Meta Platforms Inc (META)

AI Breakthrough and Ads Growth



Tradingview

Kieran Lim Shen Jie
kieranlim@msec.com.my
(603) 2201 2100

Meta Platforms Inc

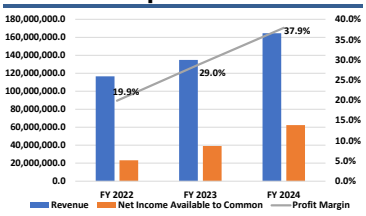
Company profile

Meta Platforms Inc engages in the development of products that enable people to connect and share with friends and family through mobile devices, personal computers, virtual reality and mixed reality headsets, augmented reality, and wearables worldwide.

Technical Data	
Price	587.31
R1	725.58
R2	739.73
S1	571.31
S2	557.23

M+ Research, Bloomberg

Financial Snapshot



M+ Research, Bloomberg

Technical Outlook

Price broke above the downward channel and experienced a follow-through gap up, suggesting buying interest is intact. Price is expected to retest its all-time-high resistance zone at USD725.58-739.73, while support is located along the gap between USD557.23-571.31, with cut-loss level set at USD547.23.

Trading Catalysts

- **Strong Q1 performance.** META recorded a revenue jump of 16% YoY to USD42.3bn in 1Q25, beating analysts' forecasts by USD1bn. Profit was much higher, with EPS growing by 36.5% YoY from USD4.71 in 1Q24 to USD6.43 in 1Q25. META expects revenue to reach around USD44.0bn in the next quarter.

- **More users & better ads performance.** META's daily active people (DAP), which measures the number of users across its apps, grew by a solid 6% in 1Q25, compared to the 5% growth seen in both 3Q24 and 4Q24.

- **Breakthroughs in AI model.** META introduced a new suite of advanced AI tools, including perception and vision-language models, 3D object localization, and collaborative reasoning frameworks, which are designed to enhance machine understanding, boost robotics capabilities, and streamline language processing, marking a major leap forward in the group's AI development.

Peer Comparison

Company	Ticker	Price (USD)	Market Cap (USD'bn)	P/E (x)	Forward P/E (x)	ROE (%)	NP Margin (%)	RSI	ST Trend
Meta Platforms Inc	**META**	**587.3**	**1476.7**	**22.8**	**22.3**	**39.8**	**37.9**	**Positive bias**	**Up**
Alphabet Inc	GOOGL	163.2	1992.4	19.7	17.3	34.8	28.6	Positive bias	Up
SNAP Inc	SNAP	8.4	14.0	-	28.4	-24.0	-13.0	Negative bias	Up
Pinterest Capital Group, Inc	PINS	27.0	18.3	71.1	15.4	47.5	51.1	Negative bias	Up
Avg ex-Meta Platforms Inc			**674.9**	**45.4**	**20.4**	**19.4**	**22.2**		

Source: Bloomberg, M+ Research

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(a) nil.