



Meta Platforms Inc / META

Equity | Generated Oct 2, 2026 11:32 PM EDT

|               |              |           |                |
|---------------|--------------|-----------|----------------|
| Current price | Daily move   | Bid / Ask | Previous close |
| \$727.65      | +1.72 +0.24% | -/-       | \$725.93       |

|                   |                          |
|-------------------|--------------------------|
| Market            | NYSE                     |
| Industry          | Media                    |
| Market data as of | Oct 2, 2026 11:32 PM EDT |

JW Intelligence Report

Complete | 3 of 3 sections | Oct 2, 2026 6:50 PM EDT

|                 |                 |                |                    |
|-----------------|-----------------|----------------|--------------------|
| JW Rank         | Rank label      | Confidence     | IV percentile      |
| 81.9 / 100      | Strong setup    | high           | 75 / 100           |
| Model reference | Upside scenario | Risk reference | Wheel strategy fit |
| \$720.00        | \$758.00        | \$698.00       | 79 / 100           |

|                               |                                  |
|-------------------------------|----------------------------------|
| Options stance                | bullish                          |
| Tail-risk safety              | 56 / 100                         |
| JW Rank data coverage / as of | 100.0%   Oct 2, 2026 6:50 PM EDT |

Key insight

META Shows Bullish Signs Despite Uncertainty

Market read

META's price action and technical indicators suggest a bullish outlook, despite lingering uncertainty surrounding AI development costs, regulatory risks, and competition. The stock has shown strong momentum since the launch of its Muse AI agent, pushing towards a \$2 trillion valuation. While recent news regarding privacy concerns and potential penalties adds caution, the overall market sentiment remains constructive.

Strategy context

The recent launch of Muse AI agent has generated positive market sentiment and boosted META's valuation. However, concerns about regulatory risks and competition remain.



## JW AI conclusions

Short- and medium-term model interpretation

AI context bias

**Bullish**

AI analysis updated

**Oct 2, 2026 1:50 PM EDT**

### Short-term scenario

1-3 week stance: hold, or buy only on a dip toward support. Do not chase \$729 after the September spike. Bias is mildly constructive if about \$720 holds, but a push into the prior high is likely to be choppy. Uncertainty is elevated into late-October earnings and privacy headlines. Levels are illustrative only, not advice, and can be invalidated by a single headline.

### Three-month outlook

Base case is modestly bullish toward the analyst cluster near \$790-\$800 if Q3 revenue lands inside the \$61-64B guide and 2026 capex stays inside \$130-145B, with ads still funding the build. That path is uncertain. Muse has not shown material sales; Q2 free cash flow was nearly wiped out; 2027 spend is unguided; a large New Mexico penalty claim and glasses-privacy backlash could pressure the multiple; and rivals are shipping competing agents. A decisive break below roughly \$650 would challenge the post-Muse uptrend. A weaker scenario is a retest of the mid-\$600s if margins miss or capex guidance rises again. This is an uncertain outlook, not a recommendation.

### Market sentiment

Current X tone is cautiously constructive, not euphoric. Recent posts emphasize product velocity (Muse, Muse Code, business agents, Ray-Ban AI), and a few users say they are adding. Engagement on the latest posts is thin, so this is a weak crowd signal. Summer commentary was much more negative on AI spend and communication; Muse flipped that narrative, but free-cash-flow compression, capex, and competition remain the skeptical counterpoints. Sentiment can reverse quickly on earnings or regulatory headlines. Uncertainty around the true investor consensus is high because visible posts are sparse.

### Supporting evidence

META's price is above key moving averages (20-day, 50-day, 200-day), indicating an uptrend. | RSI(14) has cooled from overbought levels but remains positive, suggesting continued momentum. | MACD is above its signal line, further supporting the bullish trend. | Analyst consensus is overwhelmingly Buy to Strong Buy with a mean target price near \$795.

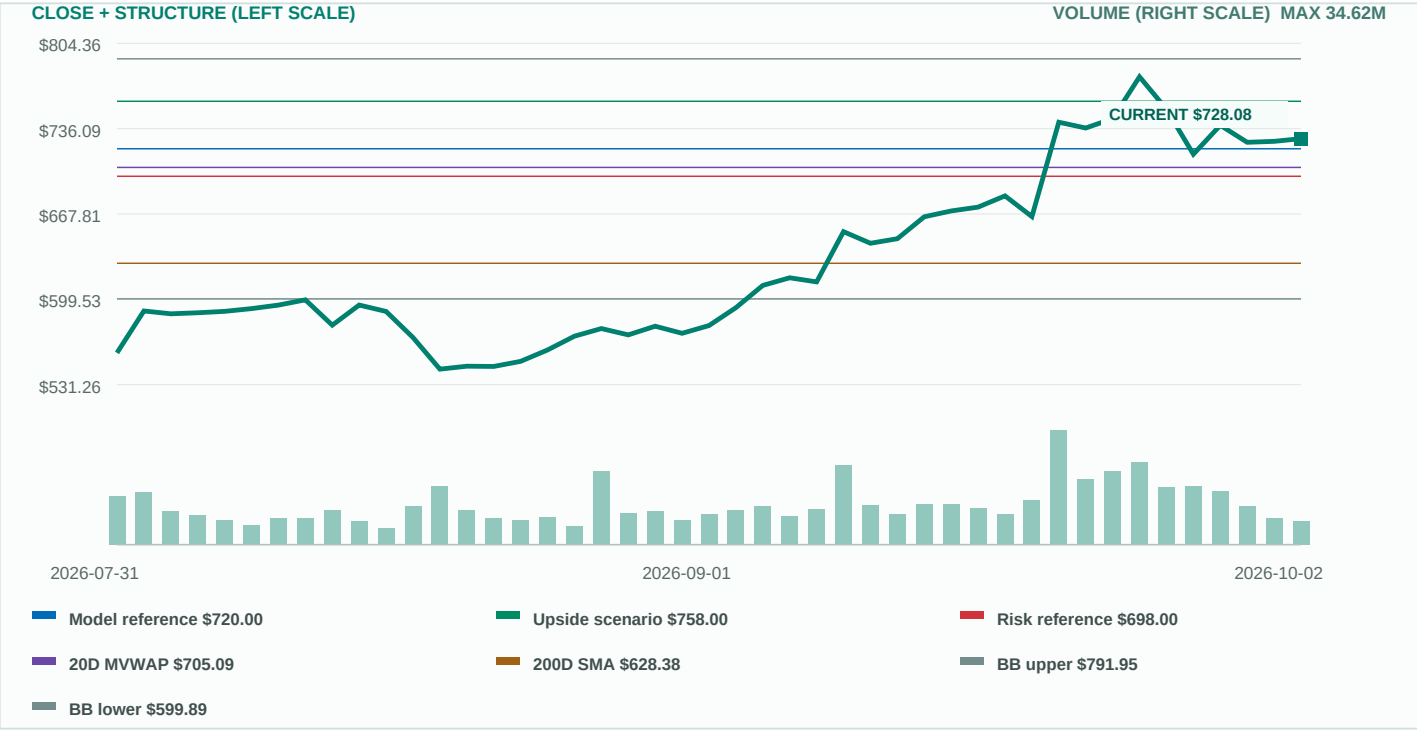
### Risk watch

New Mexico is seeking significant penalties over privacy concerns related to META's products. | A major Dutch eyewear chain halted sales of Ray-Ban Meta glasses due to privacy issues.



Enhanced price structure

45 trading days with volume, model levels and current technical reference bands



45 complete trading-session observations



JW Rank factors

Score, source coverage and interpretation for each decision factor



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

bullish\_recovery

Institutional flow

Above MVWAP

Structure

Above 200D trend

Volatility

medium



## Decision indicators

Detailed momentum, institutional and structural observations

### Momentum kinematics

Direction, velocity and oscillator state

|                                |                                                       |
|--------------------------------|-------------------------------------------------------|
| Current read                   | <b>BULLISH RECOVERY   neutral   MACD decelerating</b> |
| Trend signal                   | <b>BULLISH RECOVERY</b>                               |
| RSI signal                     | <b>neutral</b>                                        |
| RSI (7 / 14 / 21)              | <b>56.65 / 61.49 / 61.37</b>                          |
| RSI velocity                   | <b>-1.01</b>                                          |
| MACD line / signal / histogram | <b>34.31 / - / 35.08</b>                              |
| MACD acceleration              | <b>-1.85</b>                                          |
| Stochastic K / D               | <b>58.66 / 60.88</b>                                  |

### Institutional footprints

Volume-weighted cost, price location and flow

|                          |                                                      |
|--------------------------|------------------------------------------------------|
| Current read             | <b>Above institutional MVWAP   Accumulation bias</b> |
| Institutional flow       | <b>4.51</b>                                          |
| 20-day MVWAP             | <b>\$705.09</b>                                      |
| Price vs 20-day MVWAP    | <b>+3.20%</b>                                        |
| Daily reference VWAP     | <b>\$731.95</b>                                      |
| Price vs daily reference | <b>-0.59%</b>                                        |
| Volume                   | <b>7.01M</b>                                         |

### Structural context

Long-term trend and volatility boundaries

|                      |                                                      |
|----------------------|------------------------------------------------------|
| Current read         | <b>Above 200-day trend   Positive macro velocity</b> |
| Macro velocity       | <b>6.62</b>                                          |
| 20-day / 200-day SMA | <b>\$695.92 / \$628.38</b>                           |
| Bollinger range      | <b>\$599.89 - \$791.95</b>                           |
| Bollinger position   | <b>0.668</b>                                         |



Options and volatility intelligence

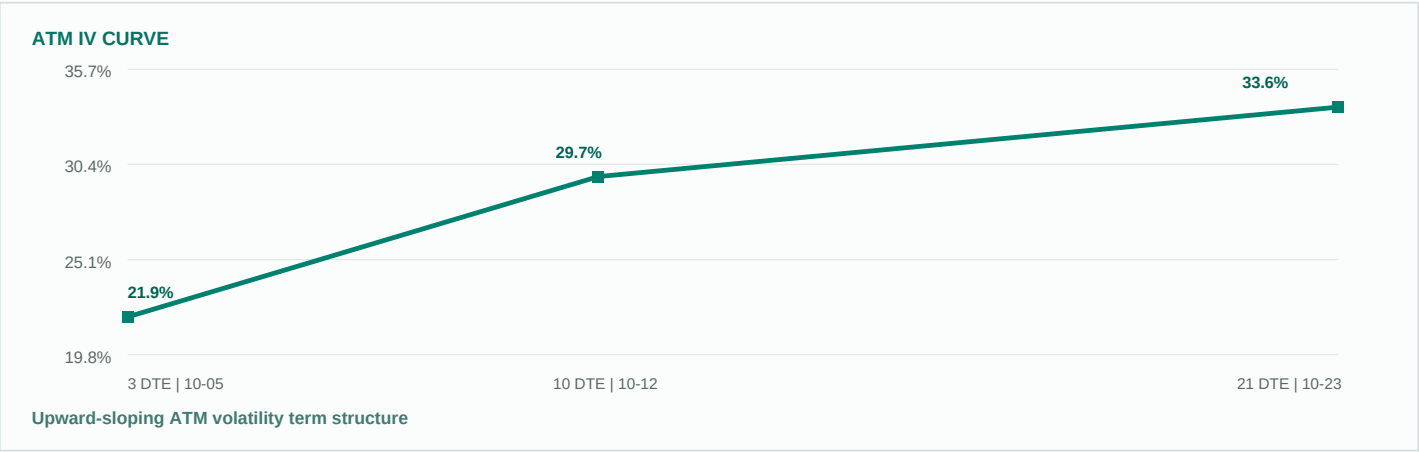
Structure, premium conditions and principal risks

|          |               |       |        |
|----------|---------------|-------|--------|
| IV rank  | IV percentile | VVIX  | SKEW   |
| 59 / 100 | 79 / 100      | 88.65 | 142.77 |

|                                 |                                                   |
|---------------------------------|---------------------------------------------------|
| Market regime                   | Calm                                              |
| Tail-risk regime                | NORMAL TAIL RISK                                  |
| Term structure                  | contango                                          |
| Term slope                      | +11.66 pts                                        |
| Skew read                       | balanced                                          |
| Liquidity / quote coverage      | 100.0%                                            |
| Options Snapshot IV sources     | ATM: option chain   Rank/percentile: fundamentals |
| Options Snapshot IV observed at | Oct 2, 2026 2:47 PM EDT                           |
| Options data quality            | Coverage 88.9%                                    |

Option term structure

ATM implied-volatility curve by days to expiration

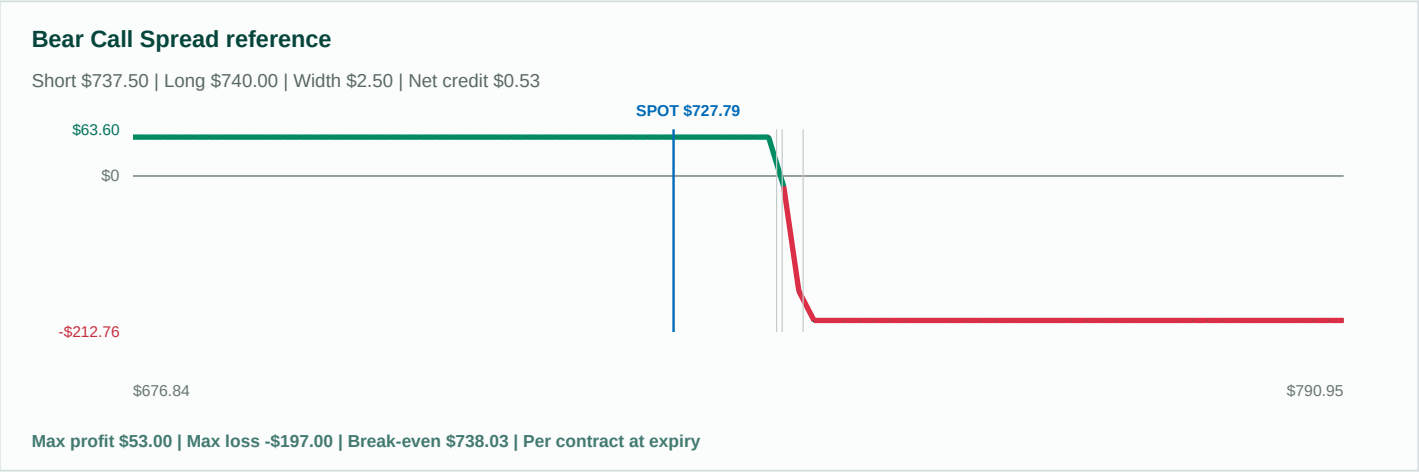


| EXPIRATION | DTE | ATM IV | STATE |
|------------|-----|--------|-------|
| 2026-10-05 | 3   | 21.9%  | -     |
| 2026-10-12 | 10  | 29.7%  | -     |
| 2026-10-23 | 21  | 33.6%  | -     |



## Reference spread payoff

Illustrative expiry profit/loss per one-lot structure, including quoted net credit



## Event and tail-risk context

Known event windows and broad volatility conditions

|                        |              |
|------------------------|--------------|
| Next earnings date     | 2026-10-28   |
| Earnings IV-crush risk | NOT MEASURED |
| VIX                    | 15.56        |
| VVIX                   | 88.65        |
| SKEW index             | 142.77       |
| Observation confidence | high         |
| Option quote quality   | reliable     |
| Contracts observed     | 116          |
| Contracts with quotes  | 116          |

## Strategy fit

Generalized structure fit; not a personalized recommendation

### Market structure

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## Options context

META Shows Bullish Signs Despite Uncertainty

## Wheel context

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## Observed evidence

META's price is above key moving averages (20-day, 50-day, 200-day), indicating an uptrend. | RSI(14) has cooled from overbought levels but remains positive, suggesting continued momentum. | MACD is above its signal line, further supporting the bullish trend. | Analyst consensus is overwhelmingly Buy to Strong Buy with a mean target price near \$795.

## Principal risks to monitor

New Mexico is seeking significant penalties over privacy concerns related to META's products. | A major Dutch eyewear chain halted sales of Ray-Ban Meta glasses due to privacy issues.



## Fundamentals and events

Business quality, valuation and upcoming event context

|                            |                  |
|----------------------------|------------------|
| Market capitalization      | P/E (TTM)        |
| <b>\$1.85T</b>             | <b>27.13</b>     |
| ROE                        | Revenue growth   |
| <b>29.7%</b>               | <b>19.9%</b>     |
| EPS growth                 | Operating margin |
| <b>39.9%</b>               | <b>38.1%</b>     |
| Net profit margin          | Gross margin     |
| <b>29.8%</b>               | -                |
| Free cash flow CAGR        | Debt / equity    |
| <b>14.3%</b>               | <b>0.28</b>      |
| Dividend yield             | Beta             |
| -                          | <b>1.25</b>      |
| 52-week range              |                  |
| <b>\$520.26 - \$779.82</b> |                  |

## Company or fund profile

Issuer identity and classification

|                           |                                         |
|---------------------------|-----------------------------------------|
| Name                      | Market                                  |
| <b>Meta Platforms Inc</b> | <b>NYSE</b>                             |
| Industry                  | Country                                 |
| <b>Media</b>              | <b>US</b>                               |
| Currency                  | IPO date                                |
| <b>USD</b>                | <b>2012-05-18</b>                       |
| Shares outstanding        | 52-week return                          |
| <b>2.54B</b>              | <b>-1.3%</b>                            |
| Book value per share      | Revenue per share                       |
| <b>\$102.52</b>           | <b>\$88.95</b>                          |
| Website                   | <a href="https://meta.com">meta.com</a> |



Latest strategy observation

Most recent shared general market signal available when this report was generated

**META Covered Call signal**

**Covered Call | 2026-10-05**

At signal \$731.71 | Current \$727.65

**SHORT     Option \$732.50 B \$7.60 / A \$8.25**

**Conservative | CR \$7.93**

Oct 2, 2026 9:36 AM EDT



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

|                                   |                               |
|-----------------------------------|-------------------------------|
| ATR                               | \$25.42                       |
| ATR as % of price                 | 3.5%                          |
| Volatility environment            | medium                        |
| Current IV                        | 42.1%                         |
| IV rank                           | 57 / 100                      |
| IV percentile                     | 75 / 100                      |
| Technical Snapshot IV source      | Private fundamentals snapshot |
| Technical Snapshot IV observed at | Oct 2, 2026 7:32 PM EDT       |

Technical health and risk radar

Derived indicator health and event context

|                      |                  |
|----------------------|------------------|
| Overall health       | 78 / 100         |
| Trend health         | 78 / 100         |
| Momentum health      | 88 / 100         |
| Volatility health    | 58 / 100         |
| Structure health     | 83 / 100         |
| Earnings risk / date | low   2026-10-28 |
| Macro risk           | unknown          |
| Volatility risk      | medium           |
| Structure risk       | low              |

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

|                                  |                                |
|----------------------------------|--------------------------------|
| SMA (20 / 50 / 200)              | \$695.92 / \$625.04 / \$628.38 |
| EMA (9 / 21)                     | \$725.05 / \$694.65            |
| Bollinger upper / middle / lower | \$791.95 / \$695.92 / \$599.89 |



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

| FIELD                 | VALUE               |
|-----------------------|---------------------|
| Bollinger %B          | 0.668               |
| True high / low       | \$741.58 / \$725.93 |
| 5-day true high / low | \$751.66 / \$713.19 |

Three-day indicator history

Short-horizon change and the underlying three-session observations

| INDICATOR | 3-DAY CHANGE | SESSION 1 / 2 / 3                |
|-----------|--------------|----------------------------------|
| SMA20     | 6.619        | -                                |
| SMA50     | 2.014        | -                                |
| MVWAP20   | 4.508        | -                                |
| MACD      | -1.854       | -                                |
| RSI       | -1.008       | -                                |
| Volume    | -3098160.000 | -                                |
| ATR       | -0.799       | -                                |
| T1        | -            | 36.04 / 700.95 / 735.88 / 721.51 |
| T2        | -            | 37.93 / 696.51 / 738.79 / 721.30 |
| T3        | -            | 39.88 / 691.57 / 740.45 / 715.10 |



## Detailed options evidence

Supporting option-chain, execution and data-quality observations

|                                 |                                                          |
|---------------------------------|----------------------------------------------------------|
| Underlying price at observation | <b>\$727.79</b>                                          |
| Options Snapshot IV sources     | <b>ATM: option chain   Rank/percentile: fundamentals</b> |
| Options Snapshot IV observed at | <b>Oct 2, 2026 2:47 PM EDT</b>                           |
| Options data coverage           | <b>88.9%</b>                                             |
| SKEW regime                     | <b>HIGH TAIL RISK SKEW</b>                               |
| VVIX regime                     | <b>VVIX FLAT</b>                                         |
| Front expiration / DTE          | <b>2026-10-05   3 DTE</b>                                |
| Front at-the-money IV           | <b>21.9%</b>                                             |
| 25-delta skew                   | <b>3.69</b>                                              |
| Put / Call 25-delta             | <b>\$697.50 / \$737.50 Delta 0.265</b>                   |
| Median option bid/ask spread    | <b>6.7%</b>                                              |
| Bid/ask spread                  | <b>-</b>                                                 |
| Contracts observed / quoted     | <b>116 / 116</b>                                         |

### Price context

Last Price: 727.79 | Bid: 727.71 | Ask: 727.85 | Previous Close: 725.93 | Change: 1.86 | Daily change: 0.26% | Update Time: 2026-10-02T14:47:52.776080-04:00 | Latest History Date: 2026-10-02 | Latest History Price: 727.85

### Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-10 | Latest Date: 2026-10-02 | Latest Price: 727.85 | Max Drawdown 60d Percent: -20.88%

### Fundamental context

Current Iv Percent: 42.86% | Iv Rank: 59.33 | Iv Percentile: 78.88 | Next Earnings Date: 2026-10-28 | Ex Dividend Date: 2026-09-20



## Important disclosures

Scope, limitations, risk and permitted interpretation

### General market information only

This report is general quantitative research and market commentary. It is not investment, legal, tax or accounting advice; it is not an offer, solicitation, order, recommendation or promise of performance. It does not consider any reader's holdings, objectives, financial circumstances, risk tolerance or suitability.

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JW Rank, strategy fit, model reference, upside scenario and risk reference levels are model observations. They are not entries, price targets, stops, position sizes or instructions to buy, sell, open, close or hold a security or option. A higher score does not imply lower risk or a guaranteed favorable outcome.

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## Reference documents

Official product terms and standardized options disclosure

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|-----------------------------|--------------------------------------------------------------------------------------------------------|
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