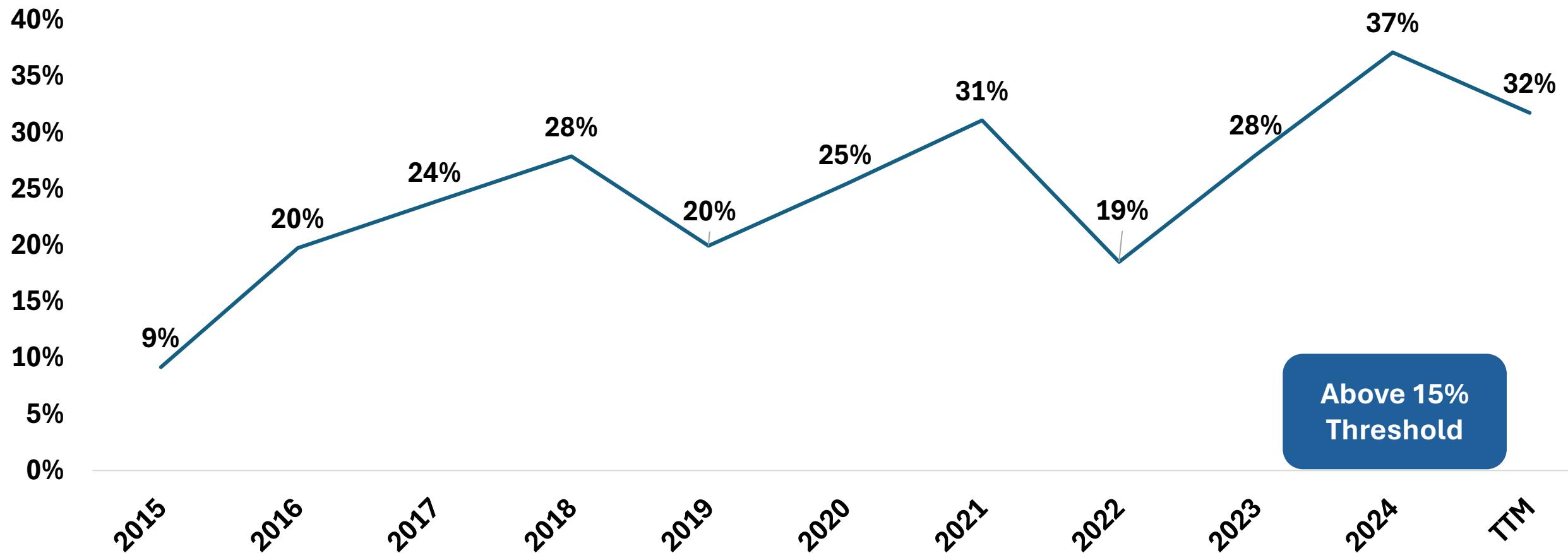
Net Margin = Net income / Revenue



Above 10%  
Threshold

# Return On Equity (ROE)

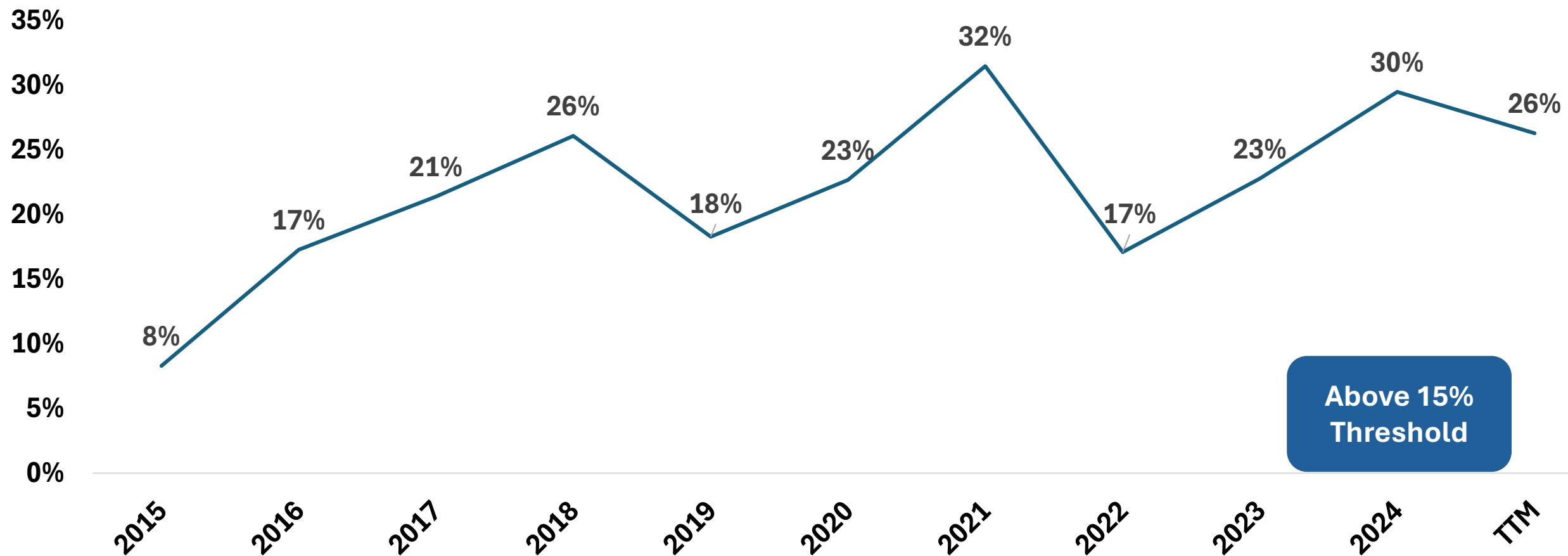
Return On Equity = Net Income / Share Holders Equity





# Return On Capital (ROC)

Return On Capital = Net Income / Shareholder's Equity + Debt





# Obligation Ratio In Millions

(+) Short- and Long-term debt	(+)28834
(+) Preferred stock	(+) 0
(+) Pension funding shortfall	(+) 0
(+) Annual leases multiplied by 7	(+)22226
(-) Marketable Securities	(-)34261
(-) Cash	(-)10187

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Divided by Annual Net Income

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**58528 = 0.1 years < 5yrs**



# Debt Maturity Schedule In Millions

Year	Total
2027	\$2,750
2028	\$1,500
2029	\$1,000
2030	\$1,000
> 5 years	\$22,584

Meta's Debt is spread out evenly

# Capital Allocation

Oscar Parga

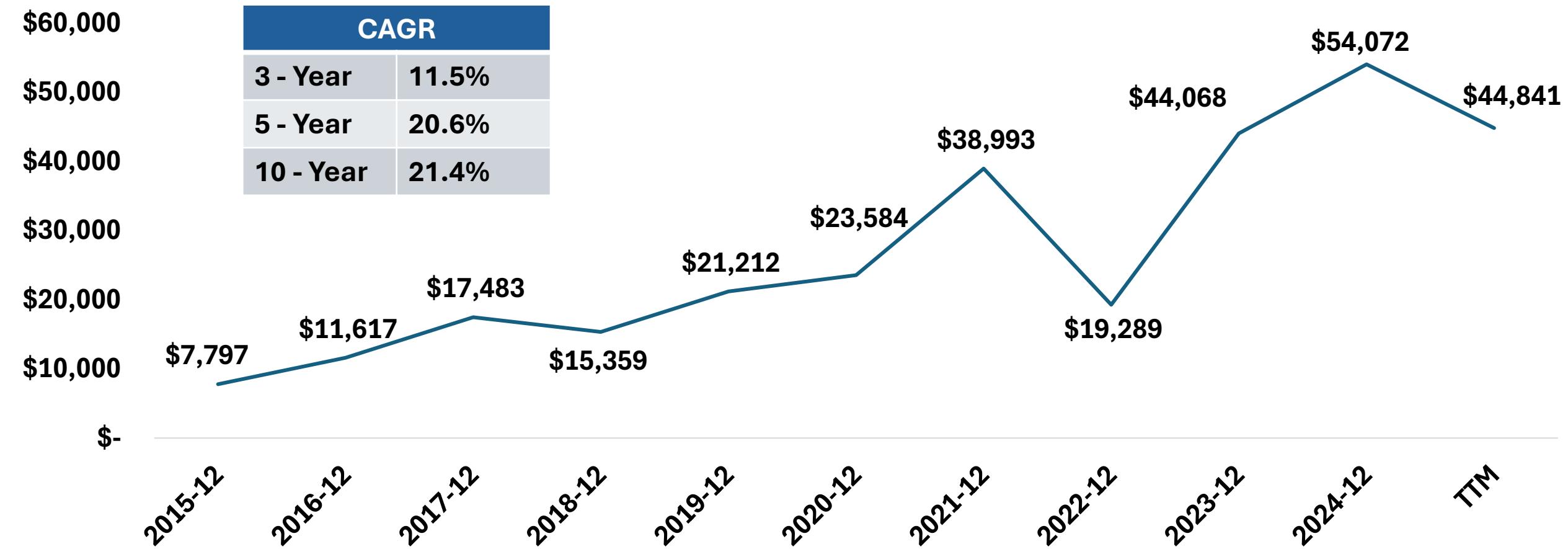


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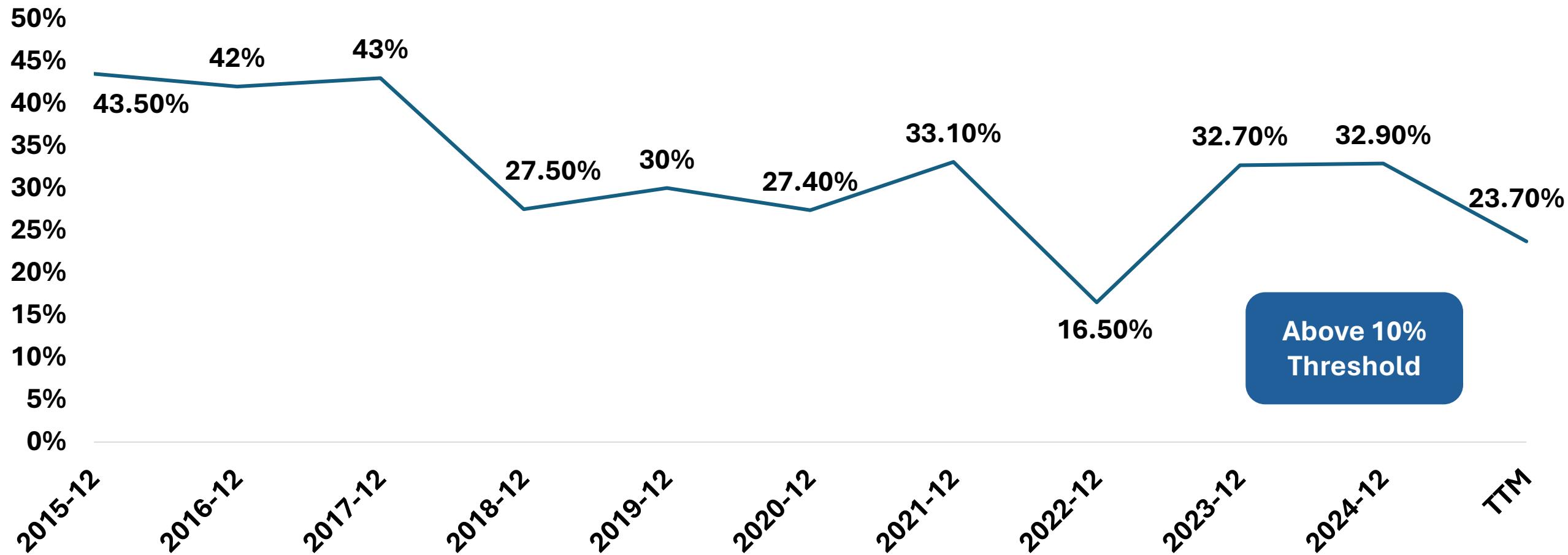
46

# Free Cash Flow



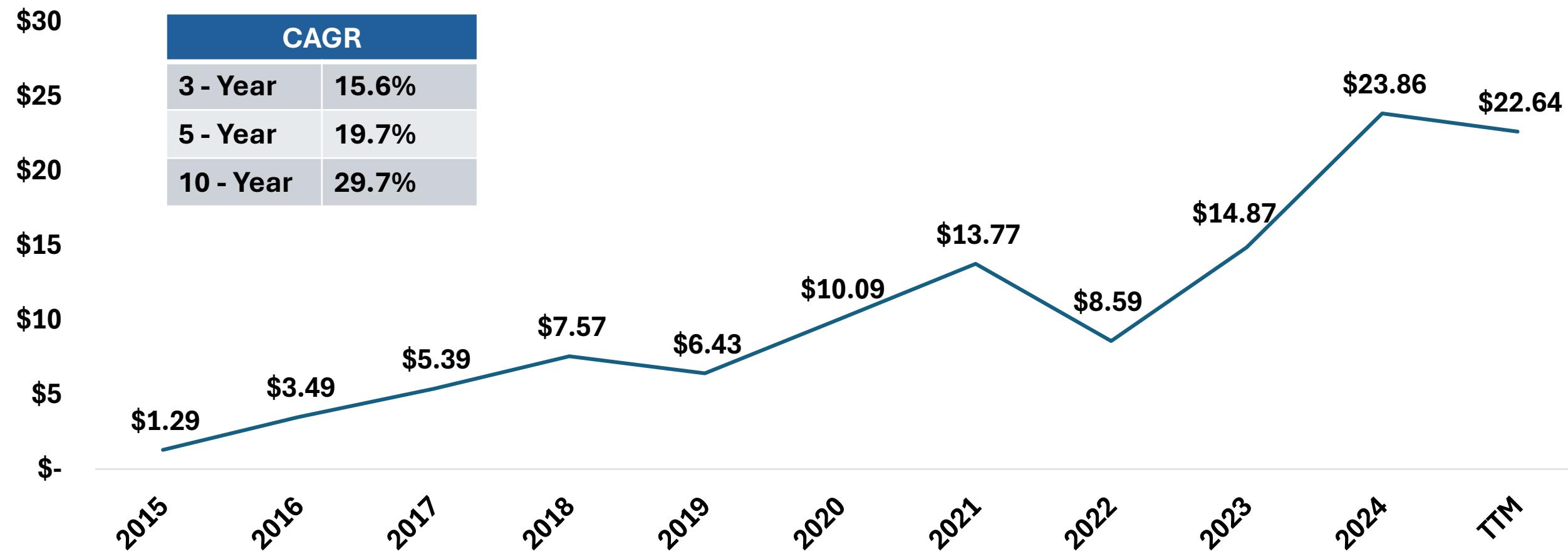
# Free Cash Flow Margin

Free Cash Flow Margin = Free Cash Flow / Revenue





# Earnings Per Share



# What can you do with Free Cash Flow?

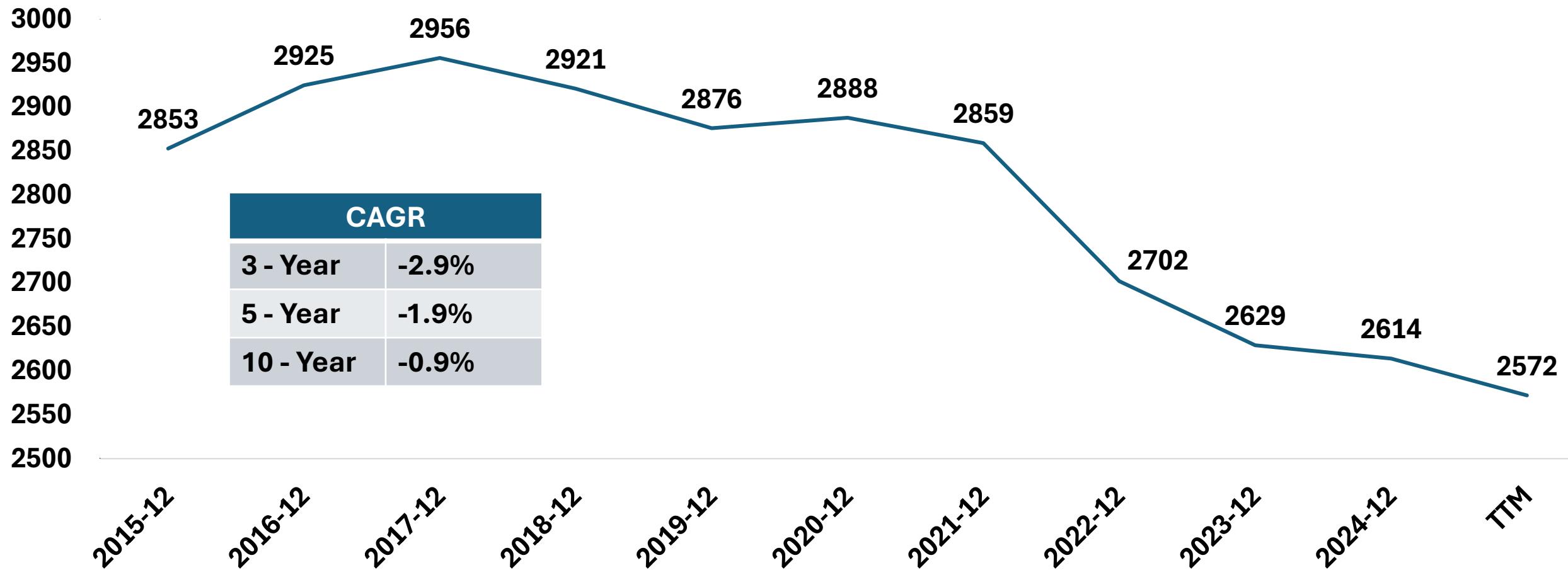


- Pay off debt
- Buyback shares
- Reinvest in the business
- Buy other business
- Pay dividends



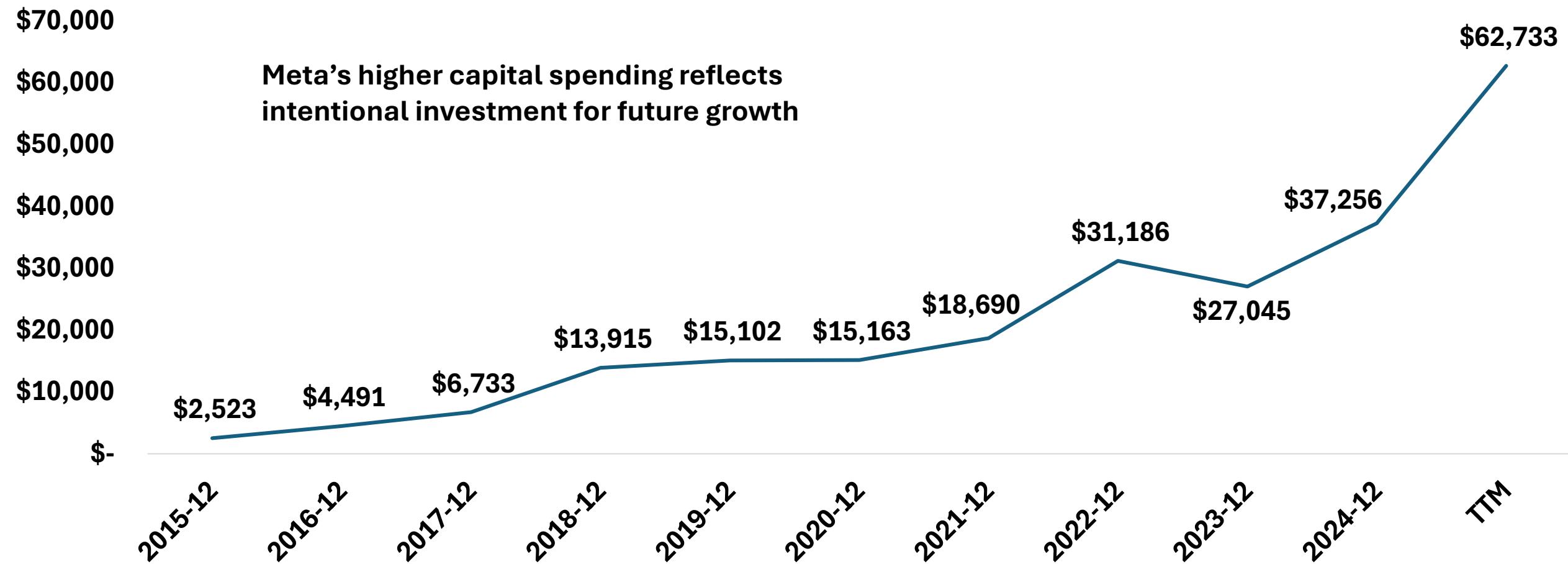


# Shares Outstanding In Millions





# Capital Expenditures In Millions



# Acquisitions



**Instagram**  
2012  
\$1 billion



**Oculus VR**  
2014  
\$2 billion



**WhatsApp**  
2014  
\$19 billion



# Dividend Payout Ratio

2024:8.3%

TTM: 9%

Our Threshold is < 60%



# Management

Oscar Parga



12/5/2025



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# Mark Zuckerberg



- **Founder, Chairman, and CEO of Meta**
- **Originally known as Facebook in 2004**
- **His focus on developing social experiences for the metaverse**
- **Holds 342.52 mil shares of Meta**

# Officers



**Susan Li**



**Javier Olivan**



**Chris Cox**



**Andrew Bosworth**

- **Chief Financial Officer**
- **CFO since 2022**
- **Joined Facebook, 2008**

- **Chief Operating Officer**
- **Joined Facebook, 2007**
- **CPO since 2022**

- **Chief Product Officer**
- **Joined Facebook, 2005**
- **CPO since 2014**
- **Leading Family of Apps**

- **Chief Tech Officer**
- **Joined Facebook 2006**
- **Established metaverse 2017**
- **Brought in \$4B/Yr to \$40B/Yr in the past 5 years**



# CEO Compensation

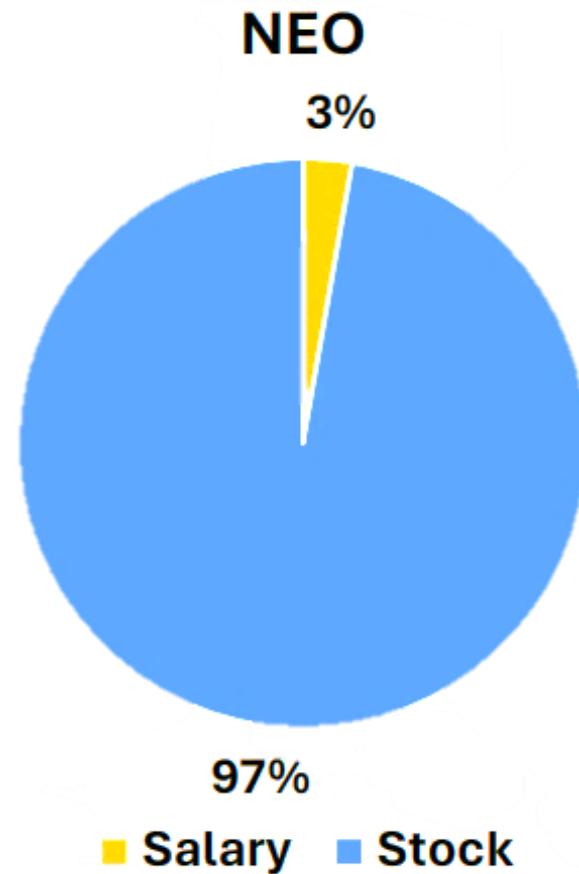
- **Salary: 0%**
  - **\$1 to Meet Management Salary Policy Requirements**
- **Stock: 0%**
- **Other compensation: 100%**
  - **Amount: \$27,219,873**
    - **Personal Security services**
    - **Security Allowances**
    - **Private Aircraft Usage**
    - **Travel-related Facility Improvement**





# NEO Compensation

- **Base Salary: 3%**
- **Stock Awards: 97%**
- **Annual bonuses: included for most NEOs (except Zuckerberg)**





# Compensation Structure



Types of Compensation	
Base Salary	Guaranteed Salary
RSUs	Restricted Stock Units (Primary Equity Vehicle)
PSUs	META Doesn't Use Performance Stock Units for Executives
All Other Compensation	Security, Travel, Aircraft, Retirement Benefits



# Exec Stock Compensation

## Key Features:

- **Most Stock compensation is RSUs**
- **No PSUs are granted**
- **RSUs vest on a quarterly schedule over four years**

## CEO Exception:

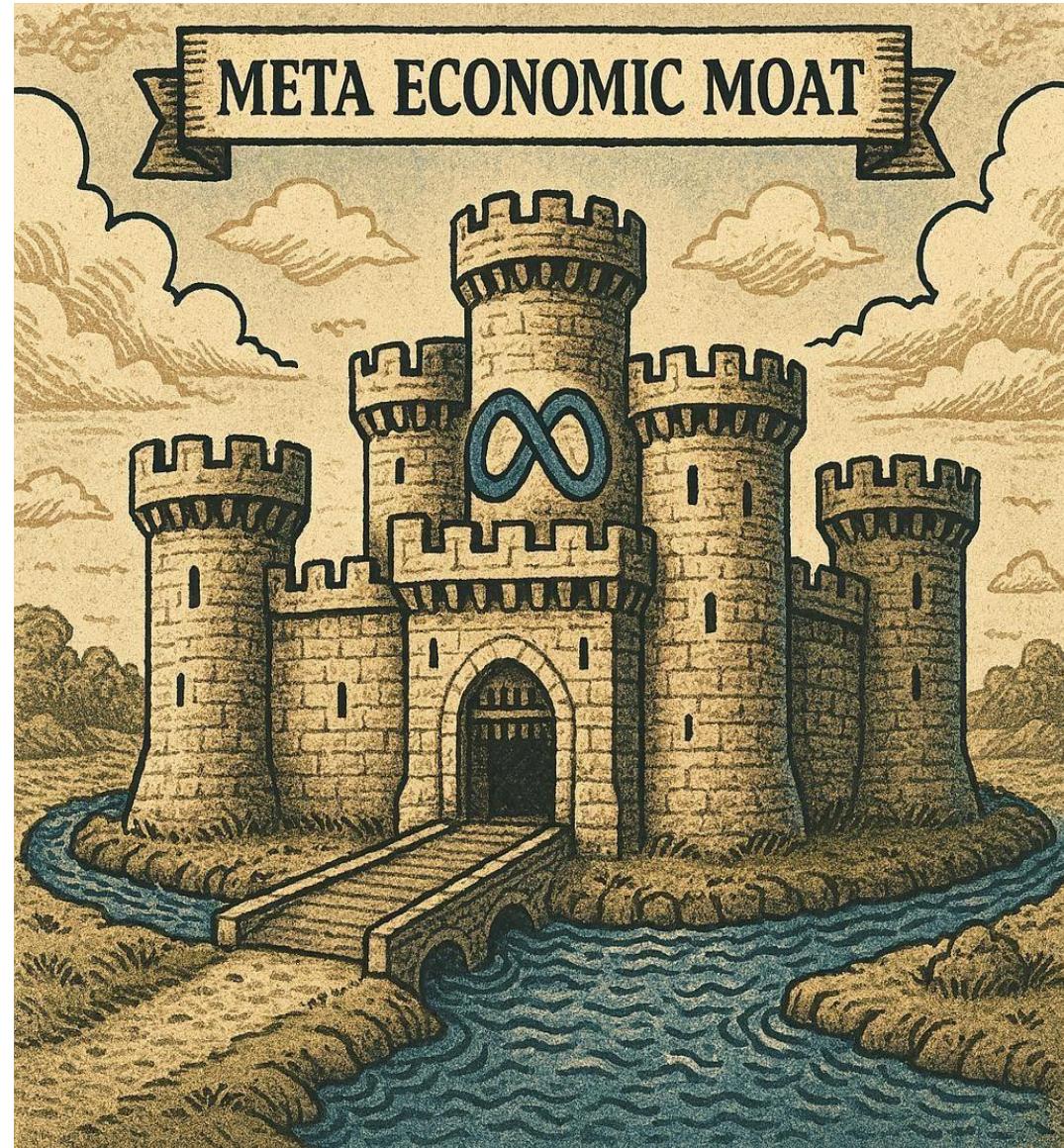
- **Zuckerberg receives no equity grants**

# Economic Moat



Christian Cadena

12/5/2025





# Economic Moat



**Network Effect**



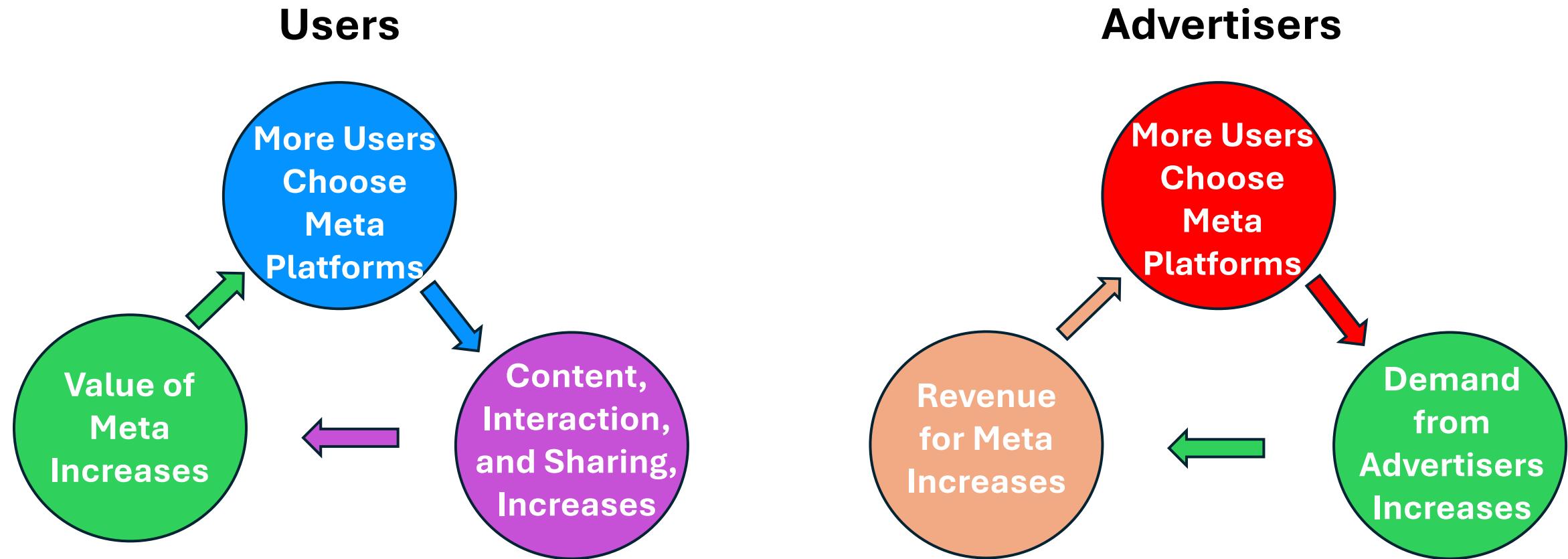
**Intangible Assets**



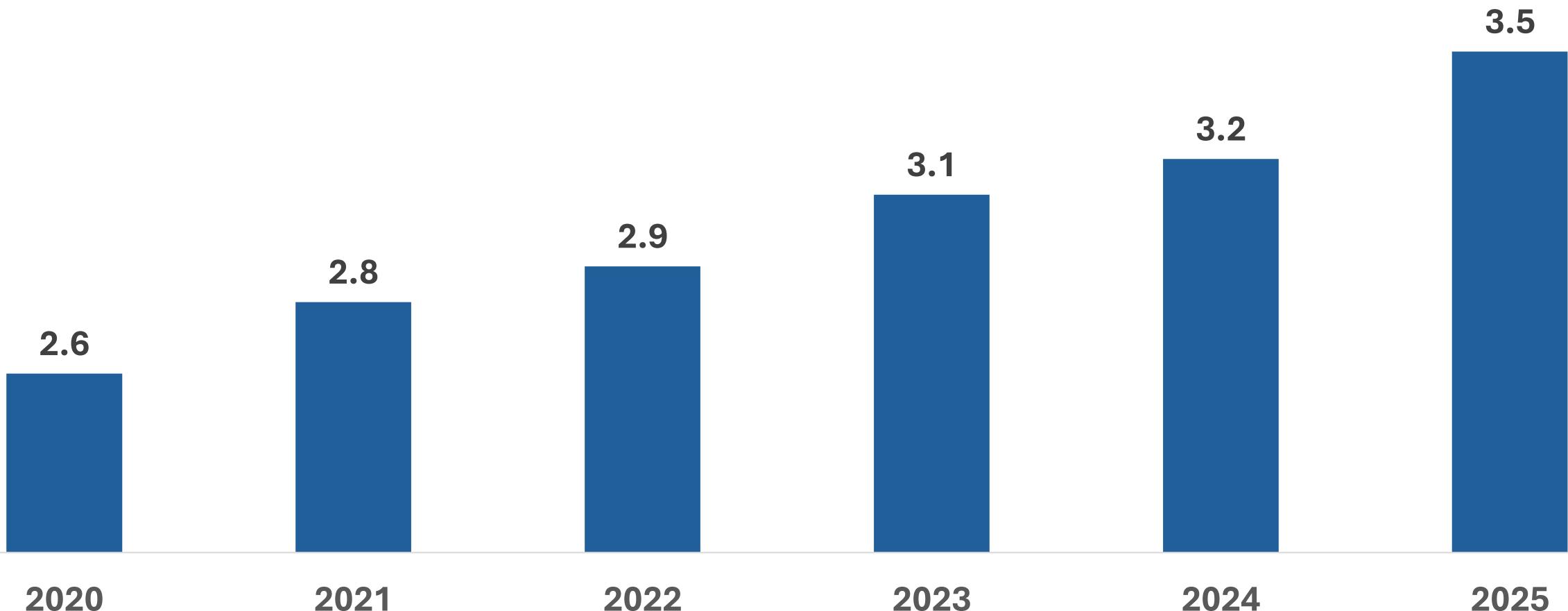
**Switching Cost**



# Network Effect – 2 Sided



# Meta Family Daily Active People in Billions



2020

2021

2022

2023

2024

2025

# Intangible Assets – Global Recognition



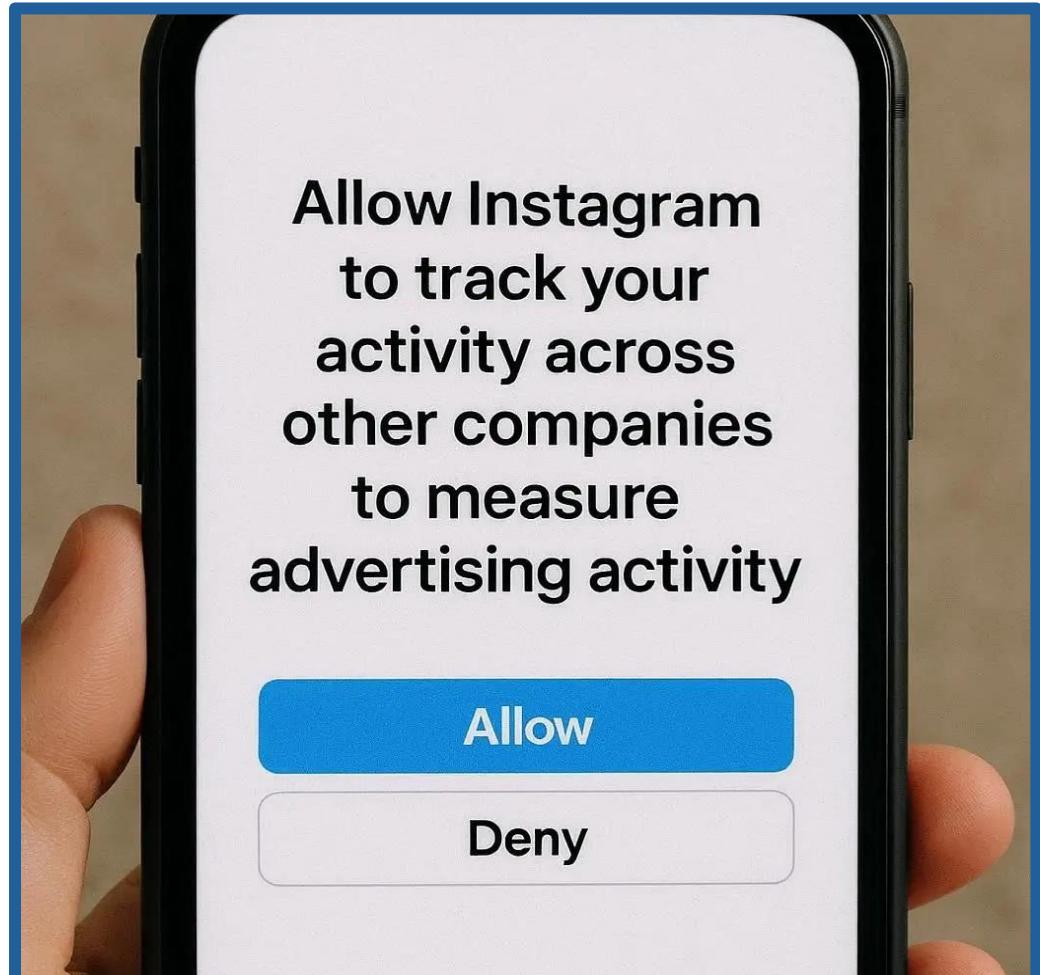
- **Meta's Family of Apps are embedded into daily life worldwide**
- **WhatsApp is the default messaging service for entire regions**
- **Meta platforms attract business because consumers are already there**
- **Brand spans all age groups**
- **Meta Apps, drive trends and communication**



# Intangible Assets – Data



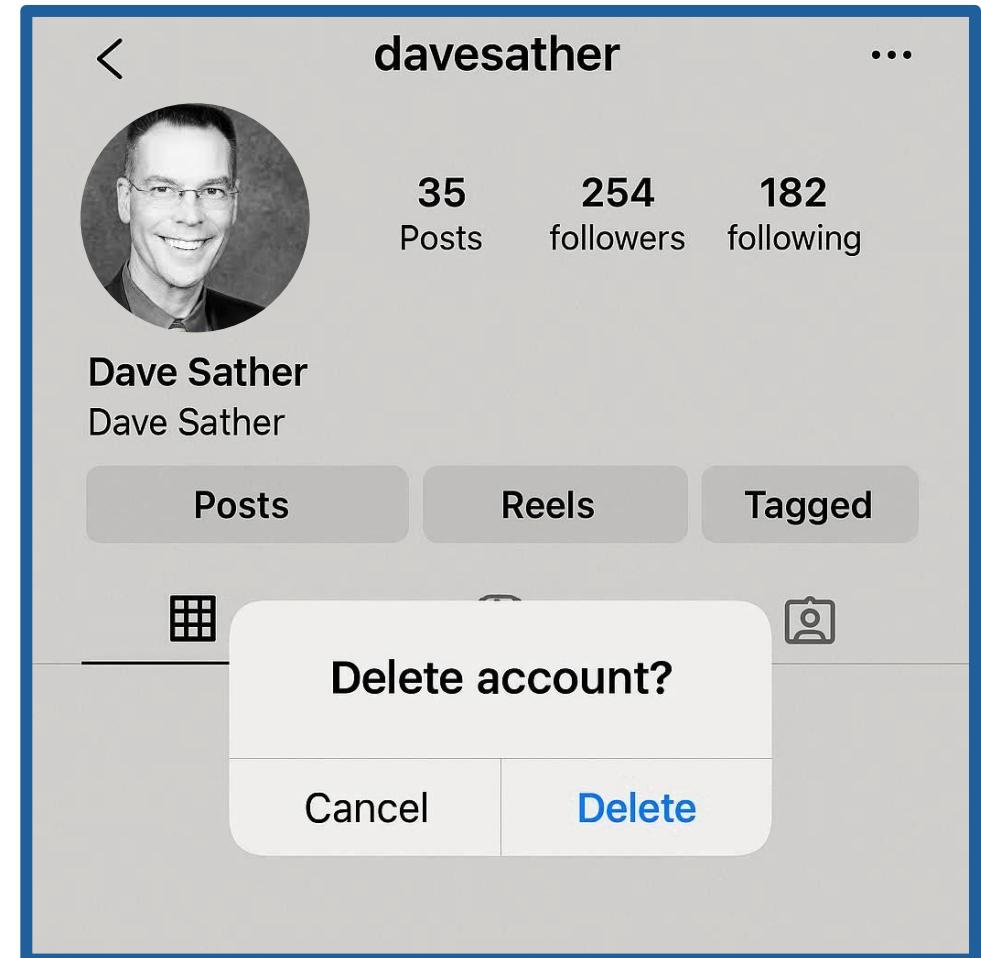
- **Meta's user base, uses its applications free of charge. Provide Meta with an audience.**
- **Meta stores data on users, such as demographic information, likes/dislikes, topics of interest, which lets advertisers target ads.**
- **Rich, high-quality data is viewed as an intangible asset, that provides competitive advantage.**





# Switching Cost

- **Although Meta platforms are free, switching away has cost for the users**
- **Loss of Social Status and Memories**
- **Business depend on Meta's ad tools and analytics**



# Competitor Analysis

Adam Shultz



# Competitors



Digital advertising  
and AI development



Mixed Reality and  
AI development



Artificial  
Intelligence

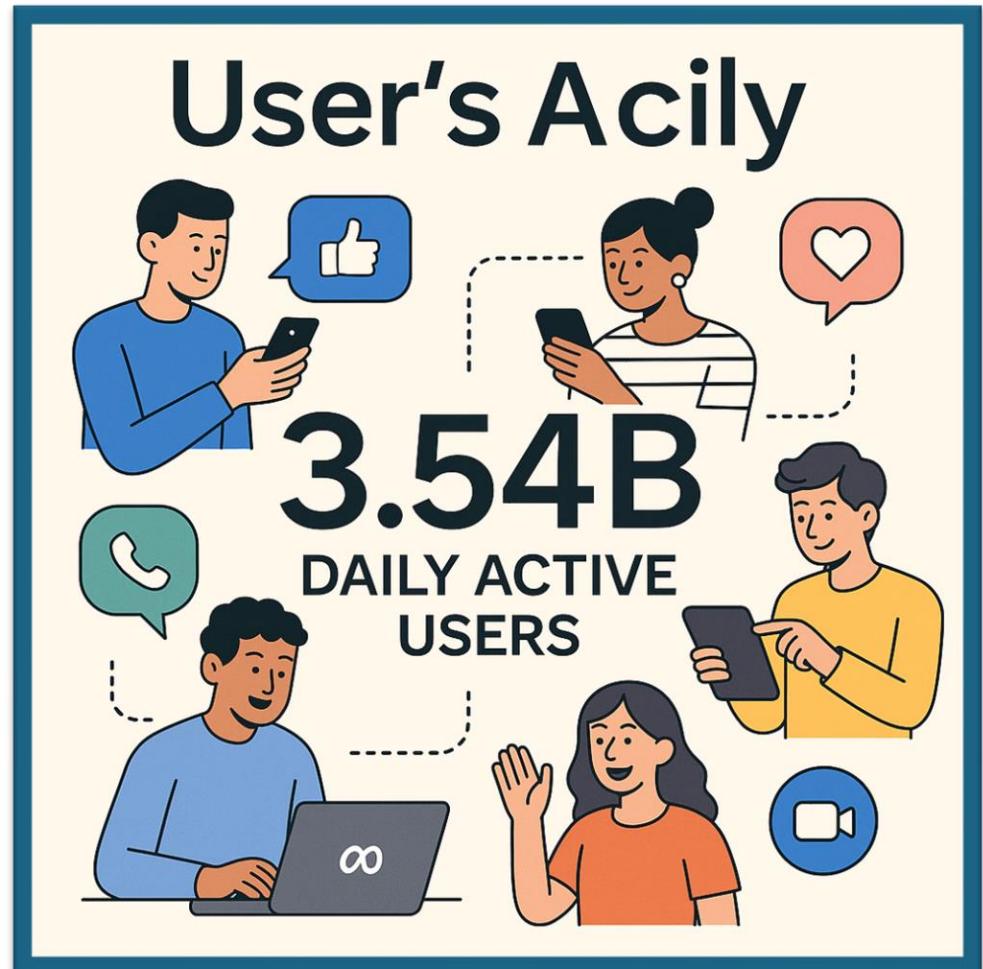


Digital advertising  
and AI development

# Users Daily



- **3.54B people use Meta daily**
- **Over half of smartphone users**
- **Facebook leads with 2.1B users**
- **Twice TikTok's daily user base**
- **Largest global social platform network**



# Operating Margin % TTM

Operating Margin = Operating Income/Revenue



70%

60%

50%

40%

30%

20%

10%

0%

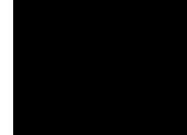
Above 10%  
Threshold



31.97%

amazon

11.02%

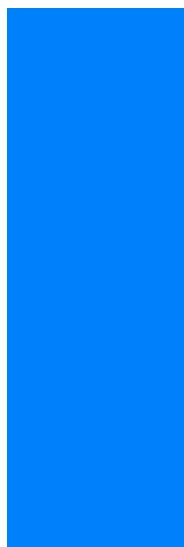


Google

32.19%



43.23%



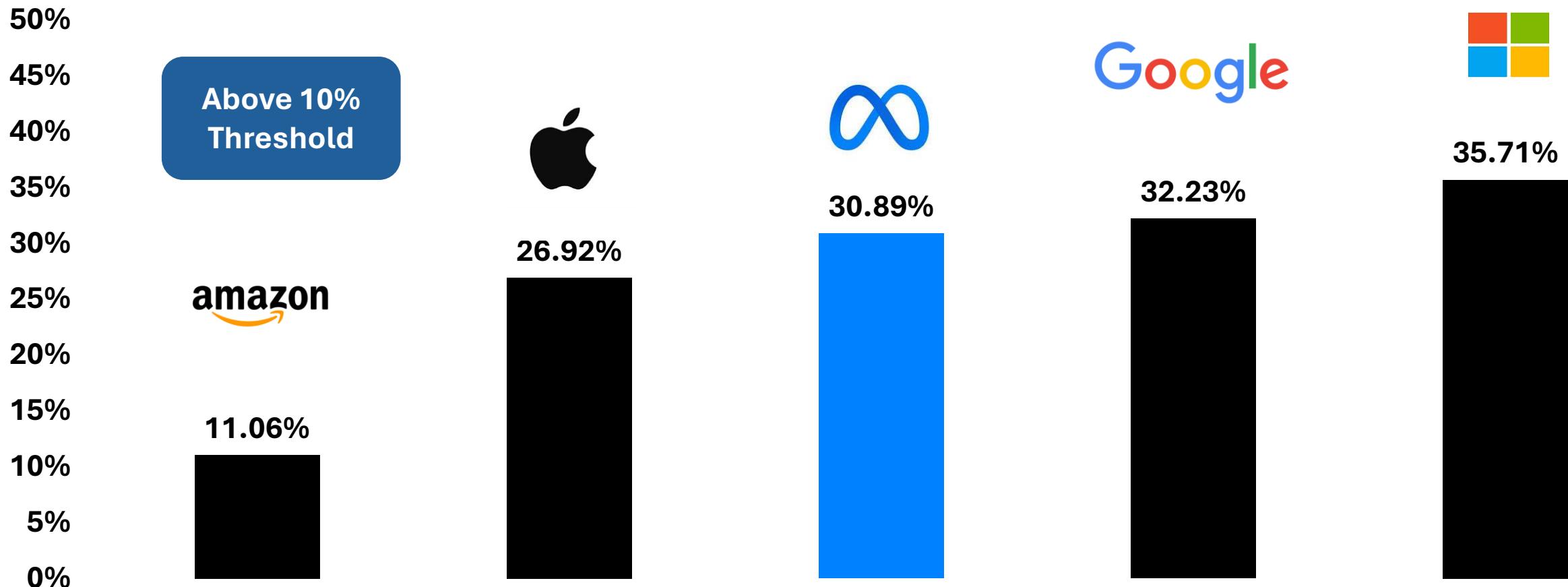
46.27%





# Net Margin % TTM

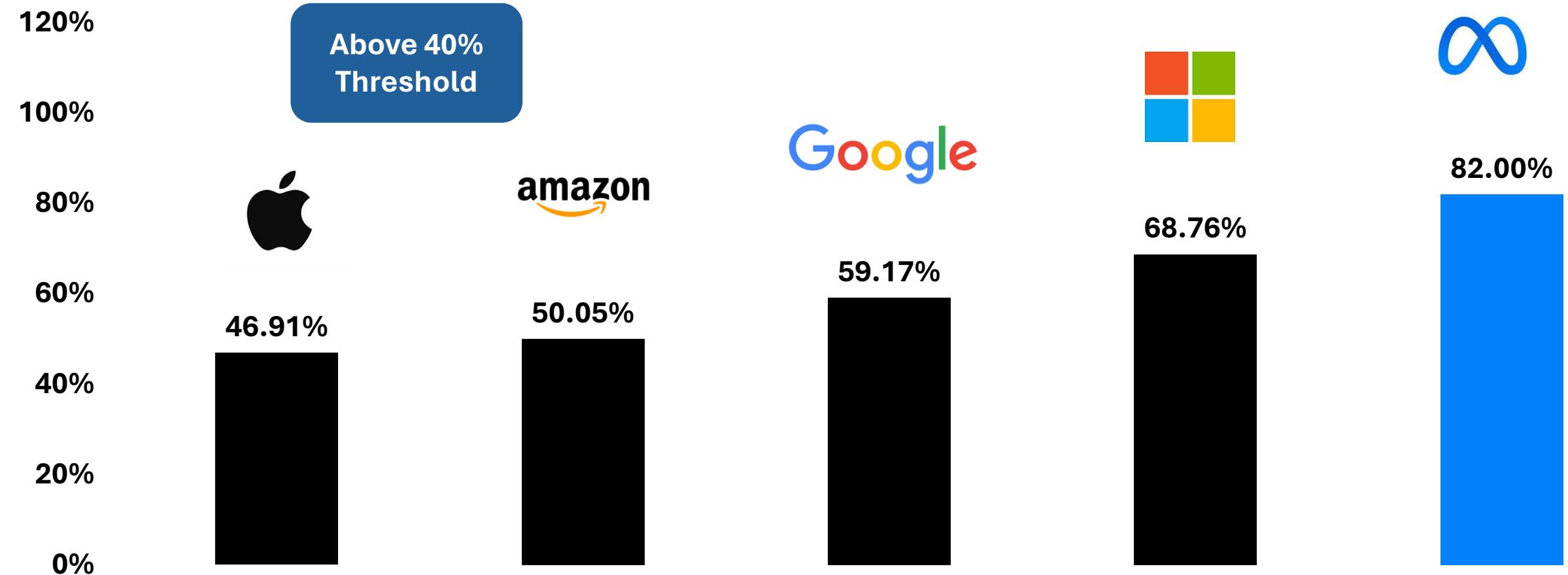
Net Margin = Net Income/Revenue





# Gross Margin % TTM

Gross Margin = Gross Profit/Revenue





# Return on Equity TTM

200%

Above 15%  
Threshold

150%

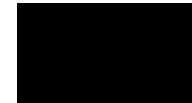
100%

50%

0%

amazon

24.60%



31.76%



32.40%

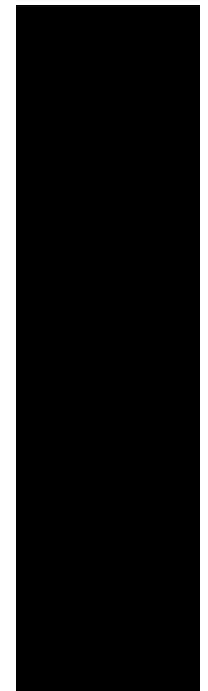


Google

35.82%

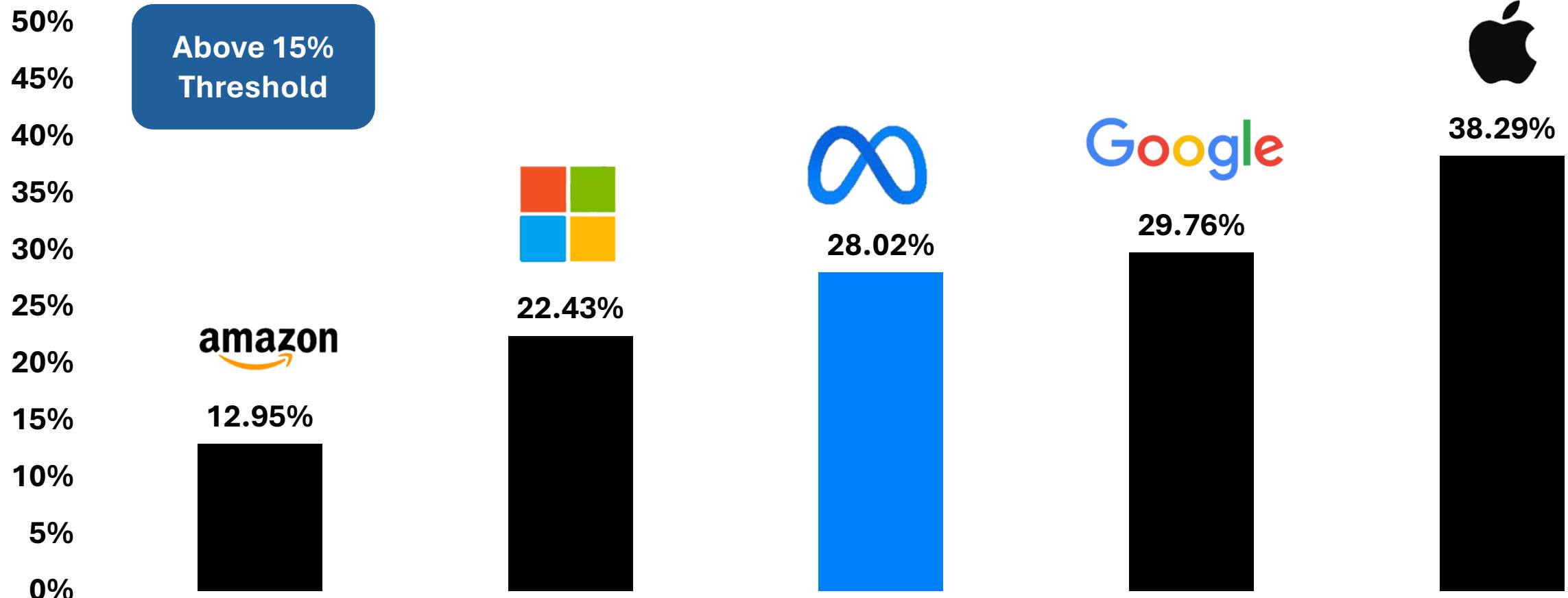


169.68%



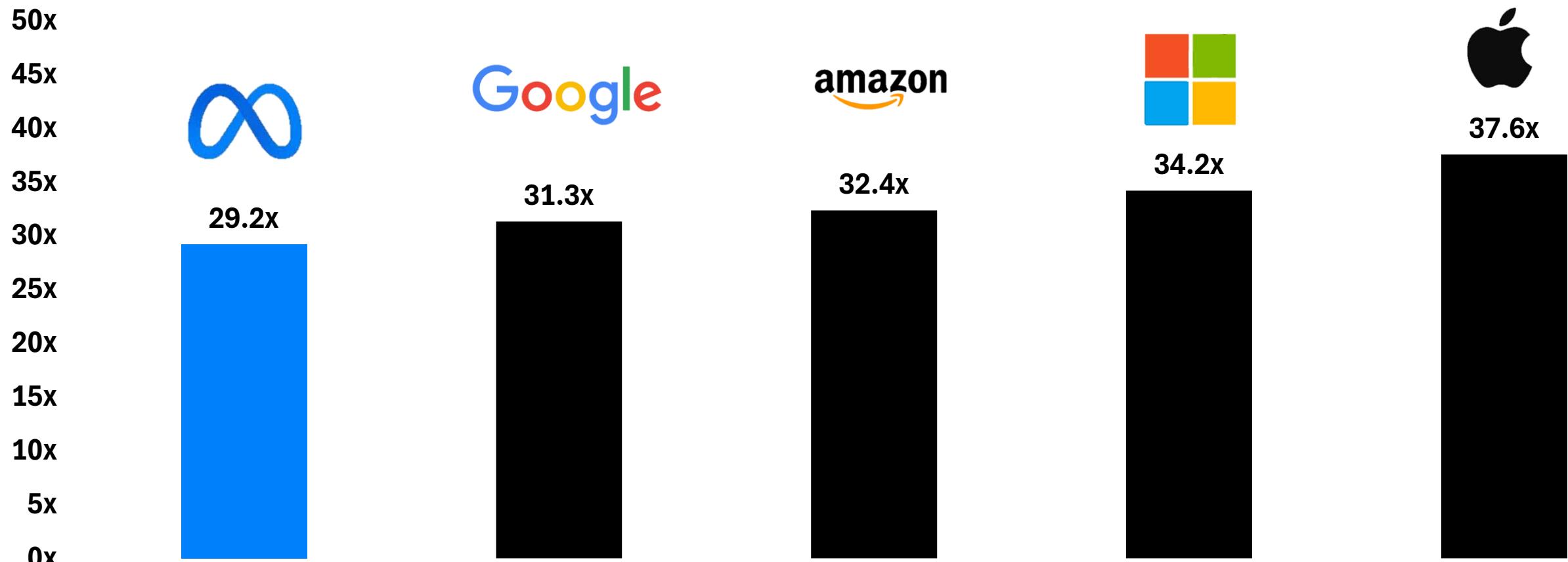


# Return on Capital TTM





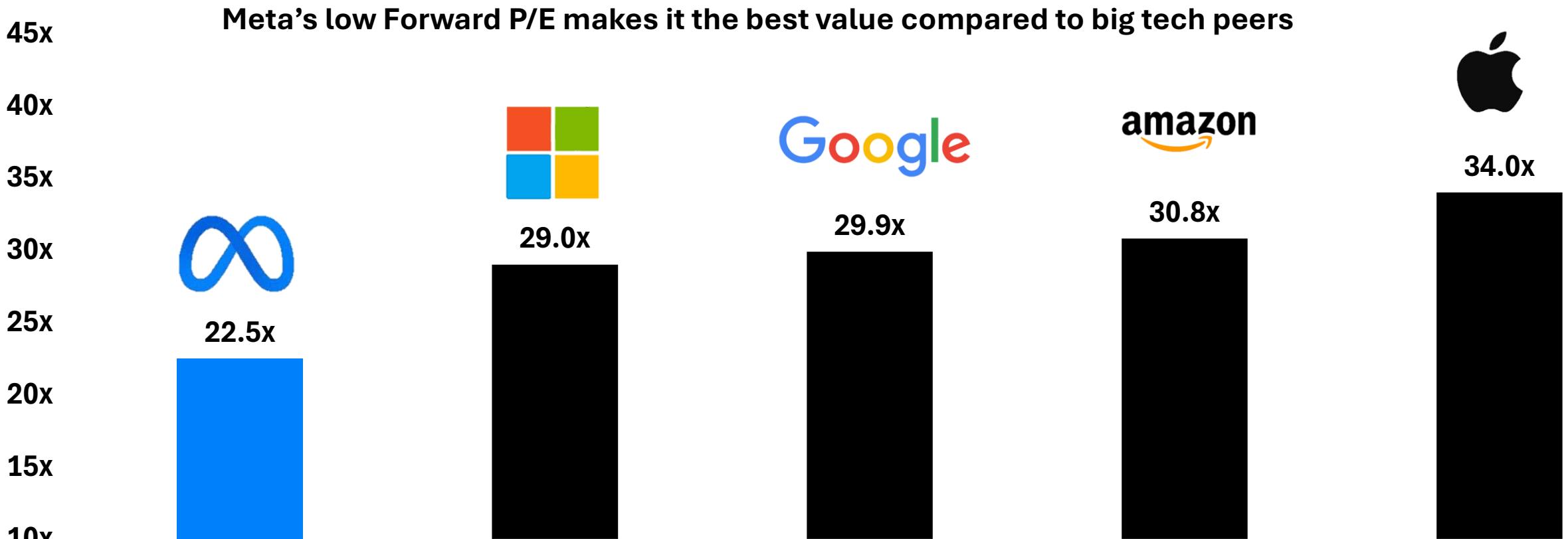
# Price-To-Earnings TTM





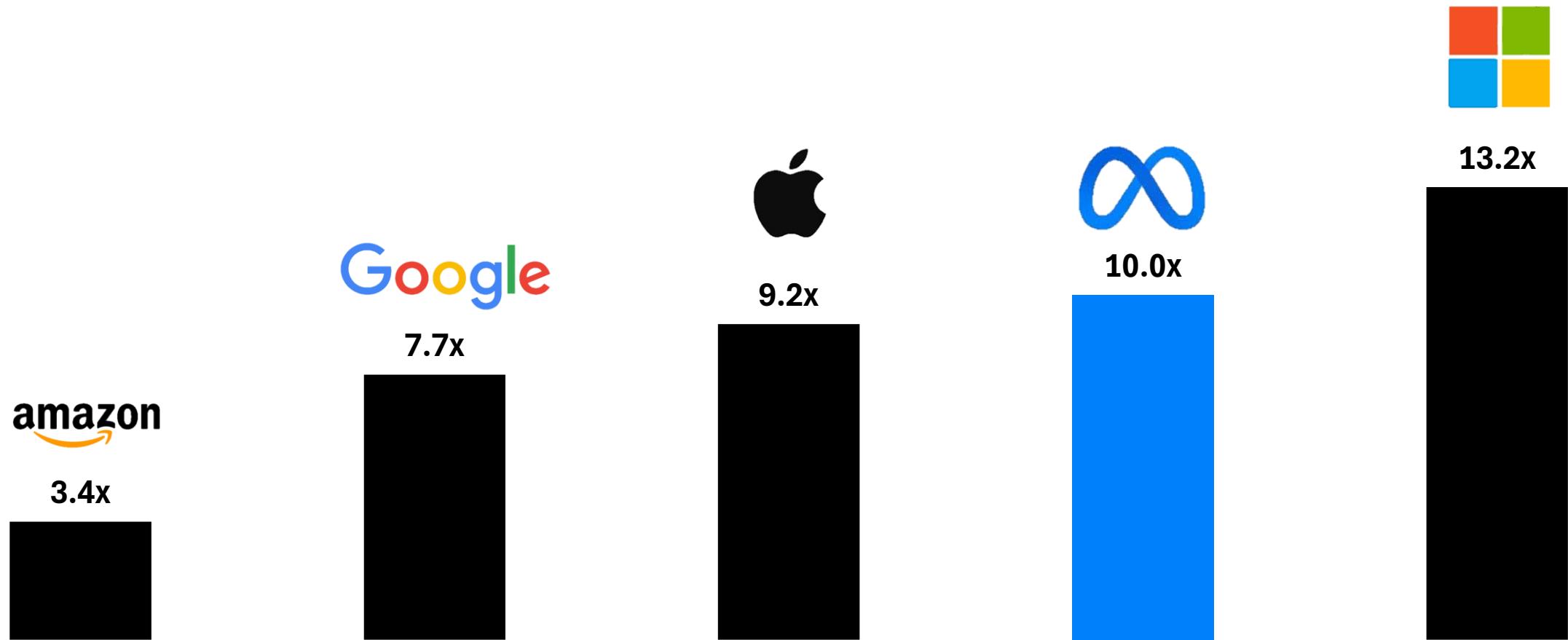
# Forward Price-To-Earnings TTM

Expected earnings over the next 12 months





# Price-To-Sales TTM

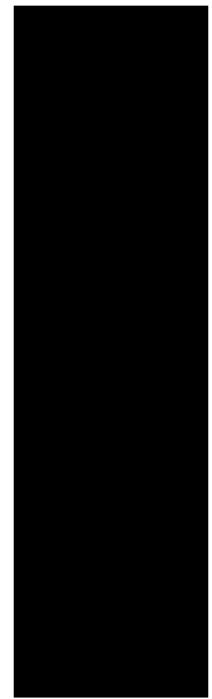




# Price-To-Book TTM

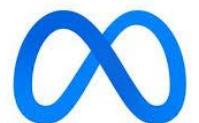


56.2x

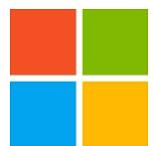
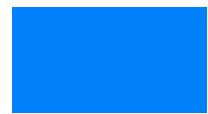


amazon

6.6x



8.6x



9.8x

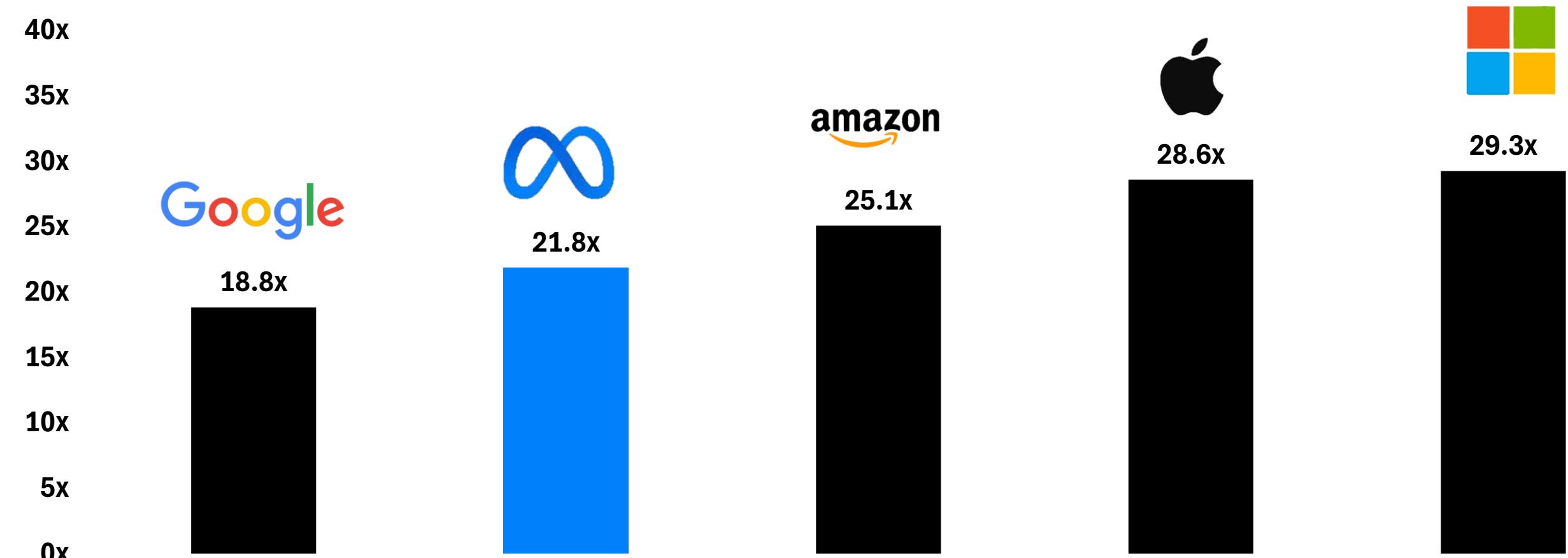


Google

9.9x



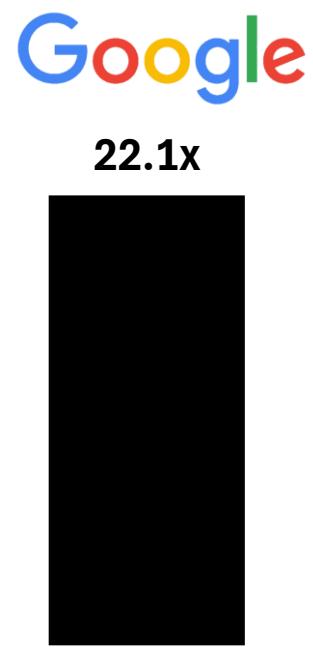
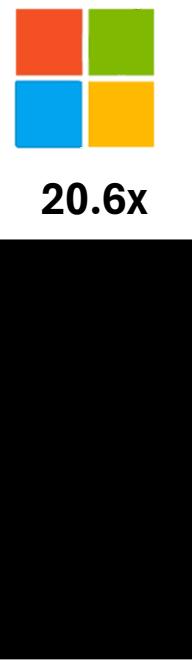
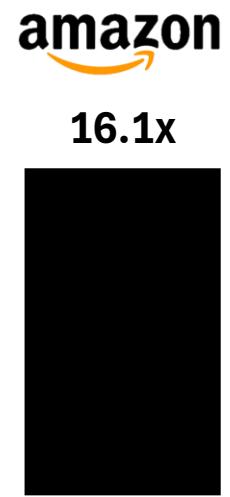
# EV-To-EBIT TTM





# EV-To-EBITDA TTM

40x  
35x  
30x  
25x  
20x  
15x  
10x  
5x  
0x





# Dupont Analysis

- An assessment of managerial efficiency by interpreting what drives returns
- $\text{ROE} = \text{assets/equity} \times \text{sales/assets} \times \text{net income/sales}$  (Dupont)



# Net Profit Margin TTM

Net income/sales

Net Profit Margin increasing = becoming more profitable 

Company	Net Profit Margin
MSFT	35.71%
GOOG	32.23%
META	30.89%
AAPL	26.92%
AMZN	11.06%



# Asset Turnover TTM

## Sales/assets

Asset Turnover increasing = assets are being used more efficiently to generate sales



Company	Asset Turnover
MSFT	2.2x
META	1.6x
GOOG	1.4x
AMZN	1.1x
AAPL	0.9x



# Equity Multiplier TTM

## Assets/equity

Equity Multiplier increasing = using more debt to boost returns 

Company	Equity Multiplier
AAPL	4.9x
AMZN	2.0x
MSFT	1.8x
META	1.6x
GOOG	1.4x



# Obligation Ratio TTM

Company	Obligation Ratio
AMZN	0.5x
AAPL	0.4x
META	0.1x
MSFT	-0.4x
GOOG	-0.5x



# Price-To-Earnings Growth Ratio TTM

Meta shows the strongest value with the lowest PEG ratio

Company	PEG Ratio
AAPL	3.69x
MSFT	2.43x
GOOG	1.92x
AMZN	1.84x
META	1.29x

# Risk Factors



Christian Cadena

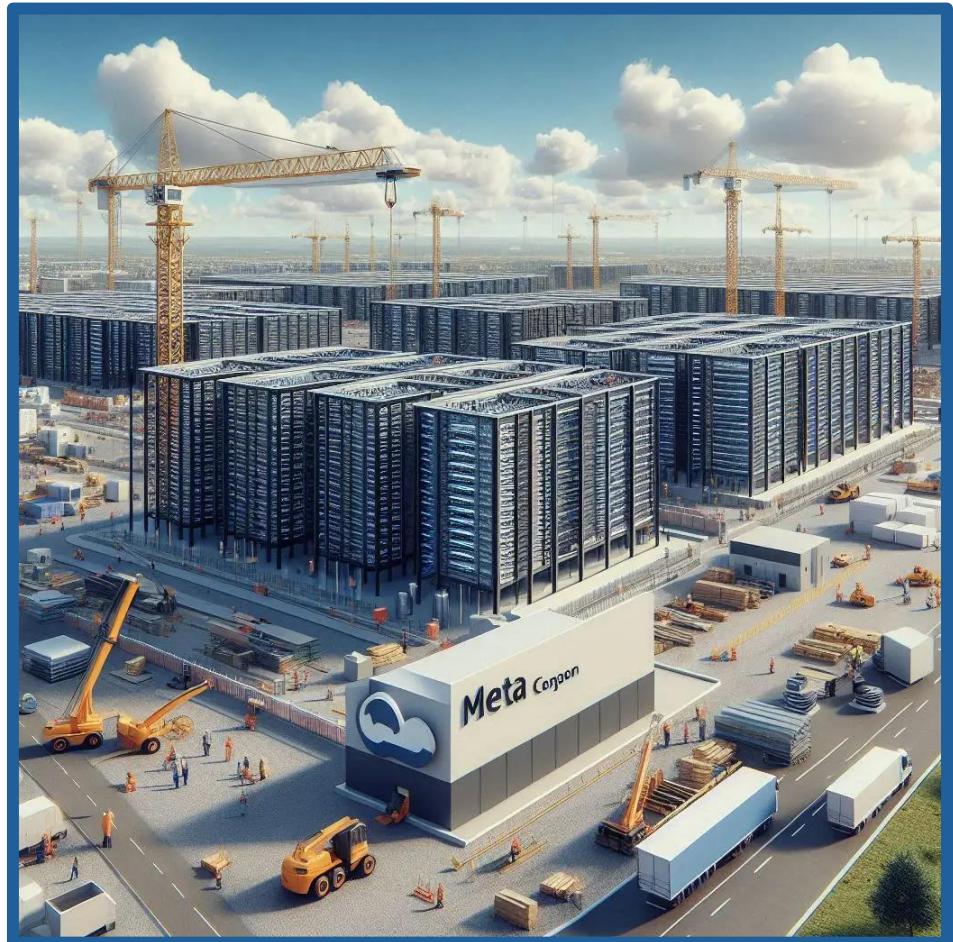
12/5/2025



# Capital Expenditure into AI



- Meta plans to spend 72 billion in 2025, with a projected 600 billion by 2028 into AI infrastructure
- Focused on state-of-the-art AI data centers, high-capacity GPU's, and necessary network infrastructure
- Meta has invested 15 billion in a partnership with Scale AI to help develop its models.



# Capital Expenditure into AI



- **Meta has recruited top AI talent from competitors like OpenAI, Google, and Apple.**
- **Taken on excessive amount of debt including a 27 billion “ off-balance sheet “ agreement with Blue Owl Capital, plans to raise and additional 29 billion**
- **Main concern is the Return on investment (Investment like these take years to pay off )**

# AI Infrastructure Monetization Risk



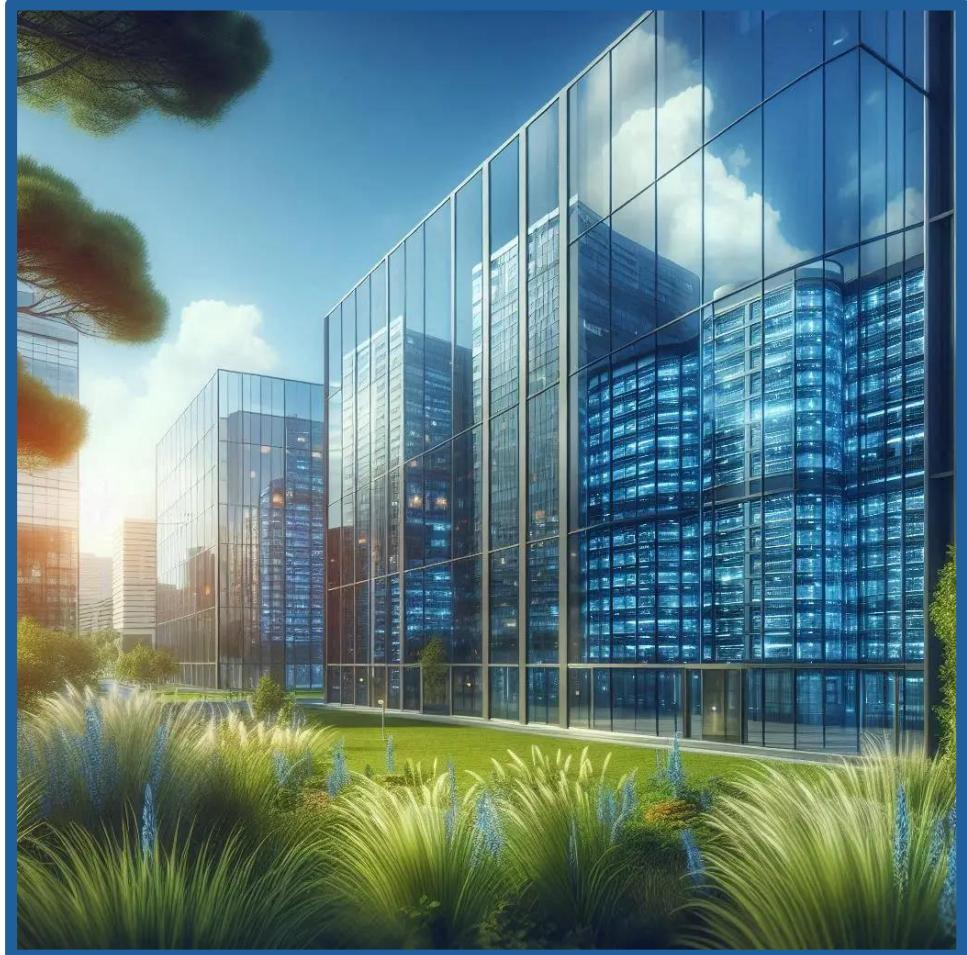
- Billions spent scaling Llama, and AI agents across apps.
- Meta has no clear revenue model for AI yet
- Investment is high, but monetization still unclear



# Positive Outlook on CapEx



- Already using AI for ad delivery, making it more effective, improving advertisers return on investment
- AI infrastructure could help diversify revenue streams. As AI becomes more central in people's life, competitors need to match META's capital expenditure
- Meta's social media legacy remains a powerhouse among competitors.





# Overdependence on Ad Revenue



- **97% of Meta's revenue comes from ads.**
- **If ad markets or targeting effectiveness falter, Meta has no backstop.**
- **AI and Reality Labs are long-term investment's, ad revenue is still the engine to Meta today.**

# Litigation Risk



- On November 18<sup>th</sup>, 2025 U.S judge ruled that Meta does not have a monopoly on social media market
- Meta must follow adequate data privacy and security regulations
- Currently in ongoing case about privacy issues in Europe.



# Competitive Threats



- **TikTok remains Meta's direct threat**
- **Google, Amazon catching a growing share of digital ad market**
- **Meta has responded to threats in the past**



# Growth Opportunities



**Jaiden Conrad**

12/5/2025





# Avenues For Expansion

Metaverse and Virtual Reality

International Market Expansion

Ecommerce and Social Commerce

AI and Personalized Advertising



# Metaverse and Virtual Reality



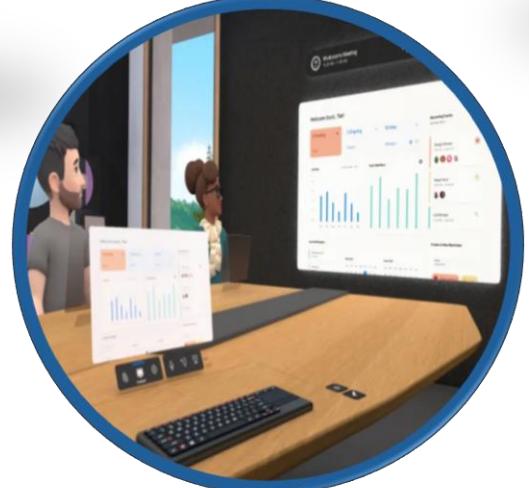
**What is the Metaverse?**-A virtual 3D digital world where people can interact, work, socialize, and play using virtual and augmented reality

## How can they grow profit?

- Hardware Sales
- Virtual Ads
- Workplace Tools and Subscriptions
- Data Monetization



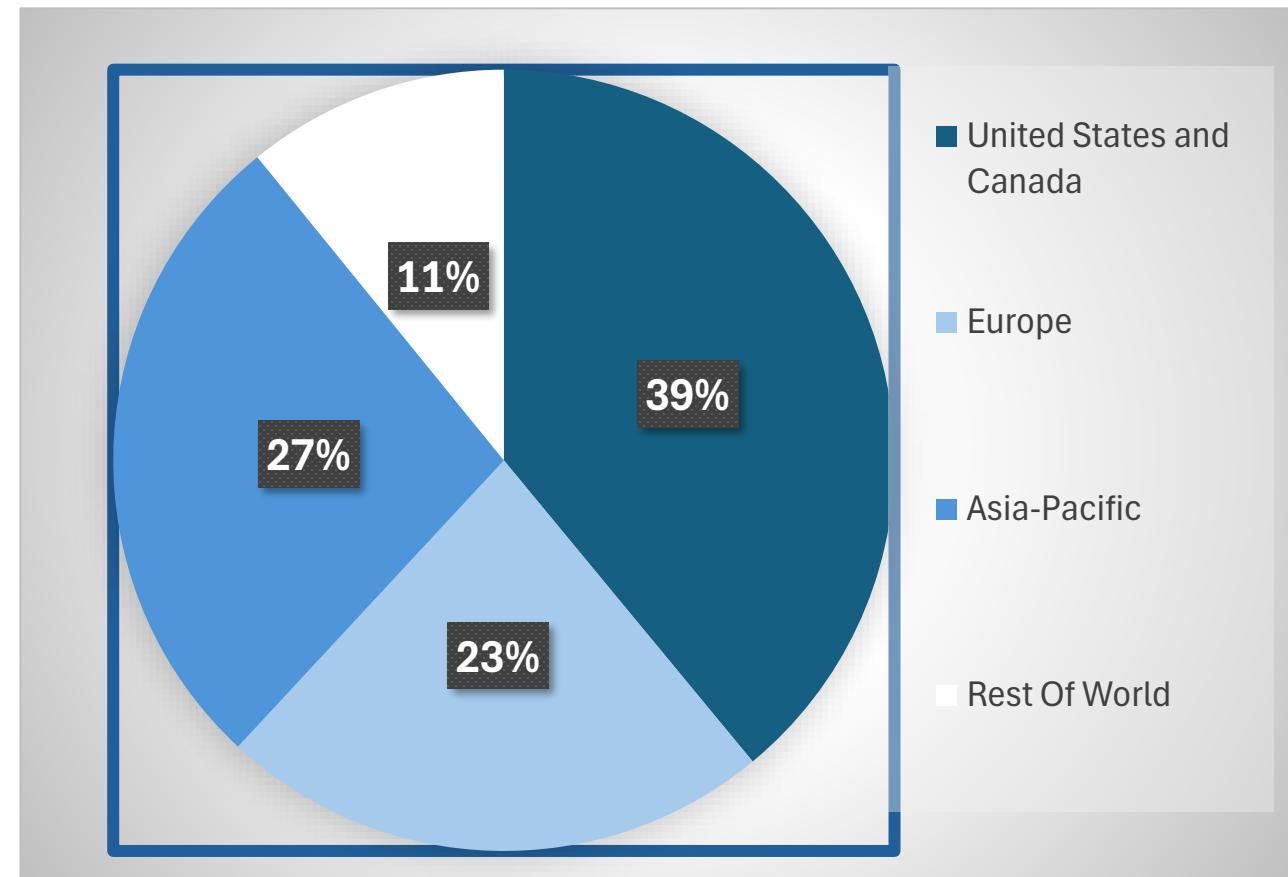
Horizon Workplace





# International Market

- **Emerging Markets Are High-Growth**- Asia, Africa, and Latin America still have large populations with rising internet adoption
- **WhatsApp**- remains the default messaging service in many countries with WhatsApp being severely under monetized.



# Ecommerce and Social Commerce



- **What E-Commerce Means for Meta?**
- Buying and selling of products directly inside Meta's apps
- Meta earns transaction-based revenue as well as creating a
- discovery → purchase → payment” pipeline

## Why Social Commerce Is Powerful?

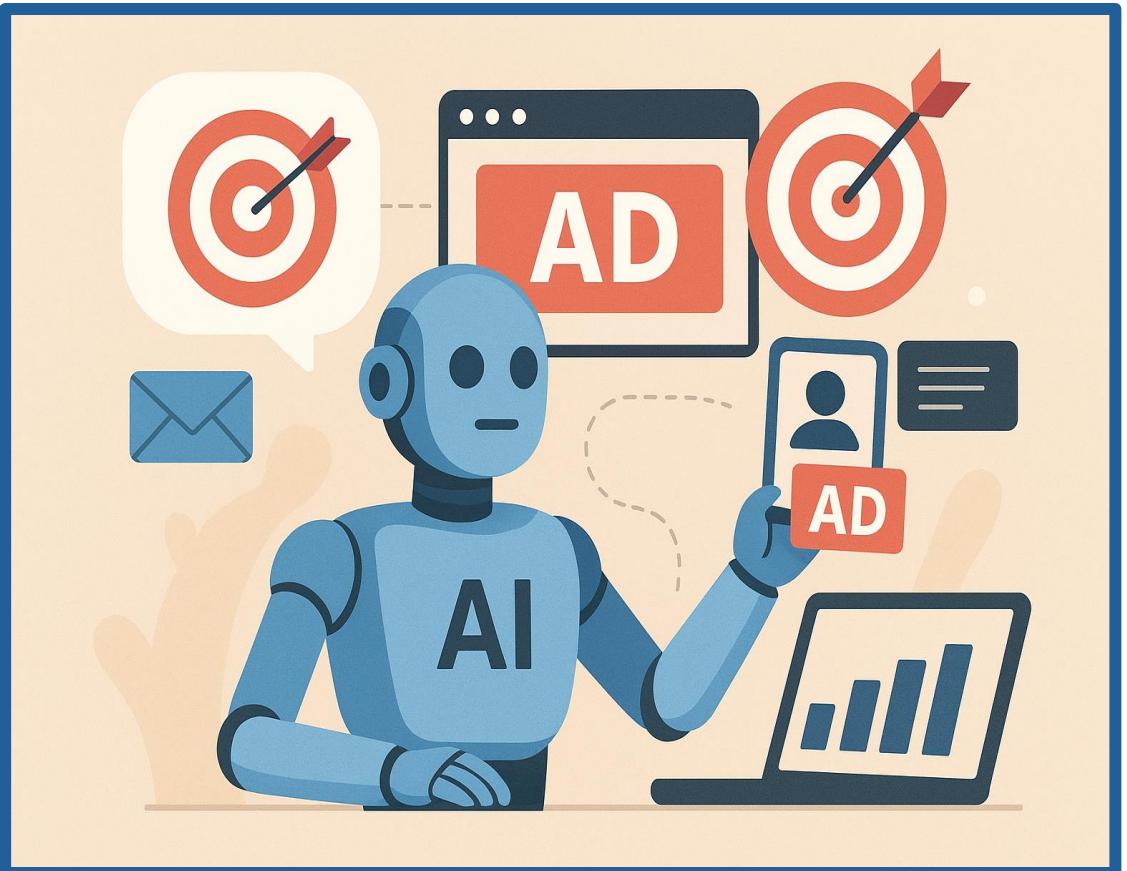
- Product discovery happens naturally in the feed.
- Social proof (likes, comments, shares) drives buying behavior.
- Gen Z and Millennials prefer buying directly from social apps.



# AI and Personalized Advertising



- **Meta uses advanced AI models to recommend ads**
- This is Meta's core money-maker: more relevant ads → higher clicks → higher ROI → businesses spend more.
- **AI Helps Meta Overcome Privacy Restrictions**
- Better performance → advertisers spend more → massive revenue benefits
- Using AI increases ROI for advertisers and gives them a competitive advantage as they have better AI infrastructure over competitors

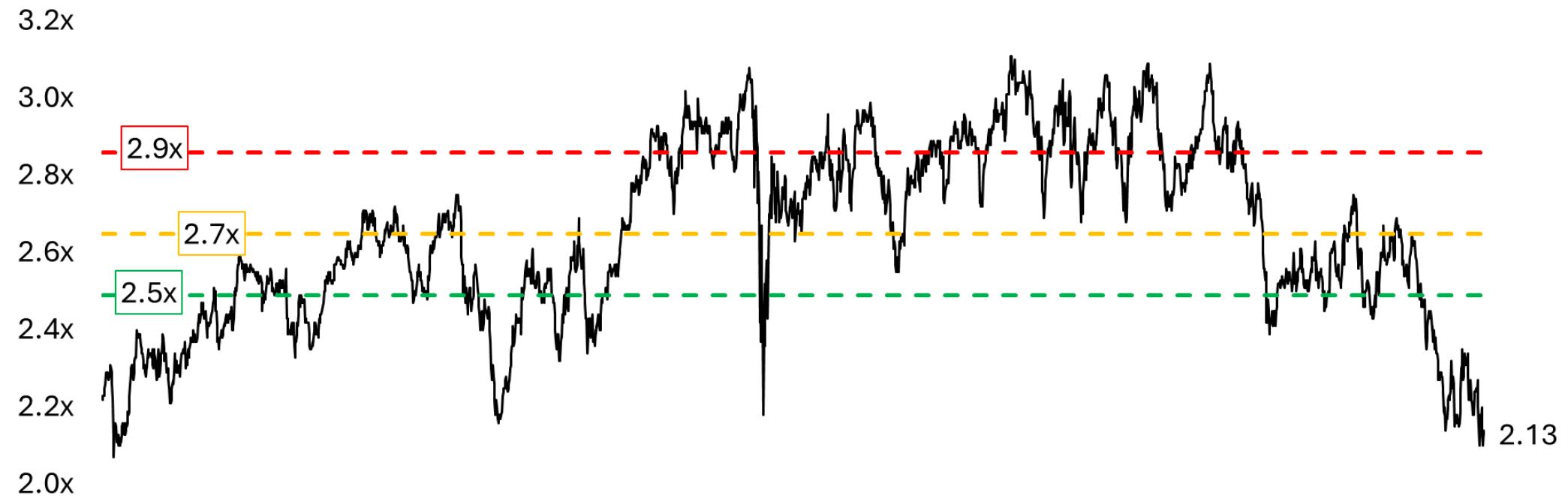


## Value Bands



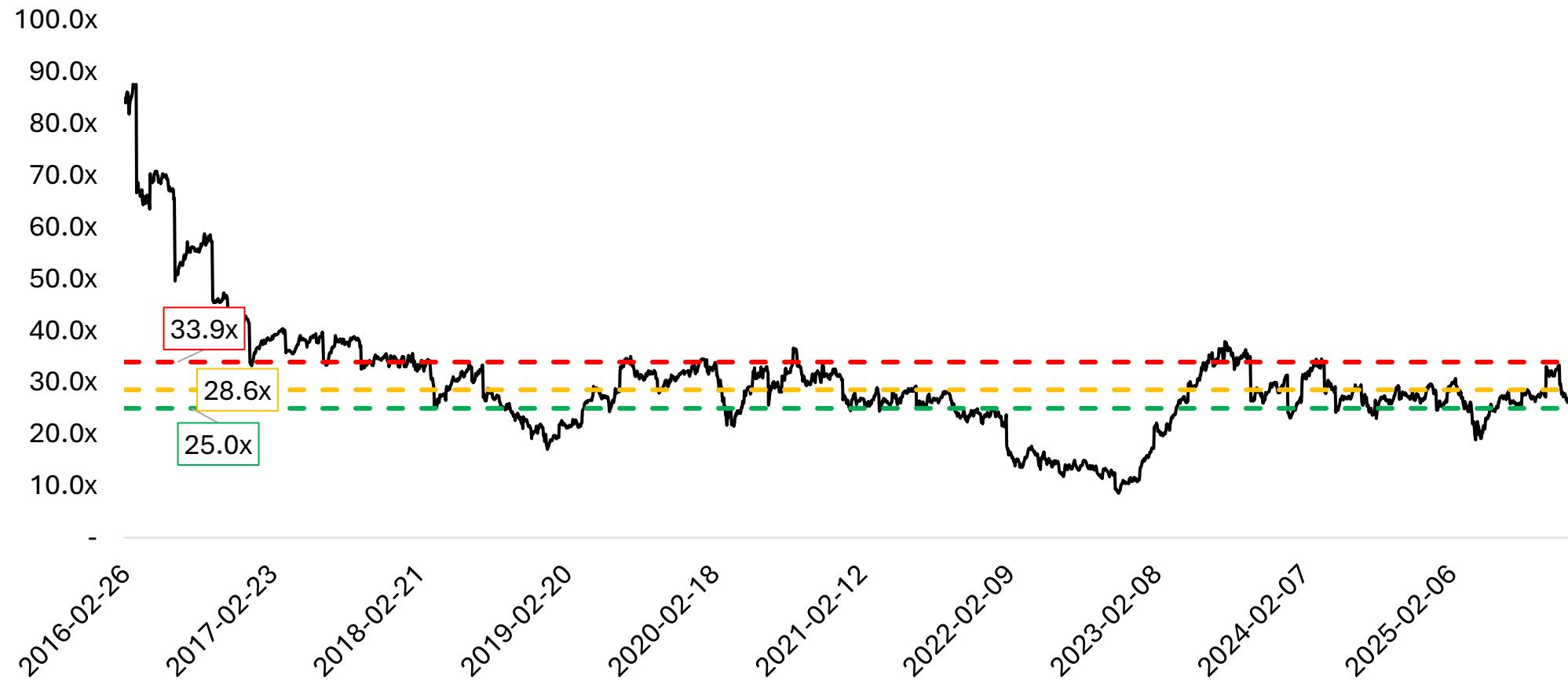


# Value Bands Example

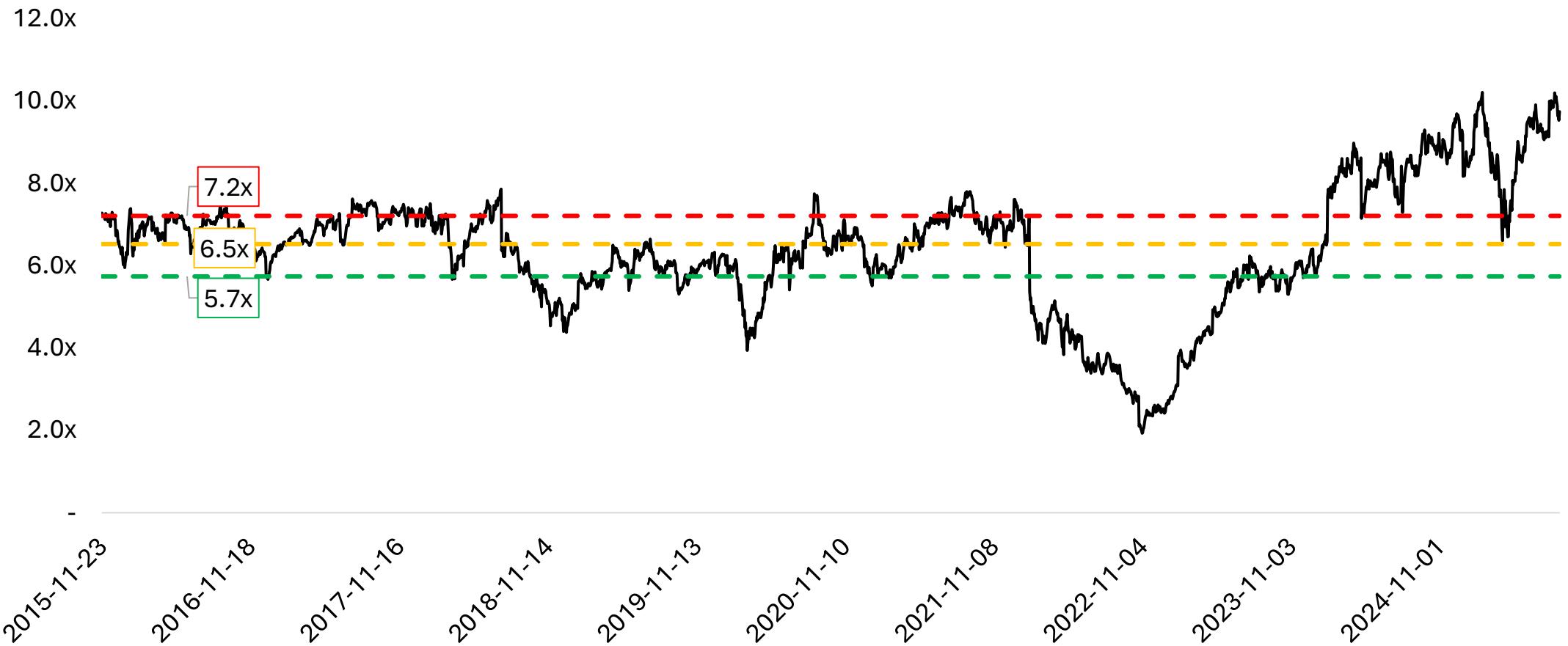




# Price-To-Earnings Ratio

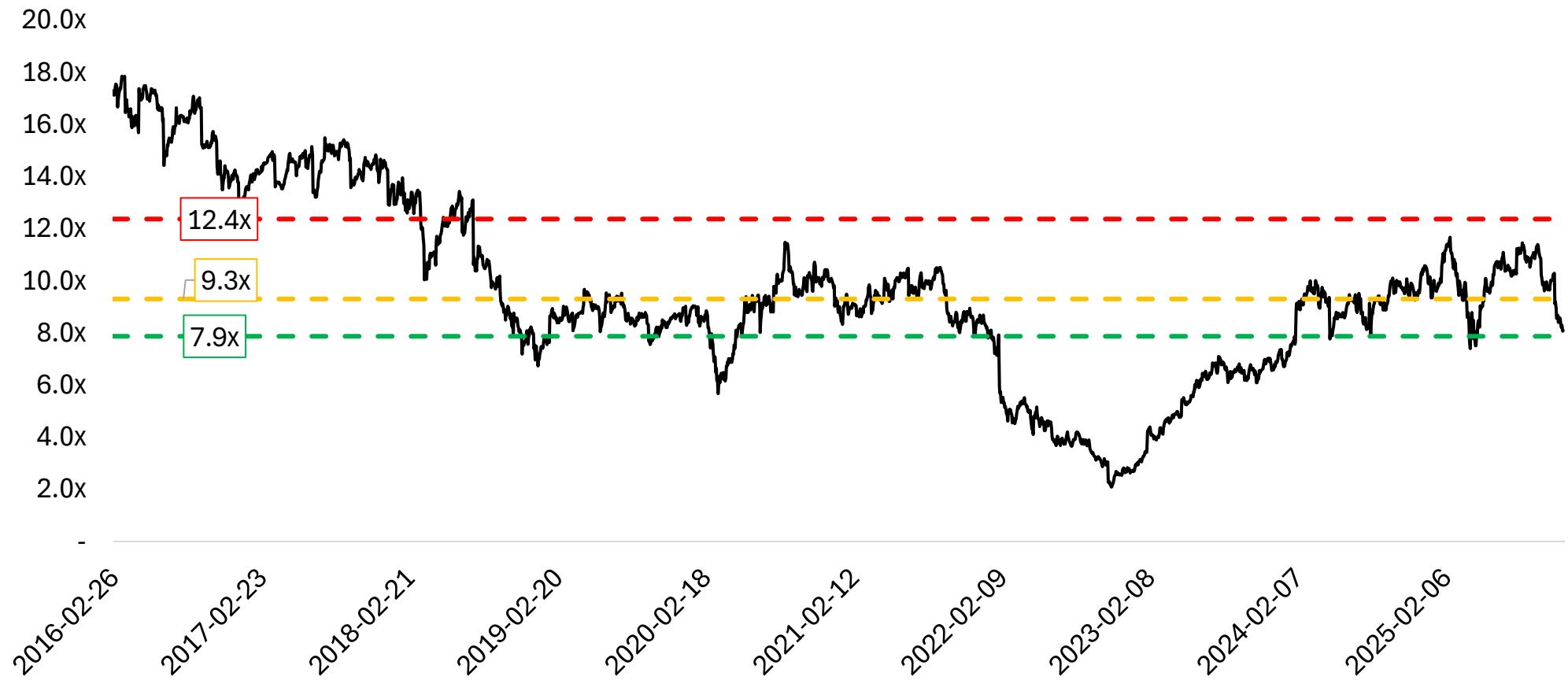


# Price-To-Book

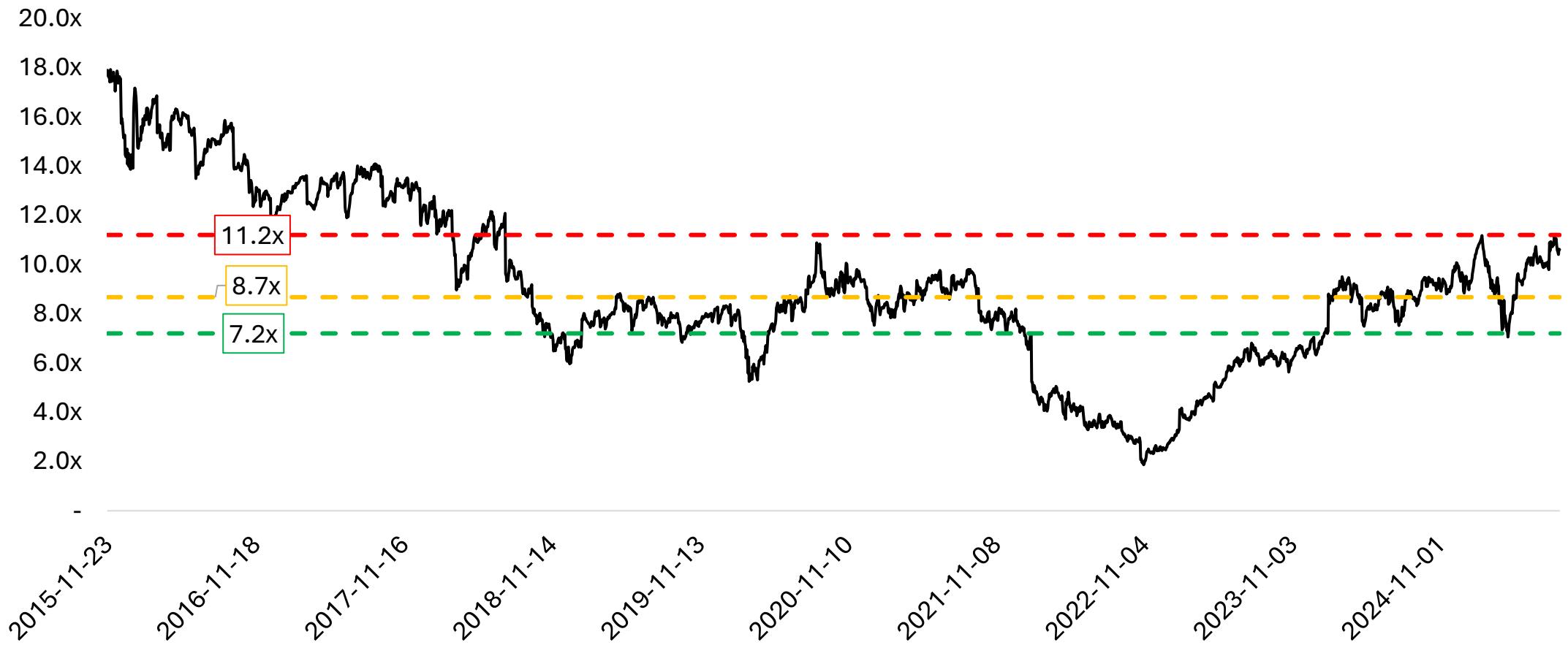




# Price-To-Sales Ratio

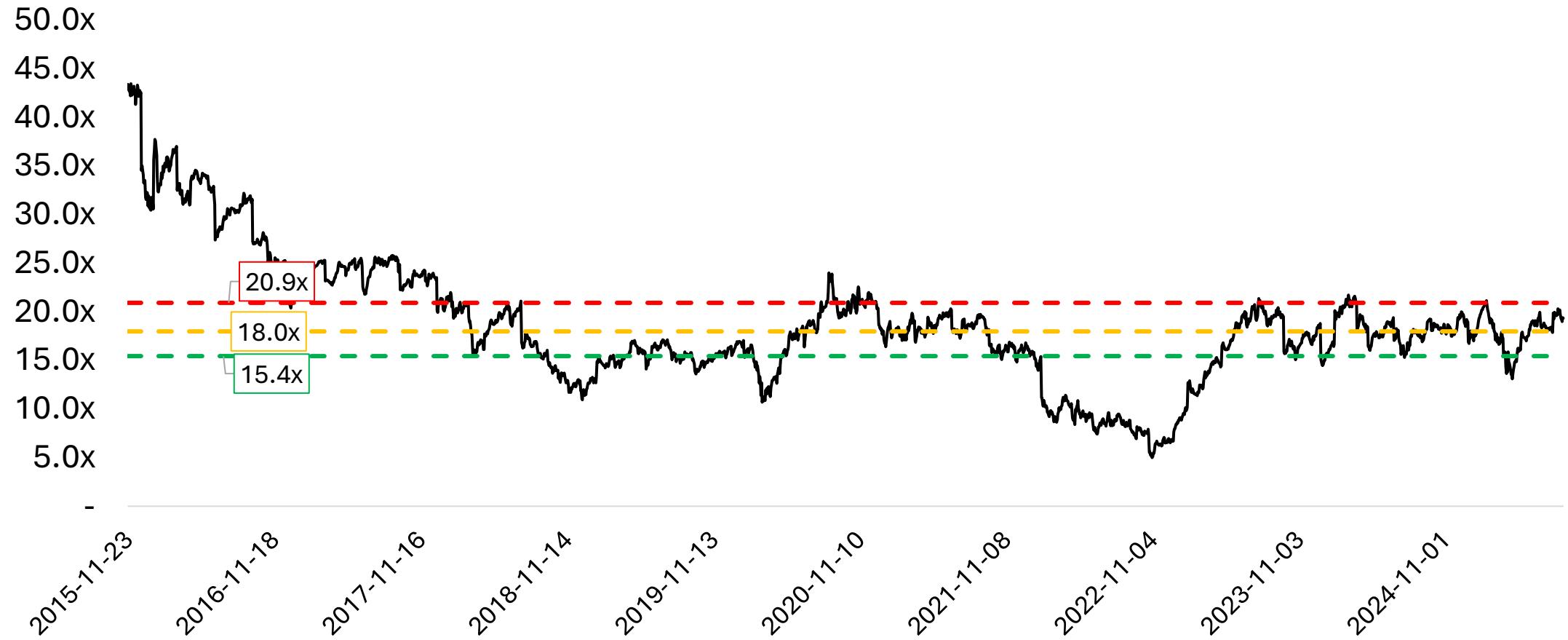


# Enterprise Value-to-Revenue

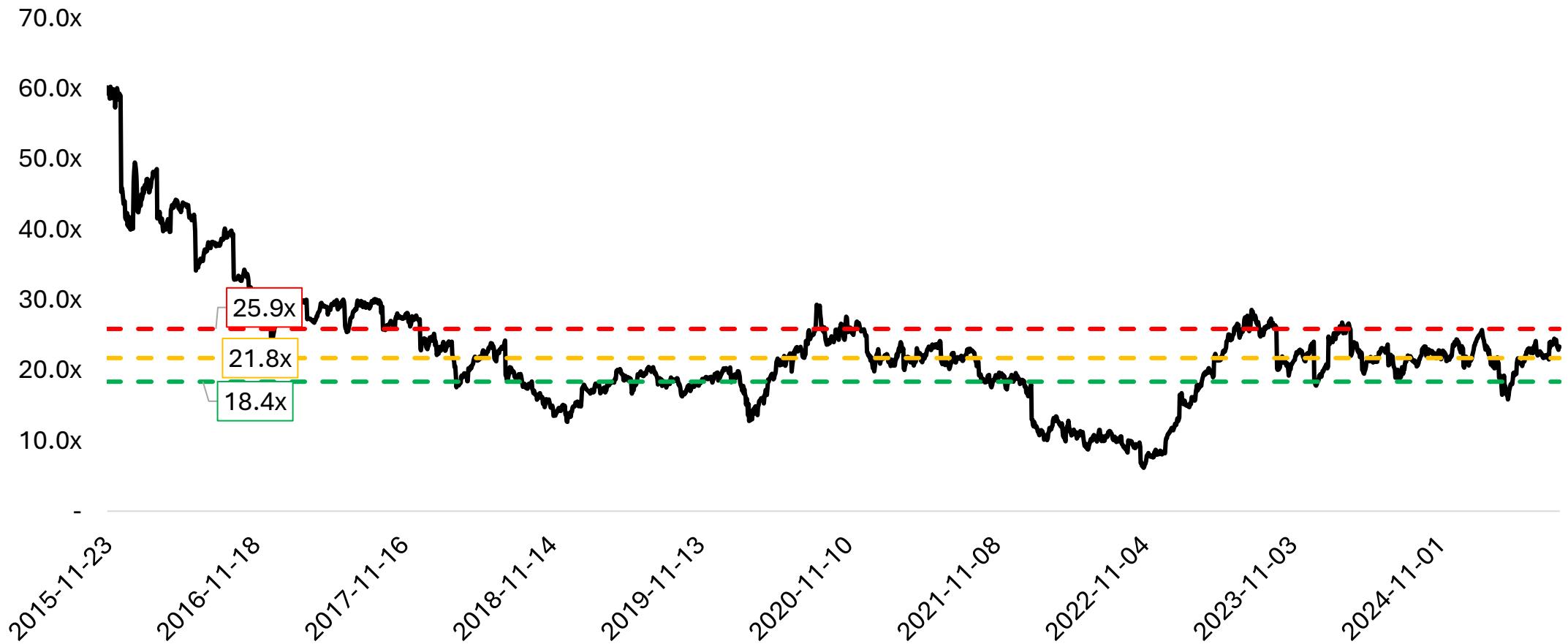




# Enterprise Value-to-EBITDA



# Enterprise Value-to-EBIT



# Intraportfolio Analysis



12/5/2025



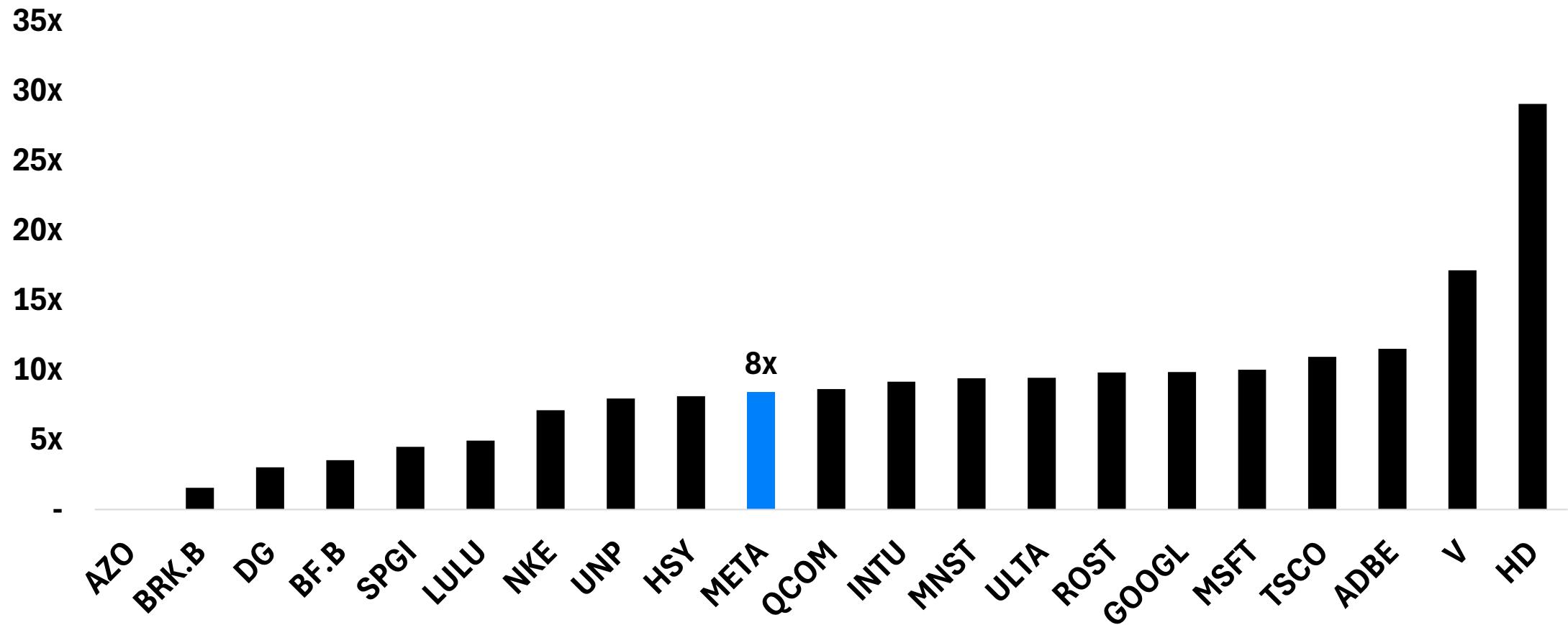
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# Price-to-Book Ratio

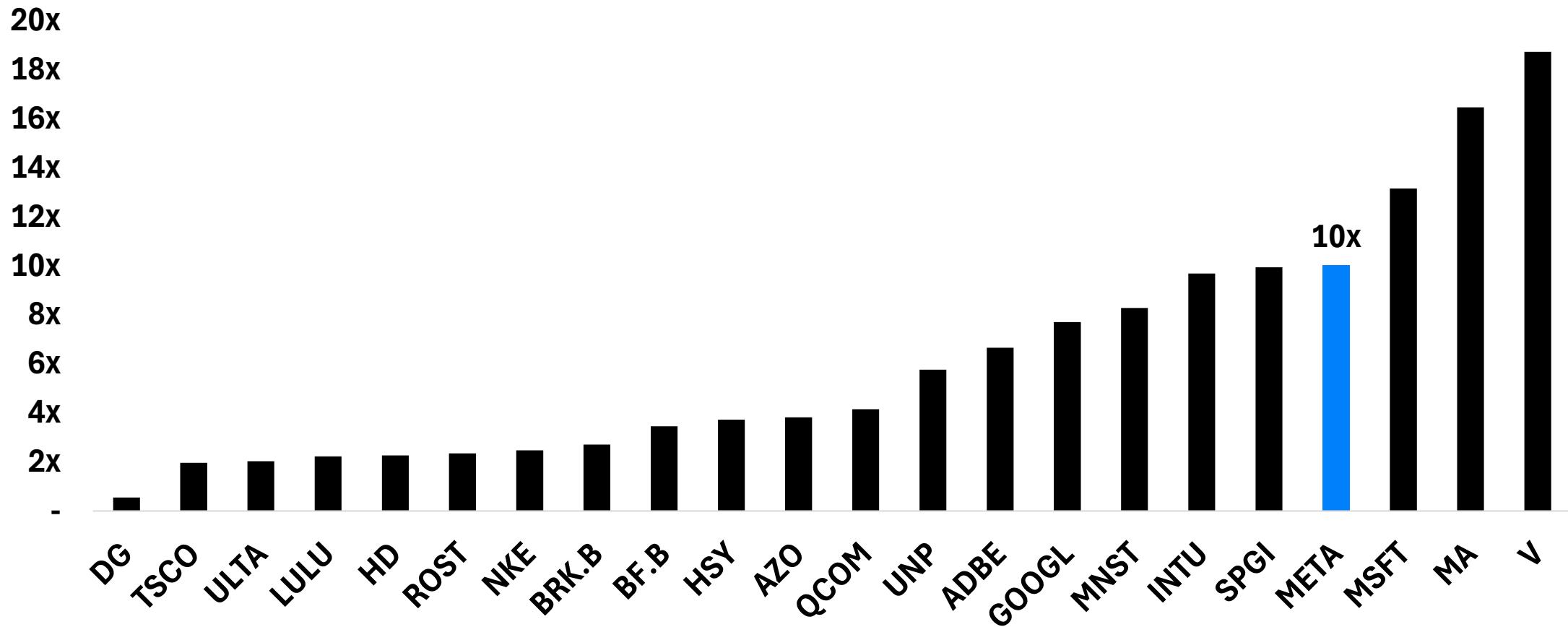
Price-to-Book = Stock Price ÷ Book Value per Share





# Price-to-Sales Ratio

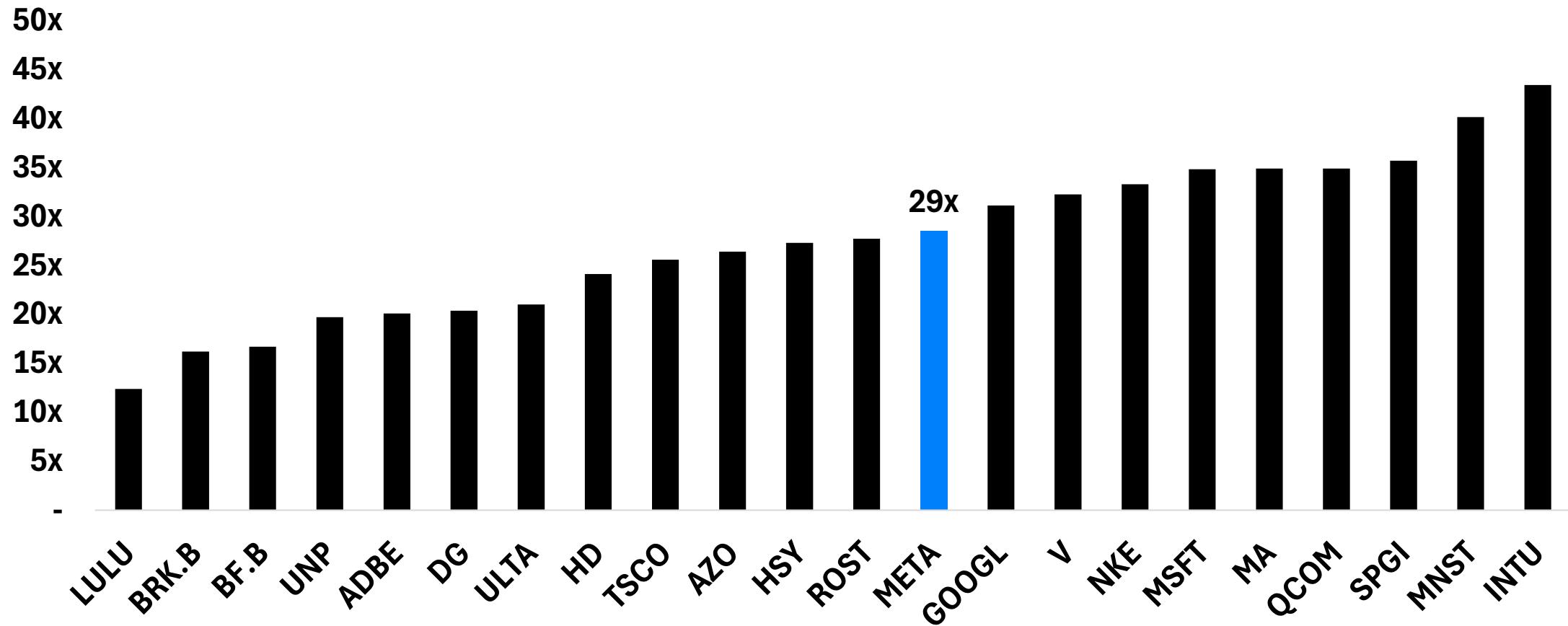
Price-to-Sales = Market Cap ÷ Total Revenue





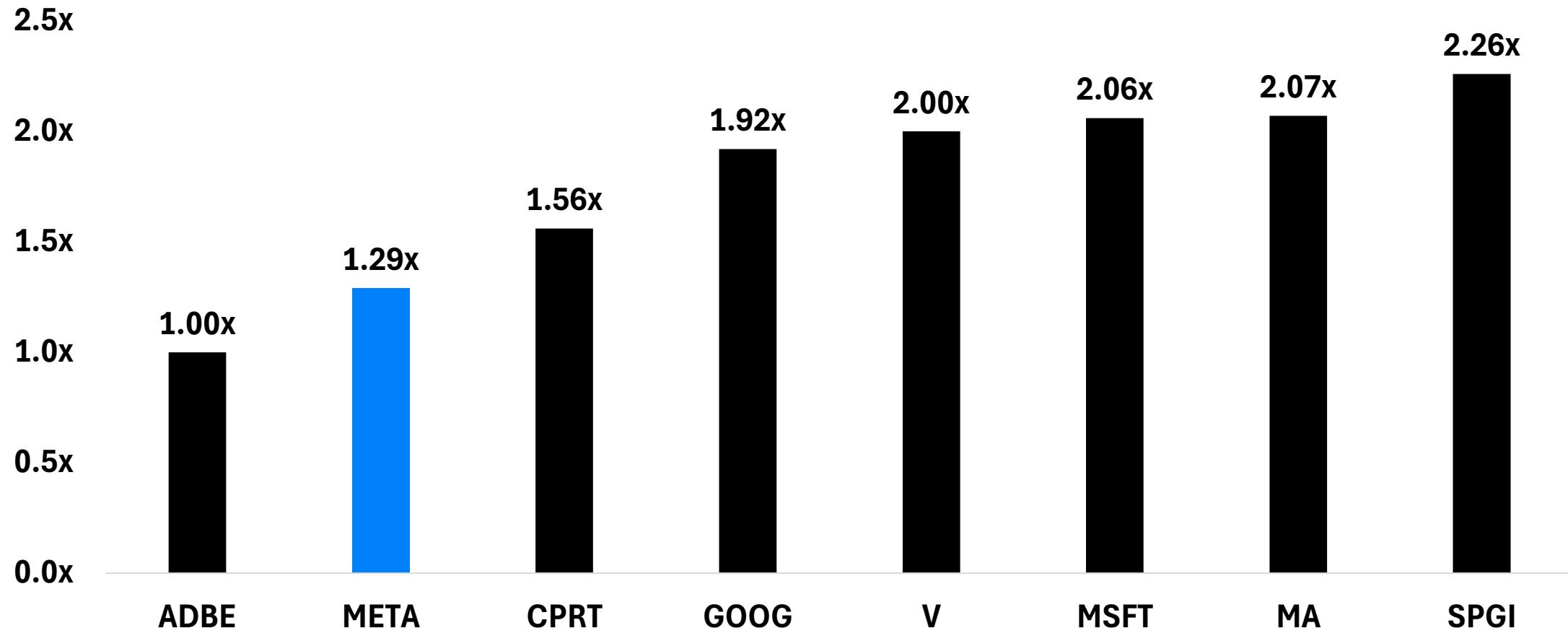
# Price-to-Earnings Ratio

Price-to-Earnings = Stock Price ÷ Earnings per Share (EPS)



# Price-to-Earnings Growth Ratio(PEG)

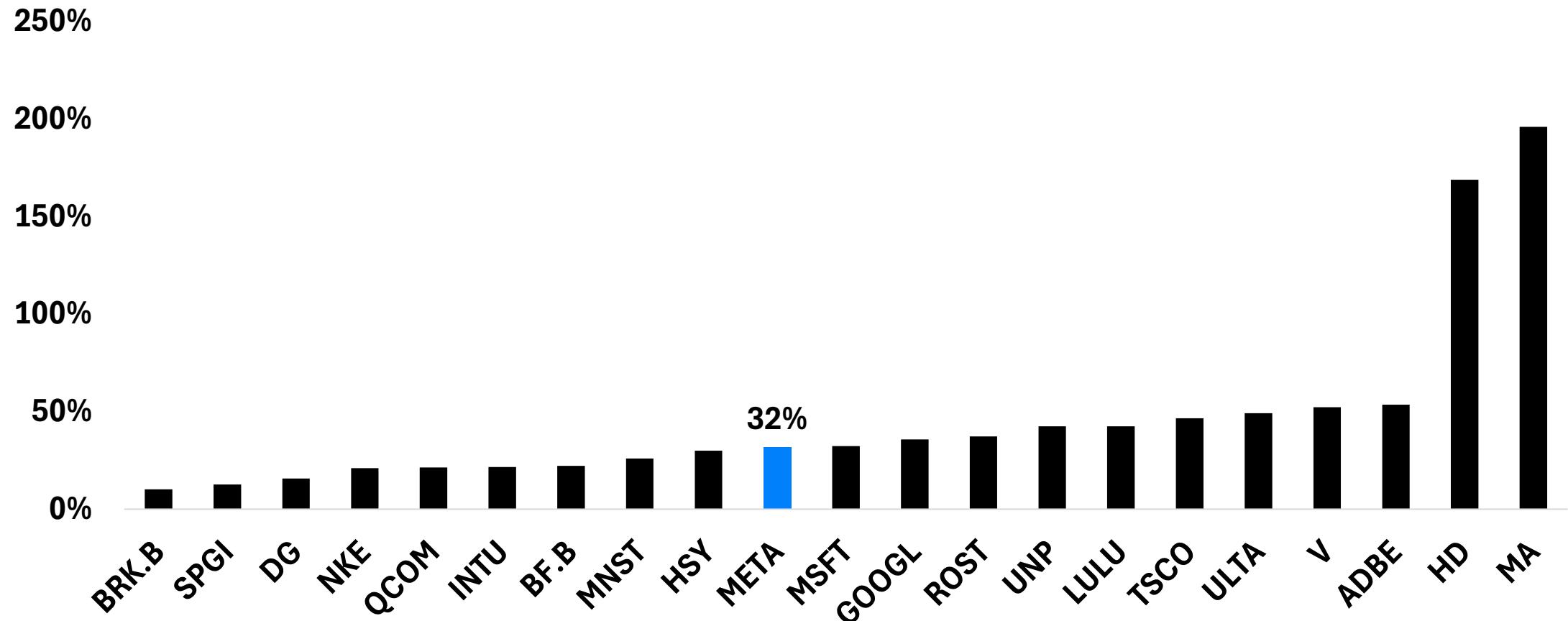
Price-to-Earnings Growth = P/E ÷ Earnings Growth Rate





# Return On Equity (ROE)

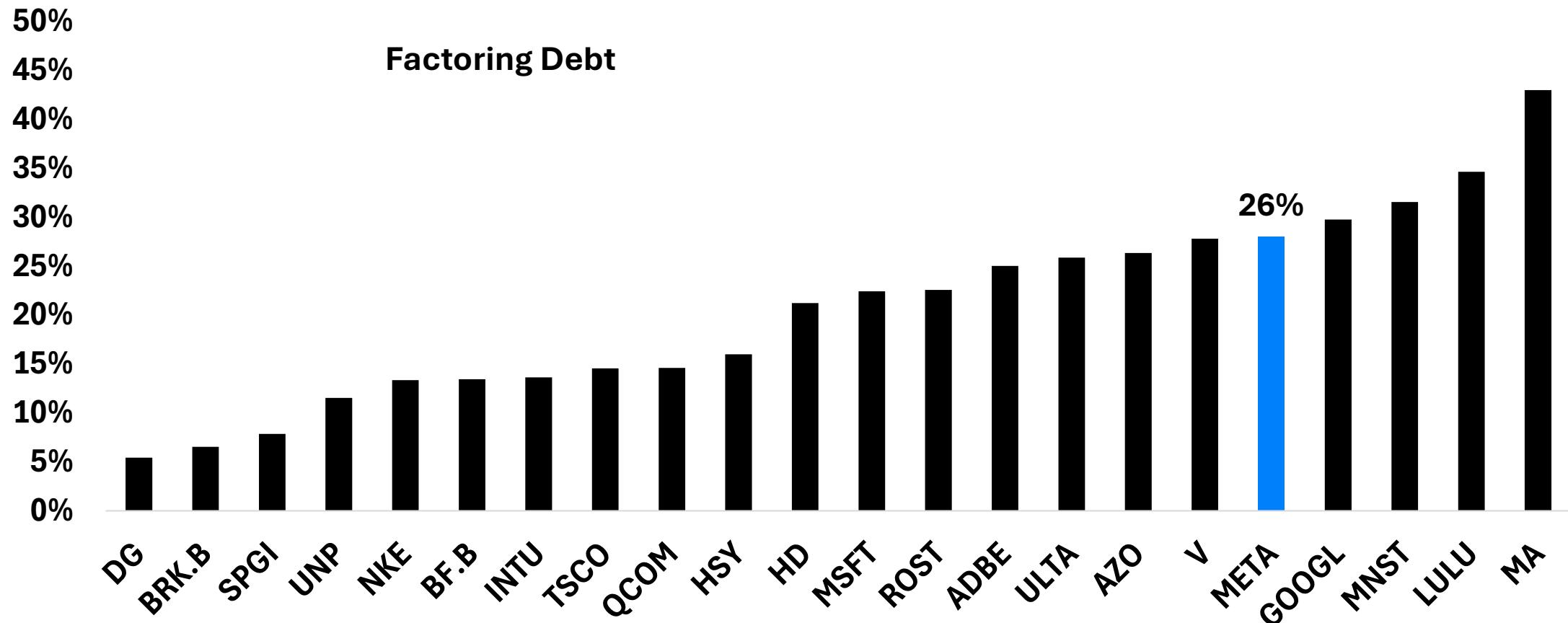
Return on Equity = Net Income ÷ Shareholders' Equity





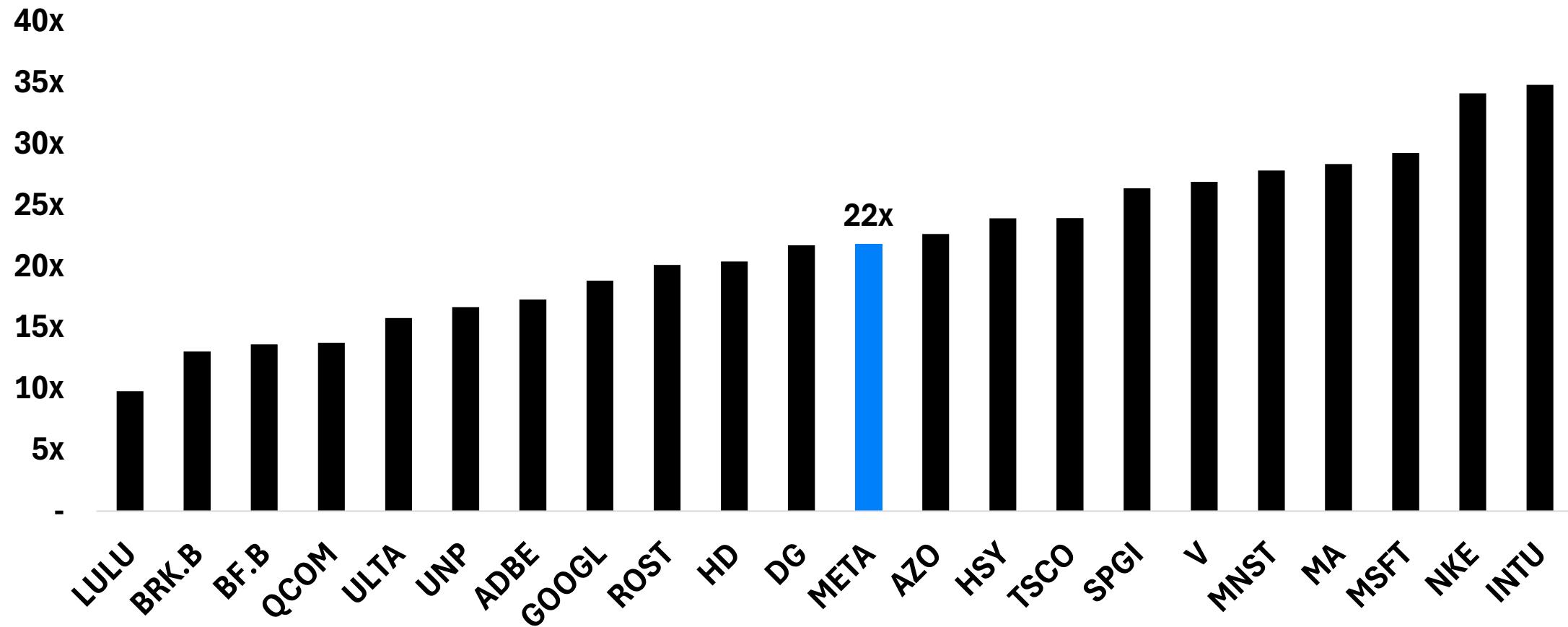
# Return on Capital (ROC)

Return on Capital = Net Income ÷ Shareholders' Equity + Debt



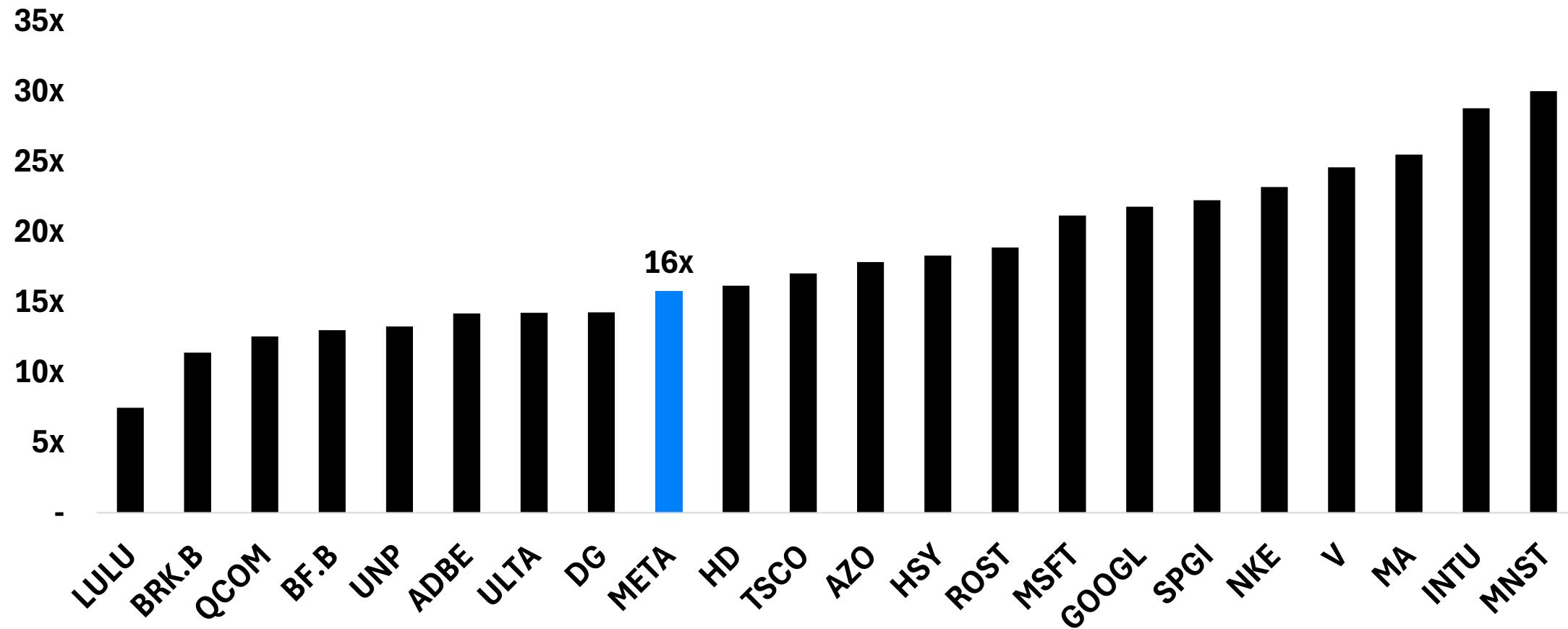


# Enterprise Value(EV)-to-EBIT





# EV-to-EBIDTA



# Valuation & Conclusion



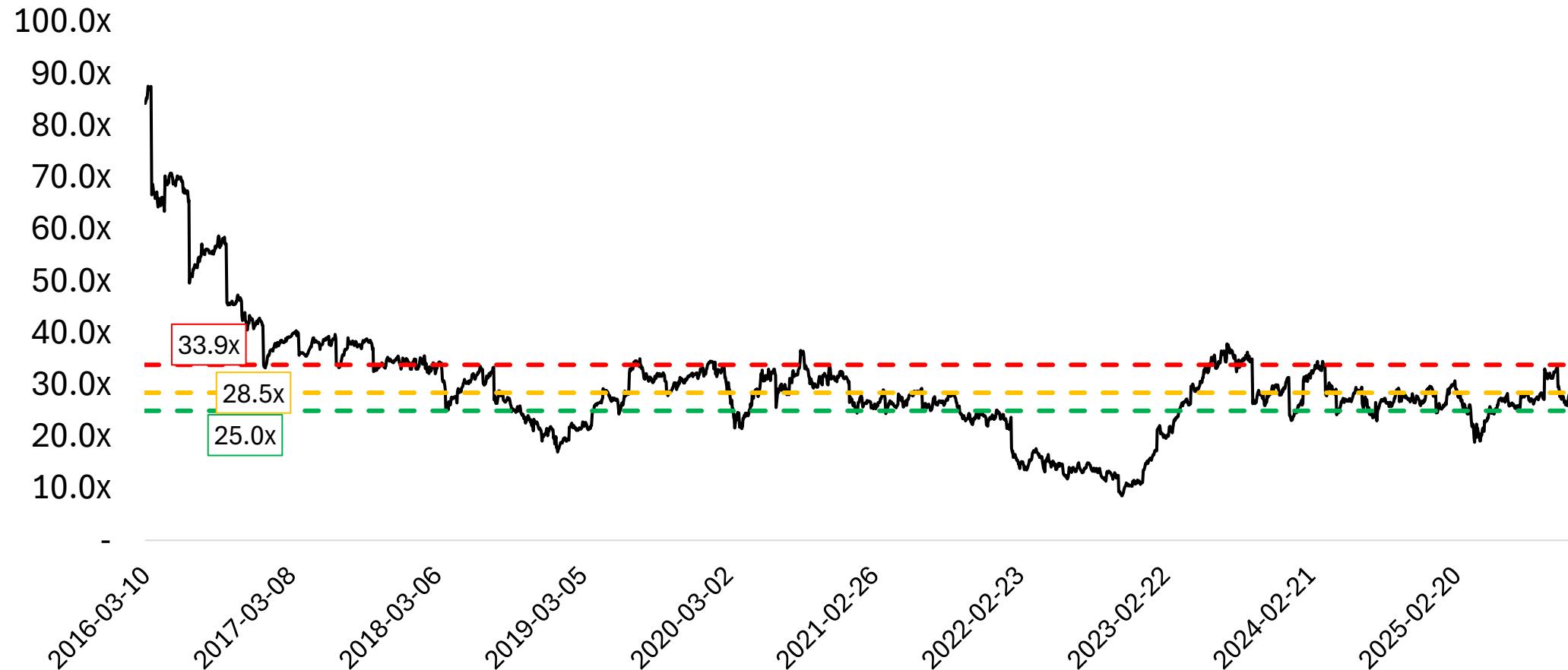
12/5/2025



120



# META P/E Ratio





# Income Statement Projections

## Revenue projections:

- More ad impressions and higher ad pricing
- Larger daily user base increasing monetization
- AI investment improving targeting and ad spend

## EPS projections:

- Higher margins from operating leverage
- Lower share count boosting per share results
- Strong profit margins from advertising mix

	12/25E	12/26E	12/27E
<b>Total revenue</b>	\$ 199,612	\$ 237,078	\$ 276,993
<b>Revenue Growth</b>		19%	17%
<b>Cost of goods sold</b>	\$ (37,427)	\$ (55,927)	\$ (75,453)
<b>SG&amp;A</b>	\$ (23,472)	\$ (25,350)	\$ (26,744)
<b>R&amp;D</b>	\$ (56,314)	\$ (73,208)	\$ (82,359)
<b>EBITDA</b>	\$ 103,456	\$ 119,222	\$ 145,574
<b>Depreciation &amp; amortization</b>	\$ (21,057)	\$ (36,629)	\$ (53,137)
<b>EBIT</b>	\$ 82,399	\$ 82,593	\$ 92,437
<b>Net interest inc./exp.)</b>	\$ 2,252	\$ 1,468	\$ 1,355
<b>Pre-tax profit</b>	\$ 84,652	\$ 84,061	\$ 93,792
<b>Net inc.</b>	\$ 58,513	\$ 73,553	\$ 82,068
<b>EPS</b>	\$ 23.17	\$ 30.12	\$ 34.04
<b>EPS Growth %</b>		30%	13%



# 5 Year Discounted Cash Flow

Ticker:	META										
Price:	\$669.48										
Discount Rate:	11.0%										
Method:	EPS										
Dividend Payout Ratio	9.0%										
5 Year Discounted Cash Flow											
		2025	2026	2027	2028	2029	2030	P/E	Price	Present Value	5 YR Return
Bear	EPS	\$23.86	\$29.59	\$32.25	\$34.18	\$38.97	\$44.43	20.0x	\$888.51	\$527.29	32.7%
		24.00%	9.00%	6.00%	14.00%	14.00%	14.00%	22.0x	\$977.37	\$580.02	46.0%
								24.0x	\$1,066.22	\$632.75	59.3%
Base	EPS	\$23.17	\$30.12	\$34.04	\$37.44	\$43.43	\$50.38	24.0x	\$1,209.12	\$717.55	80.6%
		30.00%	13.00%	10.00%	16.00%	16.00%	16.00%	26.0x	\$1,309.87	\$777.35	95.7%
								28.0x	\$1,410.63	\$837.14	110.7%
Bull	EPS	\$23.86	\$31.50	\$35.90	\$40.21	\$47.45	\$55.99	28.0x	\$1,567.80	\$930.41	134.2%
		32.00%	14.00%	12.00%	18.00%	18.00%	18.00%	30.0x	\$1,679.78	\$996.87	150.9%
								32.0x	\$1,791.77	\$1,063.33	167.6%

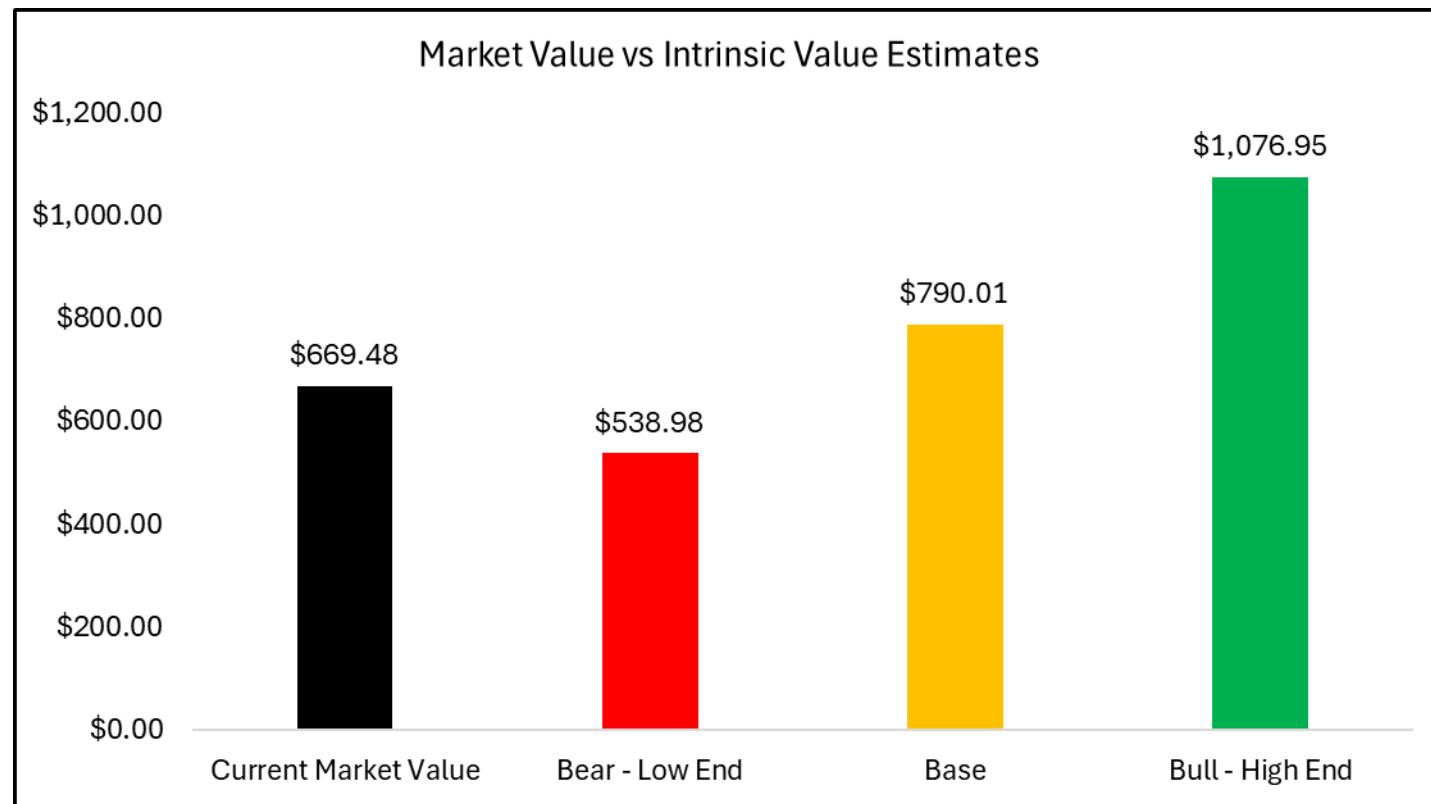


# Total Rate of Return Sensitivity

		Total RoR Sensitivity		
		Est. EPS growth rate		
P/E		13.4%	17.0%	18.8%
		20.0x	5.8%	12.6%
		26.0x	7.9%	14.4%
		32.0x	9.8%	16.1%
				21.8%



# Intrinsic Value Estimates



# Recap



- **Strong Financials**
- **Strong Margins**
- **Great Cash Flow**
- **Competent Management**
- **Wide Moat**
- **AI Leader**



# Conclusion



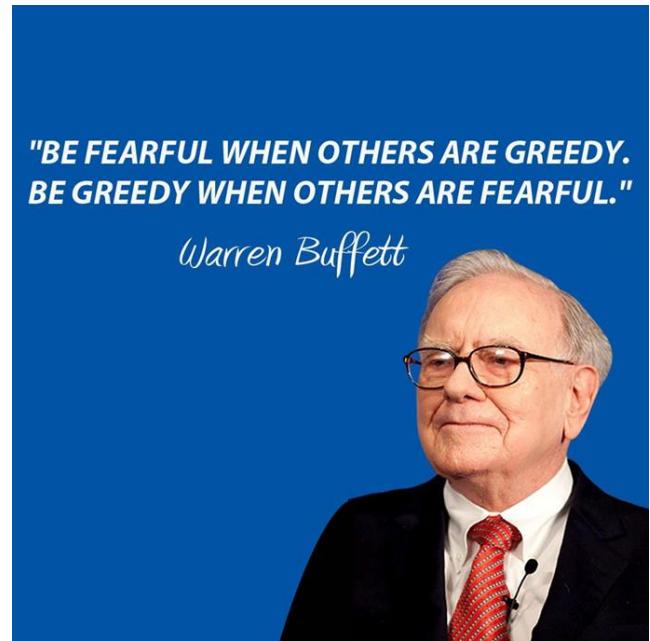
- Meta's core advertising business remains strong
- Leader AI targeting with high user engagement.
- Revenue growth remains consistent
- WhatsApp offer significant untapped monetization potential.



# Recommendation



- **Buy 250 Shares of META at market value**
- **About a \$167,000 investment into META, 7% of our portfolio**





# Thank You!





# Appendix



# Exec Stock Compensation

Name and Principal Position	Fiscal Year	Salary (\$) <sup>(1)</sup>	Bonus (\$) <sup>(2)</sup>	Stock Awards (\$) <sup>(3)</sup>	All Other Compensation (\$)	Total (\$)
Mark Zuckerberg <i>Chief Executive Officer</i>	2024	1	—	—	27,219,873 <sup>(4)</sup>	27,219,874
	2023	1	—	—	24,399,967 <sup>(4)</sup>	24,399,968
	2022	1	—	—	27,110,417 <sup>(4)</sup>	27,110,418
Susan Li <i>Chief Financial Officer</i>	2024	946,731	877,826	21,671,642	124,289 <sup>(5)</sup>	23,620,488
	2023	871,154	980,049	21,493,046	111,958 <sup>(5)</sup>	23,456,207
	2022	722,338	575,613	13,882,838	28,698 <sup>(5)</sup>	15,209,487
Christopher K. Cox <i>Chief Product Officer</i>	2024	996,289	923,799	21,671,642	17,589 <sup>(6)</sup>	23,609,319
	2023	936,346	1,053,392	21,493,046	24,175 <sup>(6)</sup>	23,506,959
	2022	893,846	940,214	18,510,451	2,246,793 <sup>(6)</sup>	22,591,304
Javier Olivan <i>Chief Operating Officer</i>	2024	1,082,979 <sup>(7)</sup>	1,015,293 <sup>(7)</sup>	21,671,642	1,736,770 <sup>(7)(8)</sup>	25,506,684
	2023	1,104,234 <sup>(7)</sup>	1,238,568 <sup>(7)</sup>	21,493,046	1,722,640 <sup>(7)(8)</sup>	25,558,488
	2022	987,046	786,552	18,510,451	983,115 <sup>(8)</sup>	21,267,164
Andrew Bosworth <i>Chief Technology Officer</i>	2024	985,385	923,799	21,671,642	14,000 <sup>(9)</sup>	23,594,826
	2023	936,346	1,053,392	21,493,046	11,250 <sup>(9)</sup>	23,494,034
	2022	896,738	714,588	18,510,451	140,101 <sup>(9)</sup>	20,261,878

# Reality Labs / Metaverse Spending

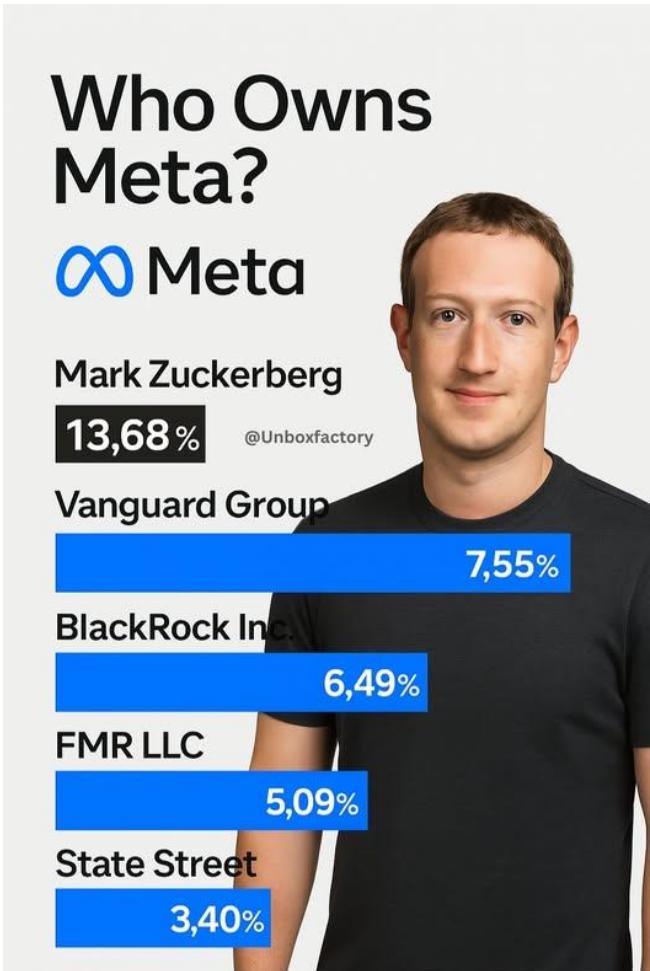


- Annual losses \$16B ( APPENDIX )
- No assurance that VR/Metaverse hardware or virtual platforms gain traction with users or developers.
- Investors increasingly challenge capital allocation to this unit.



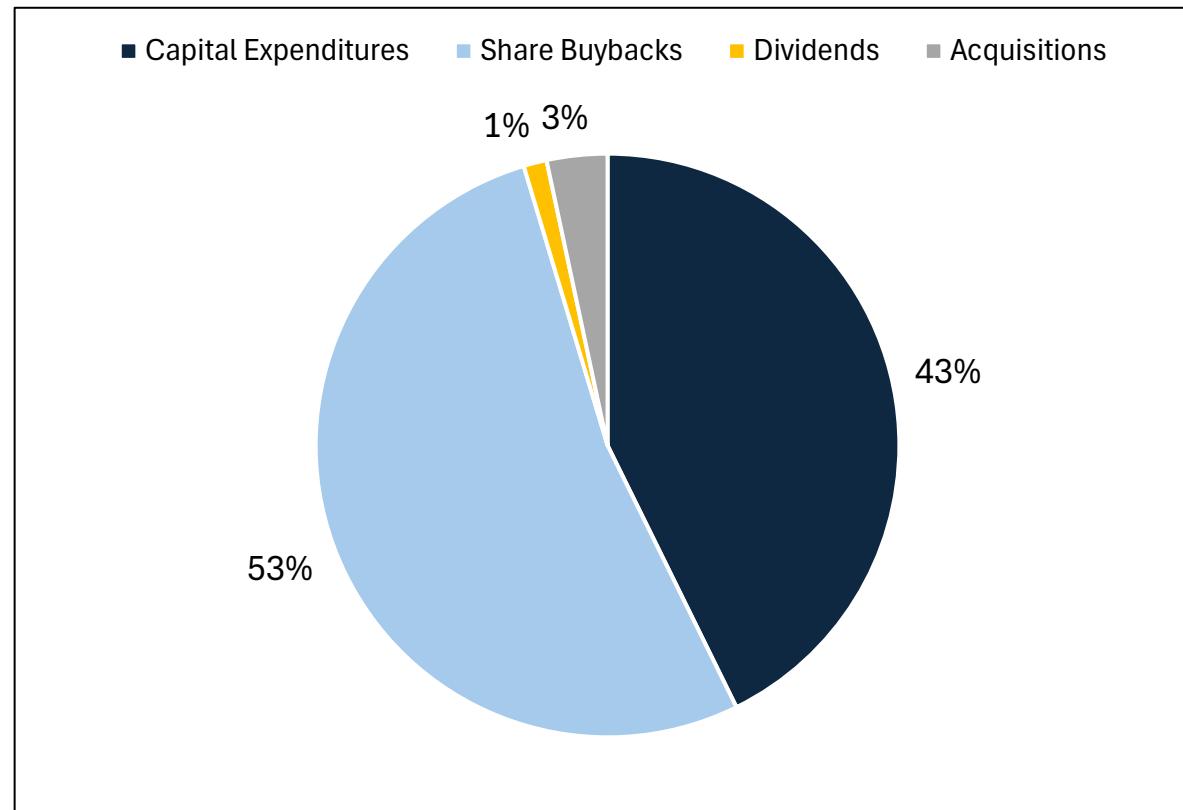


# Who Owns Meta?





# Capital Allocation Mix



# Meta Revenue Streams



## Revenue Through Business Messaging

- WhatsApp Business API fees
- Paid customer-service messages
- Click-to-Message interactions
- Premium business features



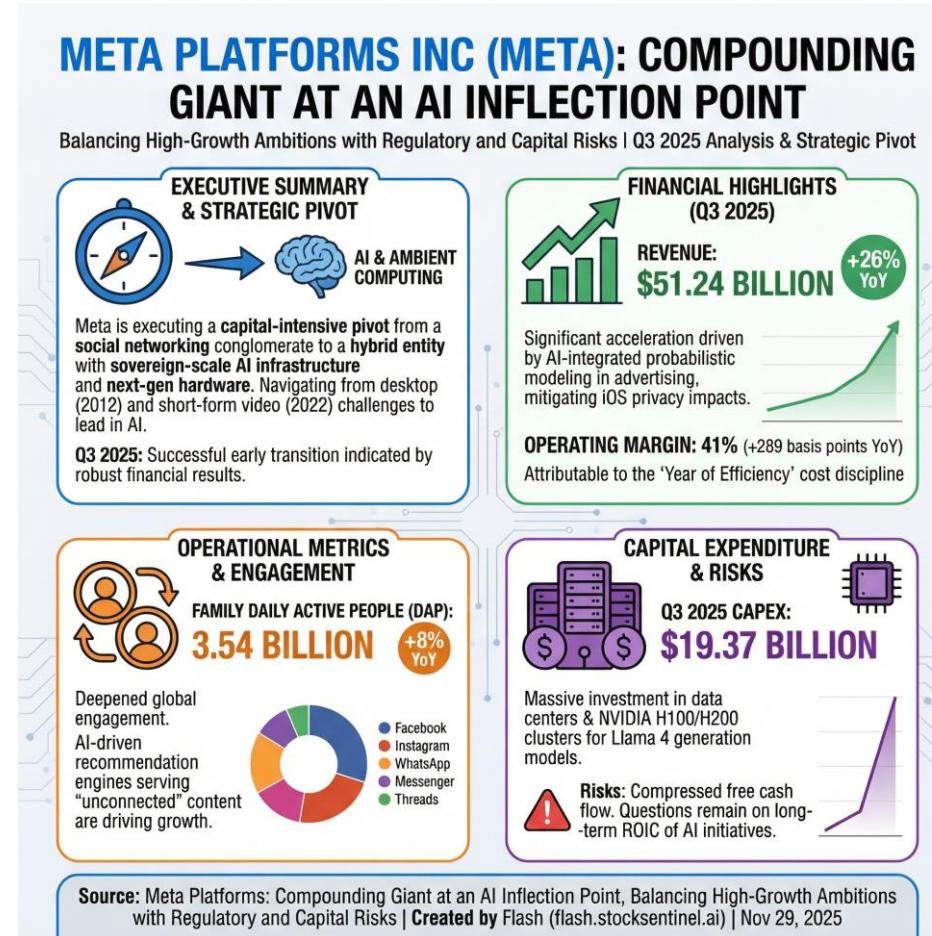
## Advertising is shown across:

- Facebook Feed
- Instagram Feed
- Stories
- Reels
- Marketplace
- In-stream videos
- Click-to-Message ads





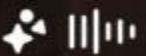
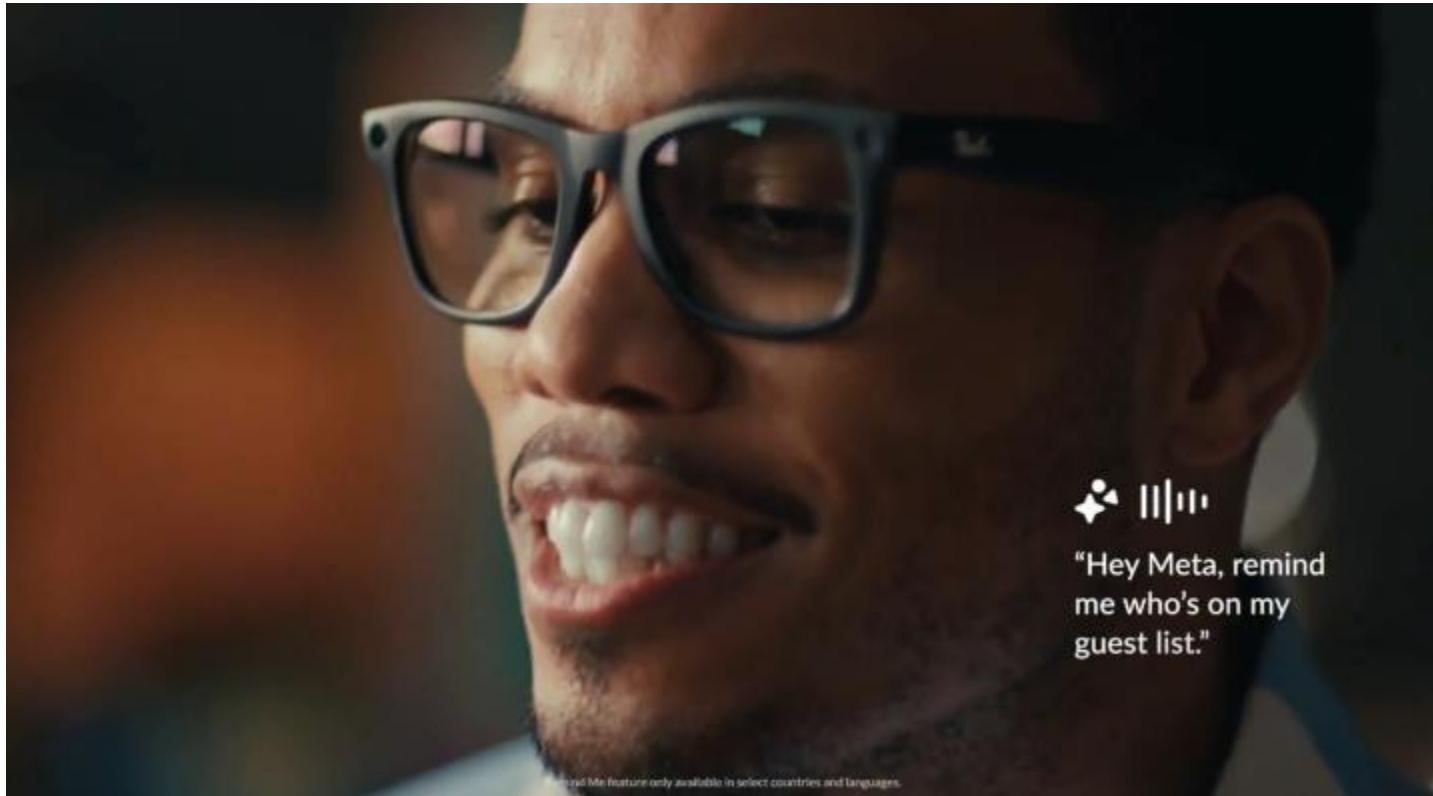
# Q3 Performance











"Hey Meta, remind  
me who's on my  
guest list."

and Me feature only available in select countries and languages.