

Facebook

The World's Largest Social Media Company

Tiburon Written Research
March 3, 2020



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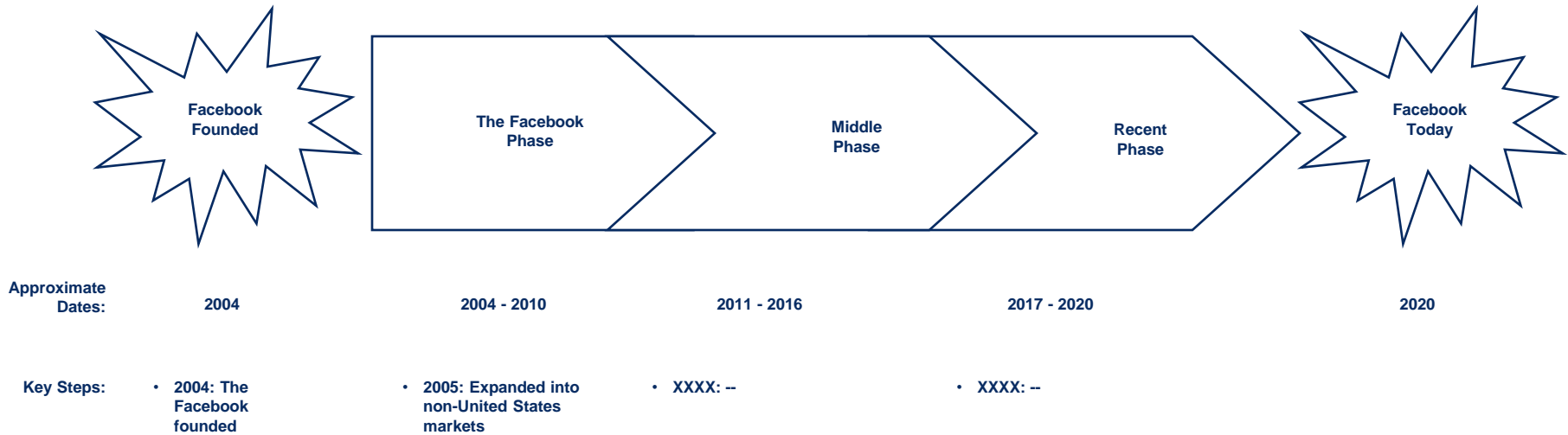


Comments

- **Founded in 2004**
 - **Founded as The Facebook**
 - **Founded by Chris Hughes, Andrew McCollum, Dustin Moskovitz, Eduardo Saverin, & Mark Zuckerberg**
- **Based in Menlo Park, CA**
- **CEO: Mark Zuckerberg**
- **Web site: www.facebook.com**

Facebook was Founded in 2004 and Has Subsequently Evolved through its The Facebook, Middle, & Recent Phases

Facebook History



Source: 4/16/19 Wikipedia Web Site; 4/16/19 Google Web Site; Tiburon Research & Analysis

Facebook was Founded as The Facebook by Chris Hughes, Andrew McCollum, Dustin Moskovitz, Eduardo Saverin, & Mark Zuckerberg in 2004

February 4,
2004

Comments

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The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Facebook Expanded into Non-United States Markets in 2005



Comments
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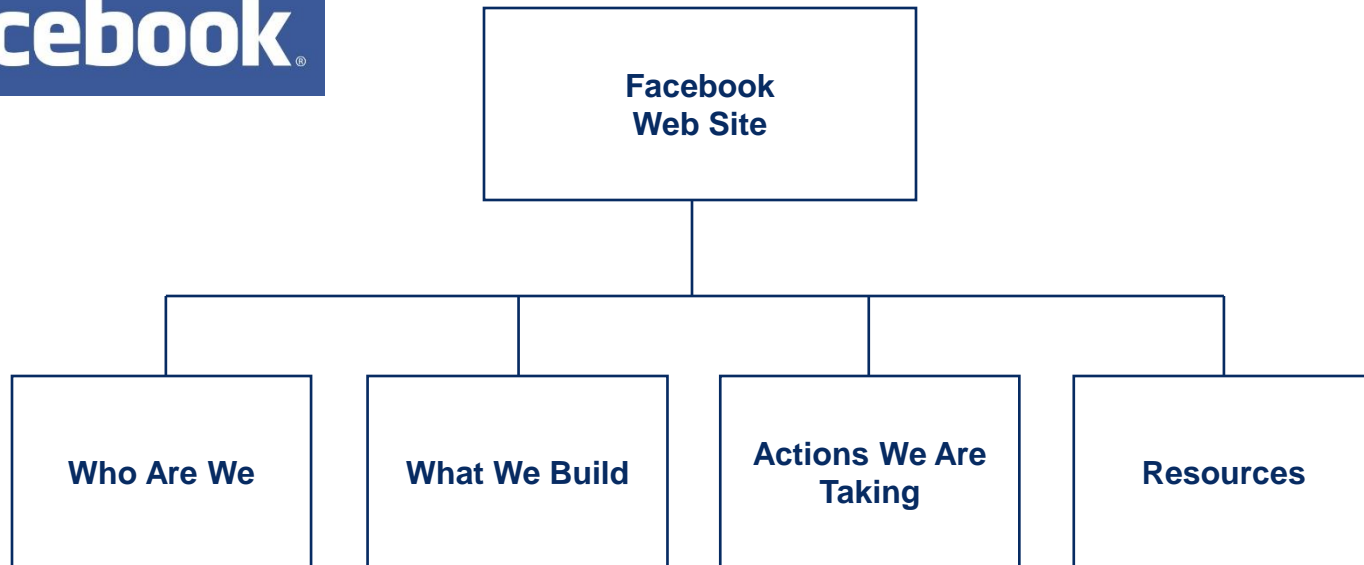
Facebook is a Frequent Advertiser



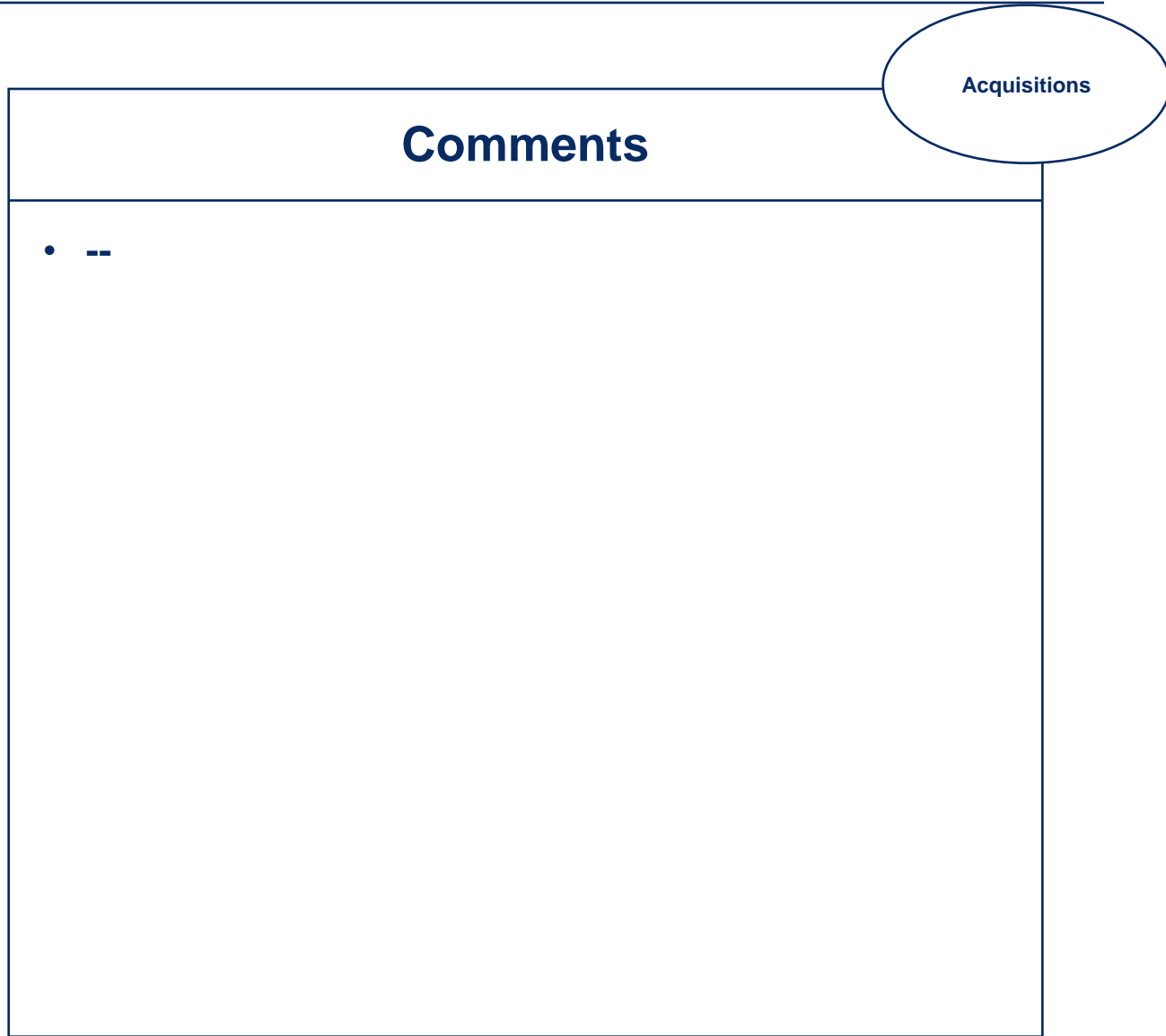
Source: Tiburon Research & Analysis

Facebook Has a Web Site with Four Core Sections, Including Who Are We, What We Build, Actions We Are Taking, & Resources

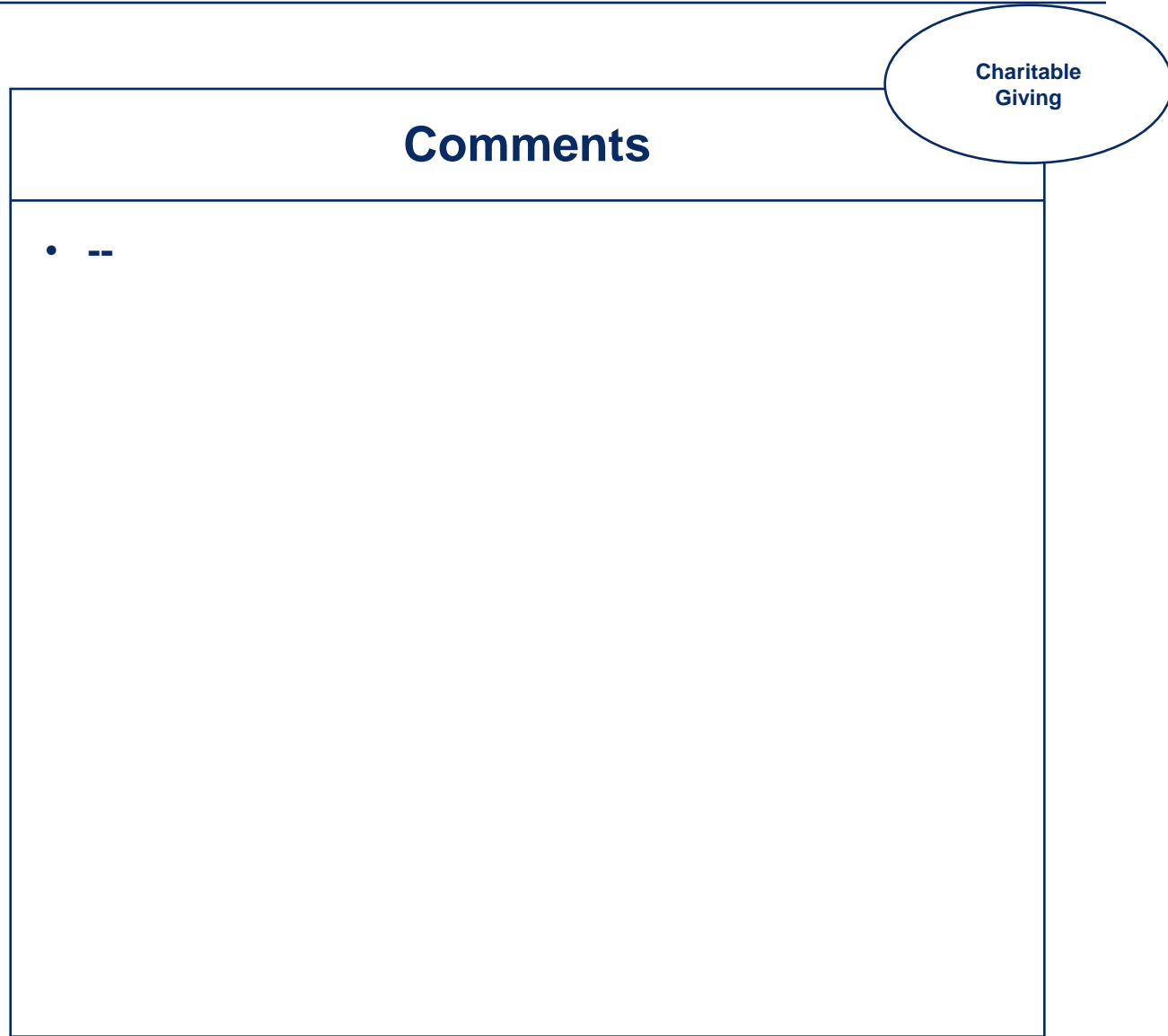
Facebook Web Site



Facebook is Not a Frequent Acquirer



Facebook Has a Charitable Giving Program



Facebook Has Offices

Needs data

Facebook Offices



2017 2018

Source: Tiburon Research & Analysis

Facebook Has Employees

Needs data

Facebook Employees



2017 2018

Source: Tiburon Research & Analysis

Facebook Serves Clients

Needs data

Facebook
Clients
(Millions)



2017 2018

Facebook Earns \$___ Million

Needs data



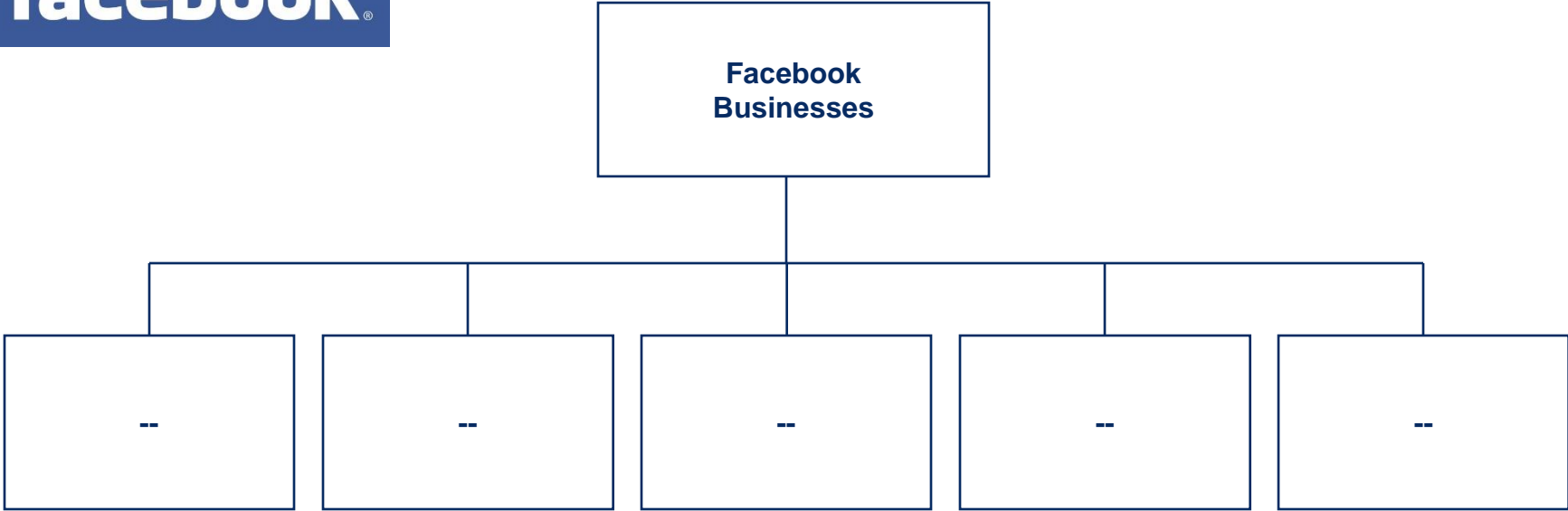
Facebook Net Profits (\$ Millions)

2017 2018

Source: Tiburon Research & Analysis

Facebook Has a Number of Businesses, Including...

Facebook Businesses



Source: Tiburon Research & Analysis

Facebook's First Businesses is ____



Comments

- --

Facebook's Second Businesses is ____

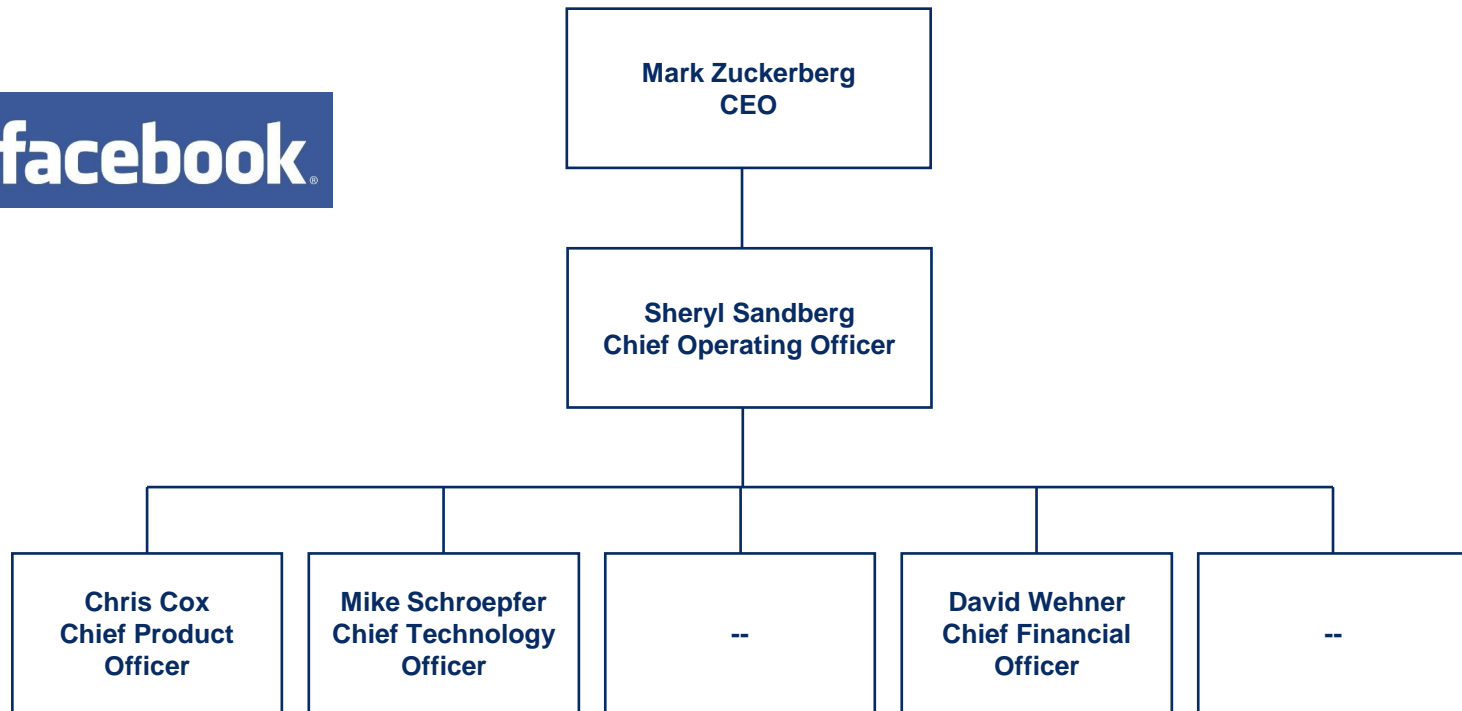


Comments

- --

Facebook is Led by its CEO Mark Zuckerberg & Chief Operating Officer Sheryl Sandberg

Facebook Organizational Chart




Note: Mark Zuckerberg co-founded the firm in 2004; Sheryl Sandberg joined the firm in XXXX; Chris Cox joined the firm in XXXX; Mike Schroepfer joined the firm in XXXX; David Wehner joined the firm in XXXX;

Source: 4/16/19 Google Web Site; Tiburon Research & Analysis

Facebook Has a Board of Directors Led by its Chairman Mark Zuckerberg

Facebook Board of Directors

Mark Zuckerberg (Chairman)	--	--	--	--
• --	• --	• --	• --	• -- 

Source: 4/18/19 Wikipedia Web Site; Tiburon Research & Analysis



Comments

- **Public company (NASDAQ: FB)**

Facebook Has Assets

Needs data

Facebook Assets (\$ Millions)



2017 2018

Facebook Has Liabilities

Needs data

Facebook Liabilities (\$ Millions)



2017 2018

Source: Tiburon Research & Analysis

Facebook Has Shareholders' Equity

Needs data

Facebook Shareholders Equity (\$ Millions)



2017 2018

Facebook Earns ... Per Share

Needs data

Facebook Earnings Per Share

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2017

2018

Facebook Declares ... Dividends Per Share

Needs data

Facebook Dividends Per Share

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2017

2018

Facebook Has a ... Dividend Yield

Needs data

Facebook Dividend Yield

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2017

2018

Facebook's Stock Price is ...

Needs data

Facebook Stock Price



2017 2018

Facebook Has ... Shares Outstanding

Needs data

Facebook Shares Outstanding



2017 2018

Facebook's Market Capitalization is ...

Needs data

Facebook Market Capitalization (\$ Millions)

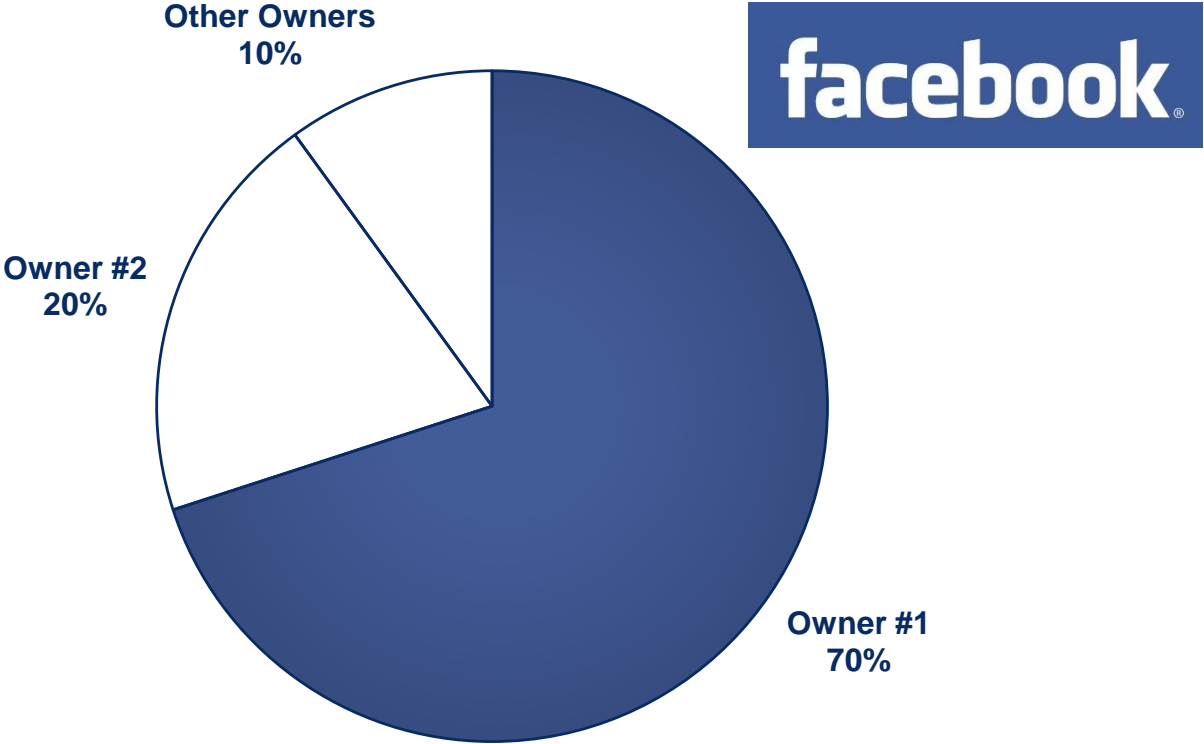


2017 2018

Facebook is Owned by

Needs real data

Facebook Ownership By Owner



Source: Tiburon Research & Analysis

Facebook's Stock Volume is....

Needs data

Facebook Stock Volume



2017 2018



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