



Balfour Capital Group Meta Platforms, Inc.

Meta develops products that enable people to connect and share experiences across various devices. Its offerings include Facebook, Instagram, Messenger, WhatsApp, and virtual reality products through its Reality Labs division. The company focuses on building the "metaverse," an integrated environment linking its products and services.

1. Top 5 Competitors

- Alphabet Inc. (GOOGL): Parent company of Google and YouTube, competing in digital advertising and social media.
- Apple Inc. (AAPL): Competes in consumer electronics and has a growing presence in services and advertising.
- Microsoft Corporation (MSFT): Competes in technology services and owns LinkedIn, a professional social network.
- Snap Inc. (SNAP): Owner of Snapchat, competing in social media and augmented reality.
- TikTok (owned by ByteDance): A major competitor in social media, particularly among younger demographics.

2. Largest Institutional Shareholders

- As of early 2023, institutional investors held approximately 72% of Meta's shares. The largest shareholders included:
- The Vanguard Group: 8.1%
- BlackRock: 6.8%
- FMR Co., Inc.: 5.2%
- Capital Group Companies: 4.9%
- State Street Global Advisors: 4.0%

3. Management Team:

- Mark Zuckerberg: Chairman and Chief Executive Officer
- Javier Olivan: Chief Operating Officer AP
- Susan Li: Chief Financial Officer
- Andrew Bosworth: Chief Technology Officer
- Chris Cox: Chief Product Office



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4. Revenue

In the fourth quarter of 2024, Meta reported revenue of \$48.39 billion, a 21% increase from the previous year.

5. Institutions with Buy Recommendations:

Analysts from firms such as Pivotal Research Group have initiated coverage with a buy rating and a target price of \$780, citing confidence in Meta's AI initiatives and product positioning.

6. Summary of Analyst Sentiment:

Meta has regained favor among analysts, with many highlighting its strong financial performance, strategic investments in AI, and robust advertising model. The stock has experienced a significant rally, reflecting renewed investor confidence.

7. Insider Buying and Selling Over the Last 24 Months:

Over the past 12 months, insiders have sold approximately 3,986,802 shares and bought 2,650,678 shares. In the past three months, insiders sold 1,276,209 shares and bought 858,206 shares.

Please note that financial markets are dynamic, and it's advisable to consult the latest reports and financial statements for the most current information.