



Meta Platforms Inc / META

Equity | Generated Oct 6, 2026 11:31 PM EDT

|               |              |                   |                |
|---------------|--------------|-------------------|----------------|
| Current price | Daily move   | Bid / Ask         | Previous close |
| \$740.60      | -1.30 -0.18% | \$740.27/\$740.75 | \$741.90       |

|                   |                          |
|-------------------|--------------------------|
| Market            | NYSE                     |
| Industry          | Media                    |
| Market data as of | Oct 6, 2026 11:31 PM EDT |

JW Intelligence Report

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

|                 |                 |                |                    |
|-----------------|-----------------|----------------|--------------------|
| JW Rank         | Rank label      | Confidence     | IV percentile      |
| 82.1 / 100      | Strong setup    | high           | 79 / 100           |
| Model reference | Upside scenario | Risk reference | Wheel strategy fit |
| \$735.00        | \$765.00        | \$710.00       | 80 / 100           |

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

Key insight

META Option Market Prices in Continued Upside Potential

Market read

The META option market displays a bullish sentiment, reflecting optimism about the company's future prospects. Implied volatility is elevated but balanced, suggesting traders anticipate continued price movement. The term structure is flat, indicating similar expected volatility across various expiration dates. Strong technical indicators and positive analyst sentiment contribute to the bullish outlook.

Strategy context

The option market shows a preference for calls over puts, indicating a belief in further upside potential.



## JW AI conclusions

Short- and medium-term model interpretation

AI context bias

**Bullish**

AI analysis updated

**Oct 6, 2026 2:31 PM EDT**

### Short-term scenario

Cautiously constructive over 1-3 weeks: prefer entries on modest weakness rather than chasing strength. Uptrend is intact but the stock is extended after a large September advance, near-term momentum is softening, and the late-October earnings date plus unresolved regulatory headlines add event risk. Levels below are approximate reference points only, not guarantees; position size should reflect high uncertainty. This is not investment advice.

### Three-month outlook

Moderately positive but highly uncertain. Continued Muse adoption and core advertising strength could support movement toward consensus targets near \$795 if Q3 results and spending commentary are well received. Significant risks include elevated 2026 capex expectations in the \$130-145 billion range, the possibility of a large adverse legal outcome, multi-jurisdiction regulatory scrutiny, and the chance that AI returns take longer to appear than the recent rally implies. A retracement toward longer-term averages cannot be ruled out if sentiment on spending or legal issues deteriorates. Outcomes depend on execution, macro conditions, and unresolved legal developments.

### Market sentiment

Recent X discussion is relatively sparse and mixed-to-cautiously constructive. Some posts describe META as slightly undervalued versus other mega-caps and note post-rally momentum, with traders watching the \$700-720 zone on pullbacks. Regulatory headlines such as the UK probe appear alongside chart and options flow comments. Earlier commentary was more skeptical of heavy AI spending and strategy communication, though Muse traction has improved the tone for portions of the audience. Sentiment is noisy, incomplete, and can reverse quickly; it should not be treated as a reliable signal.

### Supporting evidence

Implied volatility is 43.02%, reflecting expectations of moderate price swings. | The term structure is flat, suggesting balanced volatility expectations across different expirations. | Strong bullish trend signals from technical indicators like moving averages and RSI. | Analyst consensus is strongly positive with a 'Strong Buy' rating and an average price target above the current market price.

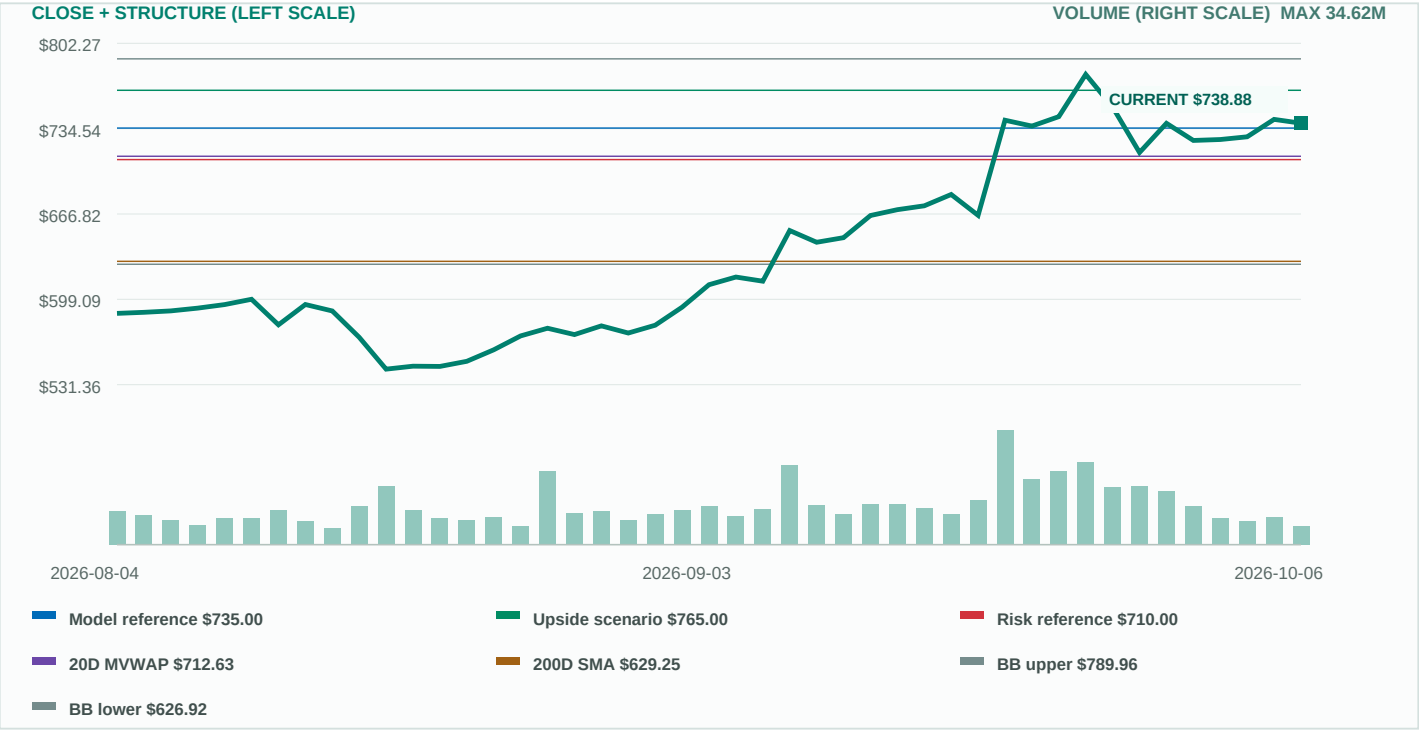
### Risk watch

Regulatory and legal risks remain a significant concern, with unresolved probes and potential penalties. | Elevated capital expenditure expectations could impact profitability if not met.



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

strong\_bull

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                   | STRONG BULL   neutral   MACD decelerating |
| Trend signal                   | STRONG BULL                               |
| RSI signal                     | neutral                                   |
| RSI (7 / 14 / 21)              | 60.20 / 63.01 / 62.46                     |
| RSI velocity                   | 0.64                                      |
| MACD line / signal / histogram | 32.55 / - / 34.35                         |
| MACD acceleration              | -1.16                                     |
| Stochastic K / D               | 63.96 / 61.43                             |

Institutional footprints

Volume-weighted cost, price location and flow

|                          |                                               |
|--------------------------|-----------------------------------------------|
| Current read             | Above institutional MVWAP   Accumulation bias |
| Institutional flow       | 3.89                                          |
| 20-day MVWAP             | \$712.63                                      |
| Price vs 20-day MVWAP    | +3.92%                                        |
| Daily reference VWAP     | \$741.02                                      |
| Price vs daily reference | -0.06%                                        |
| Volume                   | 5.66M                                         |

Structural context

Long-term trend and volatility boundaries

|                      |                                               |
|----------------------|-----------------------------------------------|
| Current read         | Above 200-day trend   Positive macro velocity |
| Macro velocity       | 6.13                                          |
| 20-day / 200-day SMA | \$708.44 / \$629.25                           |
| Bollinger range      | \$626.92 - \$789.96                           |
| Bollinger position   | 0.687                                         |



## Options and volatility intelligence

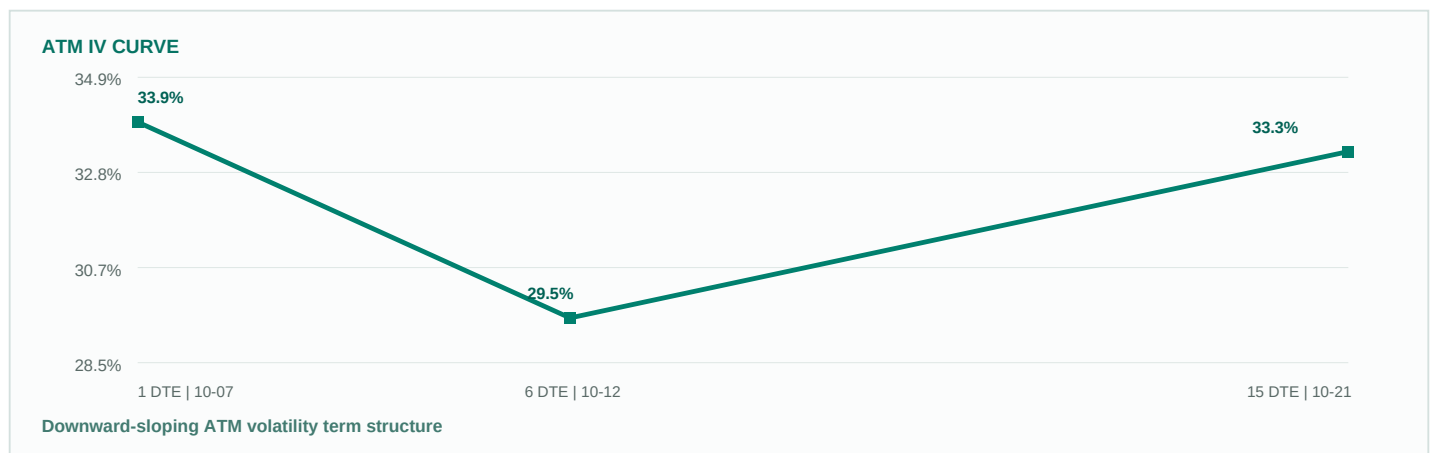
Structure, premium conditions and principal risks

|                 |                 |              |               |
|-----------------|-----------------|--------------|---------------|
| IV rank         | IV percentile   | VVIX         | SKEW          |
| <b>60 / 100</b> | <b>80 / 100</b> | <b>82.09</b> | <b>143.04</b> |

|                                 |                                                   |
|---------------------------------|---------------------------------------------------|
| Market regime                   | Calm                                              |
| Tail-risk regime                | NORMAL TAIL RISK                                  |
| Term structure                  | flat                                              |
| Term slope                      | -0.66 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 6, 2026 2:48 PM EDT                           |
| Options data quality            | Coverage 88.9%                                    |

## Option term structure

ATM implied-volatility curve by days to expiration



| EXPIRATION | DTE | ATM IV | STATE |
|------------|-----|--------|-------|
| 2026-10-07 | 1   | 33.9%  | -     |
| 2026-10-12 | 6   | 29.5%  | -     |
| 2026-10-21 | 15  | 33.3%  | -     |

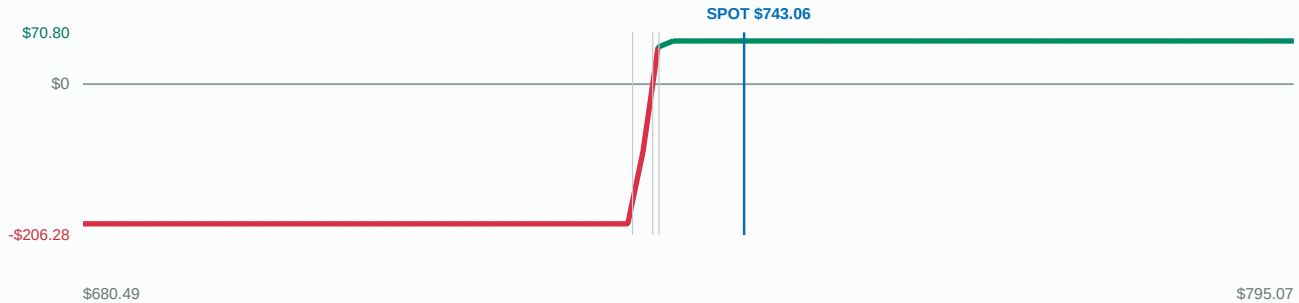


## Reference spread payoff

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

### Bull Put Spread reference

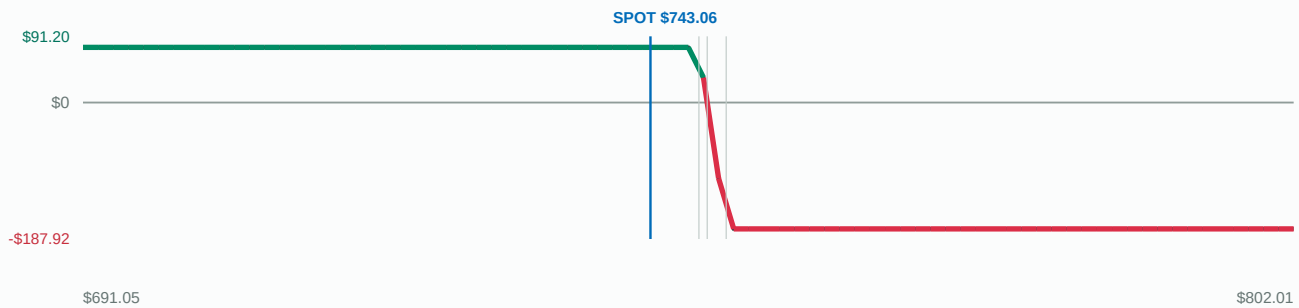
Short \$735.00 | Long \$732.50 | Width \$2.50 | Net credit \$0.59



Max profit \$59.00 | Max loss -\$191.00 | Break-even \$734.41 | Per contract at expiry

### Bear Call Spread reference

Short \$747.50 | Long \$750.00 | Width \$2.50 | Net credit \$0.76



Max profit \$76.00 | Max loss -\$174.00 | Break-even \$748.26 | Per contract at expiry

## 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                    | 15.03        |
| VVIX                   | 82.09        |
| SKEW index             | 143.04       |
| Observation confidence | high         |
| Option quote quality   | reliable     |
| Contracts observed     | 122          |



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

| FIELD                 | VALUE |
|-----------------------|-------|
| Contracts with quotes | 122   |

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The META option market displays a bullish sentiment, reflecting optimism about the company's future prospects. Implied volatility is elevated but balanced, suggesting traders anticipate continued price movement. The term structure is flat, indicating similar expected volatility across various expiration dates. Strong technical indicators and positive analyst sentiment contribute to the bullish outlook.

Options context

META Option Market Prices in Continued Upside Potential

Wheel context

The option market shows a preference for calls over puts, indicating a belief in further upside potential.

Observed evidence

Implied volatility is 43.02%, reflecting expectations of moderate price swings. | The term structure is flat, suggesting balanced volatility expectations across different expirations. | Strong bullish trend signals from technical indicators like moving averages and RSI. | Analyst consensus is strongly positive with a 'Strong Buy' rating and an average price target above the current market price.

Principal risks to monitor

Regulatory and legal risks remain a significant concern, with unresolved probes and potential penalties. | Elevated capital expenditure expectations could impact profitability if not met.



## Fundamentals and events

Business quality, valuation and upcoming event context

|                            |                  |
|----------------------------|------------------|
| Market capitalization      | P/E (TTM)        |
| <b>\$1.89T</b>             | <b>27.24</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>0.1%</b>                            |
| Book value per share      | Revenue per share                      |
| <b>\$102.52</b>           | <b>\$88.95</b>                         |
| Website                   | <a href="http://meta.com">meta.com</a> |



## Latest strategy observation

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

|                                                      |                         |
|------------------------------------------------------|-------------------------|
| <b>META Covered Call signal</b>                      | Oct 6, 2026 9:56 AM EDT |
| <b>Covered Call   2026-10-07</b>                     |                         |
| At signal \$737.92   Current \$740.60                |                         |
| <b>SHORT     Option \$740.00 B \$5.50 / A \$5.70</b> |                         |
| <b>Conservative   CR \$5.60</b>                      |                         |



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

|                                   |                               |
|-----------------------------------|-------------------------------|
| ATR                               | \$23.99                       |
| ATR as % of price                 | 3.3%                          |
| Volatility environment            | medium                        |
| Current IV                        | 42.9%                         |
| IV rank                           | 59 / 100                      |
| IV percentile                     | 79 / 100                      |
| Technical Snapshot IV source      | Private fundamentals snapshot |
| Technical Snapshot IV observed at | Oct 6, 2026 1:40 PM EDT       |

Technical health and risk radar

Derived indicator health and event context

|                      |                     |
|----------------------|---------------------|
| Overall health       | 82 / 100            |
| Trend health         | 92 / 100            |
| Momentum health      | 86 / 100            |
| Volatility health    | 61 / 100            |
| Structure health     | 81 / 100            |
| Earnings risk / date | medium   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)              | \$708.44 / \$630.87 / \$629.25 |
| EMA (9 / 21)                     | \$730.51 / \$702.58            |
| Bollinger upper / middle / lower | \$789.96 / \$708.44 / \$626.92 |



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

| FIELD                 | VALUE               |
|-----------------------|---------------------|
| Bollinger %B          | 0.687               |
| True high / low       | \$747.50 / \$736.69 |
| 5-day true high / low | \$747.50 / \$721.30 |

Three-day indicator history

Short-horizon change and the underlying three-session observations

| INDICATOR | 3-DAY CHANGE | SESSION 1 / 2 / 3                |
|-----------|--------------|----------------------------------|
| SMA20     | 6.132        | -                                |
| SMA50     | 2.758        | -                                |
| MVWAP20   | 3.893        | -                                |
| MACD      | -1.163       | -                                |
| RSI       | 0.635        | -                                |
| Volume    | -759213.330  | -                                |
| ATR       | -0.727       | -                                |
| T1        | -            | 33.67 / 708.64 / 746.70 / 727.12 |
| T2        | -            | 34.31 / 705.09 / 741.58 / 725.93 |
| T3        | -            | 36.04 / 700.95 / 735.88 / 721.51 |



## Detailed options evidence

Supporting option-chain, execution and data-quality observations

|                                 |                                                          |
|---------------------------------|----------------------------------------------------------|
| Underlying price at observation | <b>\$743.06</b>                                          |
| Options Snapshot IV sources     | <b>ATM: option chain   Rank/percentile: fundamentals</b> |
| Options Snapshot IV observed at | <b>Oct 6, 2026 2:48 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>2026-10-07   1 DTE</b>                                |
| Front at-the-money IV           | <b>33.9%</b>                                             |
| 25-delta skew                   | <b>0.00</b>                                              |
| Put / Call 25-delta             | <b>\$735.00 Delta -0.269 / \$747.50</b>                  |
| Median option bid/ask spread    | <b>8.9%</b>                                              |
| Bid/ask spread                  | <b>-</b>                                                 |
| Contracts observed / quoted     | <b>122 / 122</b>                                         |

### Price context

Last Price: 743.06 | Bid: 743.00 | Ask: 743.14 | Previous Close: 741.90 | Change: 1.16 | Daily change: 0.16% | Update Time: 2026-10-06T14:48:06.299131-04:00 | Latest History Date: 2026-10-06 | Latest History Price: 743.06

### Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-14 | Latest Date: 2026-10-06 | Latest Price: 743.06 | Max Drawdown 60d Percent: -20.88%

### Fundamental context

Current Iv Percent: 43.02% | Iv Rank: 59.81 | Iv Percentile: 79.68 | 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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