FINANCIAL DYNAMICS AND COMPETITIVE SUSTAINABILITY OF META COMPANY

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In the context of the digitalization of the economy and the rapid development of technology corporations, ensuring high business competitiveness requires continuous monitoring and deep assessment of the financial and economic state. Transnational IT giants, in particular Meta, play a key role in shaping global market trends, which necessitates a detailed study of the dynamics of their resources, capital, and performance. Within the scope of these theses, a comprehensive analysis of Meta's initial financial indicators and key competitiveness ratios for the period 2019–2024 has been carried out to identify main trends, financial stability, and the efficiency of the company's asset management (Table 1).

Table 1

Baseline financial indicators of Meta, 2019–2024

Indicator	2024	2023	2022	2021	2020	2019
Operating Income	46,751	28,944	46,753	32,671	23,986	23,071
Cost of Revenue	30	25	22	18	15	13,858
Total Equity	153,168	125,713	124,879	124,879	105,73	100,879
Total Assets	229,623	185,727	165,987	159,316	138,446	133,378
Total Liabilities	76,455	59,963	41,108	34,437	32,716	32,499
Total Current Assets	60	55	50	45	40	46,71
Total Current Liabilities	25	22	20	18	16	16,636
Net Income	39,098	23,2	39,37	29,146	18,485	18,485
Selling/General/ Admin. Expenses	58,151	62,665	49,176	35,294	31,711	27,249

Source: compiled by the author based on [4]

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The analysis of Meta's initial financial indicators for 2019–2024 demonstrates a steady trend toward the large-scale growth of key business activity indicators. In particular, operating income increased from 23,07 billion units in 2019 to 46,75 billion units in 2024, although a temporary contraction to 28.94 billion units was observed in 2023. A similar dynamic is demonstrated by net income, which increased from 18,49 billion units in 2019 – 2020 to 39,10 billion units in 2024. The company's property and capital base also expanded rapidly: total assets grew from 133,38 billion units in 2019 to 229,62 billion units in 2024, while total equity increased from 100.88 billion units to 153,17 billion units, respectively. At the same time, total liabilities rose from 32,50 billion units in 2019 to 76,46 billion units in 2024, and selling, general, and administrative expenses consistently increased from 27,25 billion units to 58,15 billion units, reflecting the intensification of operating activities and the scaling of the company's business.

Based on the presented initial financial data, key coefficients characterizing the company's level of competitiveness were calculated. The dynamics of these calculated indicators for 2020–2024 are presented in the table below (Table 2).

Table 2

Calculated financial and economic indicators of Meta, 2020–2024

Indicator	2020	2021	2022	2023	2024
Product profitability, %	159,91	181,51	212,51	115,78	155,84
Autonomy ratio (greater than 0,5)	0,76	0,78	0,75	0,68	0,67
Solvency ratio (greater than 1)	3,23	3,63	3,04	2,10	2,00
Absolute liquidity ratio (greater than 0,2)	1,22	1,31	1,22	0,92	0,78
Current assets turnover ratio	0,46	0,65	0,79	0,42	0,65
Return on sales, %	129,76	112,09	118,75	124,76	119,57
Advertising and sales promotion effectiveness ratio	51,05	6,14	5,05	-4,92	4,95

Source: compiled by the author based on [4]

The analysis of Meta's competitiveness indicators for 2020 – 2024 indicates significant fluctuations and multidirectional trends in its financial and economic activities. In particular, the general trend of product profitability is neutral or declining after a peak: the indicator reached a maximum value of 212,51% in 2022, after which it decreased to 115,78% in 2023 and ended the period at 155,84% (2024), which is slightly lower than the initial figure of 2020 (159,91%). The dynamics of the autonomy ratio demonstrate a decline after a

peak (from 0,78 in 2021 to 0,67 in 2024), yet it consistently exceeds the critical value of 0,5, confirming a high level of financial independence. Similarly, although the solvency ratio decreased after its peak in 2021 (3,63) to 2,00 in 2024, it remained above the critical threshold of 1,0 throughout the entire period, indicating strong financial stability and low dependence on borrowed funds. The absolute liquidity ratio also decreased from a maximum of 1,31 (2021) to 0,78 (2024), but reliably exceeds the normative value of 0,2, guaranteeing the company's ability to promptly repay short-term liabilities. At the same time, the current assets turnover ratio exhibits volatility with a minimum in 2023 (0,42) and a recovery to 0,65 in 2024, reflecting fluctuations in the efficiency of asset utilization. Return on sales demonstrates stability within the range of 112 – 129%, settling at 119,57% in 2024. In contrast, the indicator of the effectiveness of advertising and sales promotion tools has a sharply declining character with deep fluctuations: having dropped from 51,05 (2020) to a negative value of -4,92 in 2023, it partially recovered to 4,95 in 2024, evidencing complications in the efficiency of marketing expenditures.

Thus, the comprehensive analysis of Meta's financial, economic, and competitive indicators for 2019 – 2024 demonstrates large-scale growth of the property-capital base and business profitability despite internal and external fluctuations. Notwithstanding the volatility of certain efficiency indicators (particularly profitability, turnover, and marketing expenditures) during 2022–2023, the company has maintained a high level of financial independence, solvency, and liquidity. This indicates a reliable margin of safety and the ability to effectively adapt the resource management strategy within the dynamic environment of the digital economy.

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