

Meta Platforms: Laying off 11,000 employees or about 13% of its staff

DIGITAL ENGAGEMENT TEAM

16 NOVEMBER 2022

TRADING MATTERS SERIES: STOCK HIGHLIGHT

Features a single stock and zooms in on its performance in the market

KEY METRICS	
Current Price	117.08
Latest Dividend	N/A
Dividend Ex-Date	N/A
Indicated Dividend Yield	N/A
14 Day RSI	52.00
Analysts 12M Target Price	146.51

REFINITIV STOCKREPORTS+ AVERAGE SCORE
5/10 As of 15 Nov 2022

Refer to page 3 for indicator components

Meta Platforms (META US) Price Chart



Any red lines drawn on the price charts are trendlines, which are visual representations of support & resistance levels. They are drawn by connecting a series of prices together to help indicate the data's best fit or the presence of any trend over a time frame, and are for illustration purposes only.

As of 15 Nov 2022 closing

KEY MARKET EVENTS

- 23 Nov** SG CPI Release (Oct)
- 24 Nov** US Thanksgiving Holiday
- 30 Nov** China PMI Release (Nov)
- 02 Dec** US Unemployment Rate (Nov)
- 15 Dec** US Fed Interest Rate Decision

S&P 500 Index Price Chart



As of 15 Nov 2022 closing

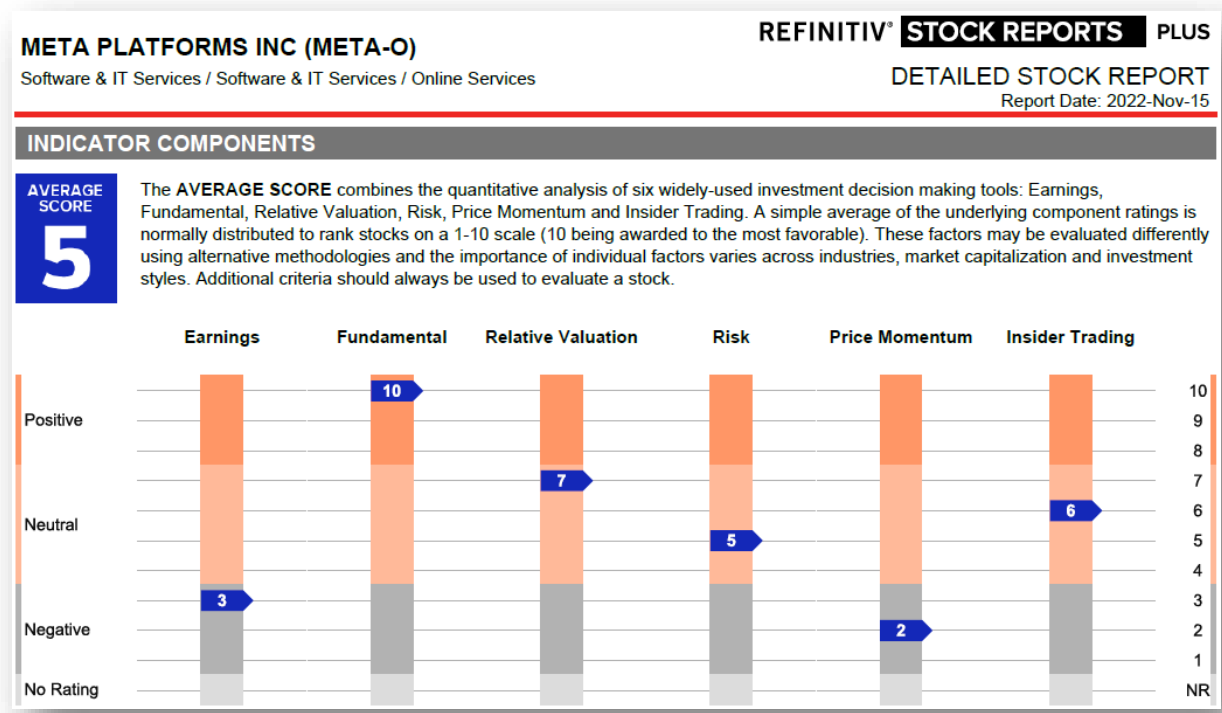
Headline News & Information

- Meta Platforms, Inc. operates as a social technology company. The Company builds applications and technologies that help people connect, find communities, and grow businesses. Meta Platforms is also involved in advertisements, augmented, and virtual reality (Bloomberg)
- It's the end of the boom times in tech, as layoffs keep mounting (14 Nov 2022, NPR)
 - Facebook and Instagram's parent company, Meta, laid off 11,000 people last week – about 13% of its staff
 - CEO Mark Zuckerberg attributed the cuts to overhiring during the pandemic. He cited a decline in e-commerce, the wider economic downturn, increased competition, and a decline in ad sales—the primary way the company makes money
 - The layoffs come as the company has invested billions in the so-called metaverse, pitched as a virtual-reality future in which people will work, mingle, exercise and go to concerts. But it's an unproven bet on the future, and not all everyone is convinced it should be the social media company's focus
- 'No longer science fiction'? Metaverse could pump US\$1.4 trillion a year into Asia's GDP, report says (15 Nov 2022, CNBC)
 - Meta's huge bet on the metaverse may have put the company in dire straits, but a new Deloitte report suggests that virtual realities could have “transformational effects” on Asian economies
 - The metaverse's contribution to gross domestic product in Asia could be between US\$800 billion and US\$1.4 trillion per year by 2035
 - Despite heavy investments into the metaverse, a report last month showed that Meta's Horizon Worlds is falling short of expectations to reach 500,000 monthly users by end of 2022. Instead, it is currently registering less than 200,000 monthly active users

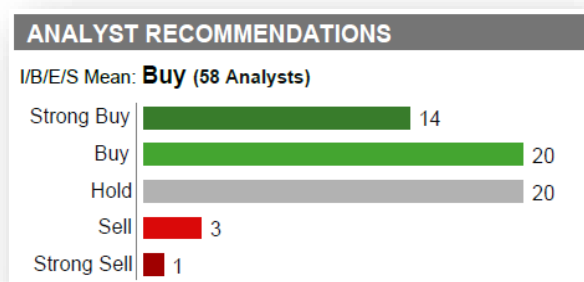
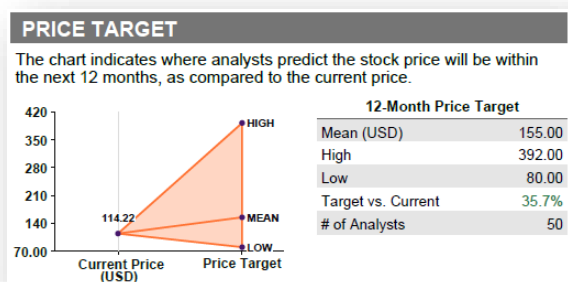
TRADING FLOWS	RESISTANCE LEVELS	SUPPORT LEVELS
<ul style="list-style-type: none"> • Shares rose 21% in the past 5 days but are down 7.6% in the past 30 days 	<ul style="list-style-type: none"> • 128.50 (Oct 2022) • 137.00 (Mar 2020) • 148.31 (100 Day MA) 	<ul style="list-style-type: none"> • 102.50 (Oct 2022) • 90.00 (Nov 2022) • 72.00 (Aug 2015)

Fundamental Viewpoint

An Extract from STOCKREPORTS+



Analyst Price Target and Recommendations



Source: REFINITIV STOCKREPORTS+, extracted 15 Nov 2022

US Peer Analysis (STOCKREPORTS+)

PEER ANALYSIS													Currency in USD	
Average Score	Ticker	PRICE MOMENTUM				VALUATION			FUNDAMENTAL		ANALYSTS			
		Price (2022-11-14)	1-Mo Return	3-Mo Return	1-Yr Return	Market Cap	Trailing PE	Forward PE	Dividend Yield	Net Margin	LTG Forecast	I/B/E/S Mean	# of Analysts	
5	GOOGL	95.70	-0.89%	-21.4%	-35.6%	575.9B	19.0	19.3	--	23.7%	9.0%	Buy	47	
8	V	206.86	13.3%	-2.1%	-2.5%	335.2B	29.6	24.9	0.87%	51.0%	16.8%	Buy	39	
6	MA	339.37	17.6%	-4.2%	-6.6%	323.6B	33.9	29.5	0.58%	45.2%	20.9%	Buy	38	
5	META	114.22	-9.9%	-36.7%	-66.5%	254.1B	10.9	15.6	--	24.4%	-17.5%	Buy	57	
4	MTCH	48.68	17.4%	-28.4%	-66.9%	14.4B	147.5	24.2	--	3.4%	21.5%	Buy	22	
6	TME	4.45	16.2%	0.91%	-49.7%	3.7B	18.9	11.9	--	9.5%	-1.9%	Buy	22	
4	BMBL	24.96	18.1%	-20.5%	-31.7%	3.3B	156.0	119.4	--	0.1%	--	Buy	19	
6	IZEA	0.67	-0.92%	-28.3%	-71.5%	42M	--	--	--	-9.3%	--	Strong Buy	1	
4	PALT	1.56	9.1%	-10.9%	-64.1%	15M	9.2	--	--	-18.9%	--	Hold	1	
1	LOV	1.37	-26.7%	-54.3%	-47.3%	4M	--	--	--	-14.6%	--	Buy	1	
2	GROM	0.17	-47.5%	-59.0%	-94.8%	4M	--	--	--	-218.7%	--	Buy	1	
4.6	Average	76.18	0.51%	-24.1%	-48.8%	137.3B	53.1	35.0	0.73%	-9.5%	8.1%	Buy	22.5	

PEER COMPANIES			
BMBL	Bumble Inc	MA	Mastercard Inc
GOOGL	Alphabet Inc	MTCH	Match Group Inc
GROM	Grom Social Enterprises Inc	PALT	Paltalk Inc
IZEA	IZEA Worldwide Inc	TME	Tencent Music Entertainment
LOV	Spark Networks	V	Visa Inc

Source: REFINITIV STOCKREPORTS+, extracted 15 Nov 2022

Global Peer Analysis (Bloomberg)

Ticker	Name	Mkt Cap (USD) (Millions)	Last Px	P/E	P/E 5Yr Avg	P/B	P/B 5Yr Avg	Indicated Yield (%)
Average		58,209	5336.08	75.23	39.74	3.84	6.69	0.16
META PLATFORMS								
META US	INC-CLASS A	310,443	117.08	11.03	18.31	2.51	5.15	N/A
SNAP US	SNAP INC - A	19,002	11.78	N/A		6.52	16.55	N/A
035720 KS	KAKAO CORP	19,569	58,200	16.26	25.70	2.22	3.94	0.09
PINS US	PINTEREST INC-CLASS A	17,831	26.29	248.14	94.99	5.66	6.86	N/A
1024 HK	KUAISHOU TECHNOLOGY	28,693	52.20	N/A		4.96	6.45	N/A
UBER								
UBER US	TECHNOLOGIES INC	62,963	31.57	N/A		9.85	6.80	N/A
DASH US	DOORDASH INC - A	24,605	63.38	N/A		3.22	8.18	N/A
PRX NA	PROSUS NV	122,450	59.05	5.07	19.97	2.43	3.47	0.24
DHER GR	DELIVERY HERO SE	11,875	43.89	N/A		2.48	8.26	N/A
ADE NO	ADEVINTA ASA	10,814	88.50	95.65		0.95	1.24	N/A
GRAB HOLDINGS LTD								
GRAB US	- CL A	12,055	3.13	N/A		1.46		N/A

Source: Bloomberg, extracted 15 Nov 2022 closing

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