

Myrtle Equities

## Meta Strategy Overview

This strategy, along with all of its components, was created and implemented only for Meta Platform, Inc. (Ticker: META). Myrtle Equities cannot guarantee that this strategy can be replicated and implemented successfully for any other asset. Please see the Disclaimers section of this document for more legal information or visit our website to see our other policies.

In October 2022, Myrtle Equities (ME) started conducting securities analysis on a group of large-cap stocks within the S&P 500 for a project that, at the time, was going through testing. After scanning the top 25 S&P 500 assets, the team of analysts at Myrtle Equities found an outlier when compiling chart data. This outlier was Meta Platform, Inc. (Meta)

**Exhibit 1.1**  
**Beginning of Separation**



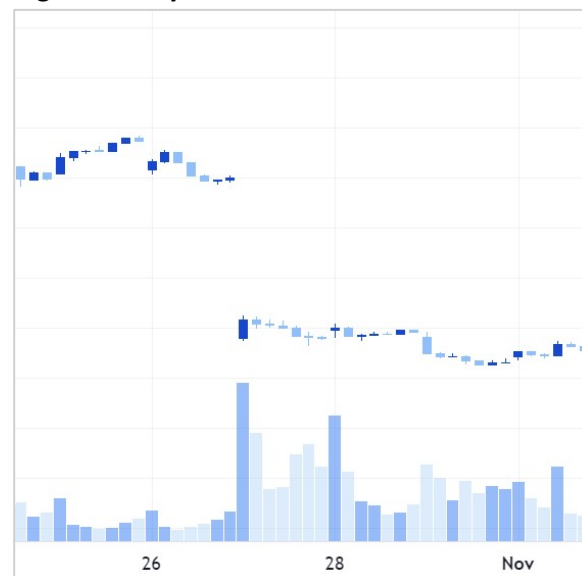
Exhibit 1.1 shows how Meta Platform began to distance itself from the rest of the top S&P 500 companies. (META-Blue, MSFT-Red,

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, GOOG-Teal, AAPL-Yellow)

What stood out to ME analysts was the out-of-the-ordinary price action that was taking place; high volatility was also a leading cause for concern. After identifying Meta as an outlier, ME analysts decided to exclude Meta from their project testing to conduct further research into the problem. At this time, Meta was placed in a separate testing period which had a duration of 1 full week of trading sessions (Monday-Friday). During this period, ME analysts were looking for various signs of weakness within Meta's stock. Two signs were identified within the first three trading days of the week, which allowed the team of analysts to end the testing and begin searching for patterns related to future trend possibilities. It is important to note that during the 1-week of testing for Meta, there were no earnings reports or other potential catalysts that would have acted as variables or impacted the price of Meta stock in any way.

**Exhibit 1.2**  
**High Volatility**



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The volume levels shown at the bottom of the chart indicated a heavy sell-off, which began the original downward trend that lasted until early November.

It was already known before this testing occurred that Meta was facing investor backlash for its rebranding into the metaverse sector; hence “meta”. It was during a previous earnings report that Meta’s CEO, Mark Zuckerberg, announced the drastic change that would have caused his stock to plummet. It is also important to note that the negative behavior seen after the announcement was considered “standard” because of other similar events that have taken place in the past where poor decision-making caused overselling, resulting in the temporary crash of a stock. It was not until the stock movement became prolonged that ME analysts decided it was severely oversold and would potentially rebound at a future point in time.

The next step was to determine whether Meta stock would continue to decrease in value, or whether it would hit a resistance level and head back to its standard trend (the standard trend was considered to be the trajectory that the stock was taking before its

### Exhibit 1.3 Bearish to Bullish



negative earnings report). The most important part of this step would be to identify a potential resistance level. To do so, ME analysts would have to determine daily trends that the stock was creating on its way down. Some days would have to be excluded for the data to properly work, such as the first day after the earnings report in which the stock lost 25% of its value.

The downward trend lasted for around 270 days meaning that ME analysts would also have to track monthly changes as well. They then took the 270 days and 9 full months of trading activity and compiled the data to identify trends, averages, reoccurring daily highs, reoccurring daily lows, reoccurring monthly highs, and reoccurring monthly lows. The process of tracking this data was what finally allowed ME analysts to find the resistance level at \$88 (+/- \$1).

After Meta stock hit the resistance level, it was decided to monitor the movement for a period of 1 month. There were two reasons behind choosing a 1-month time frame; the downward trend lasted for such a long period that it made sense to monitor it on the way back up for a reasonably long period (1 month) as well; because the stock had not seen a full month of positive growth during its downward trend, an above-average number of positive trading days would act as confirmation that the trend finally changed. These two reasons helped solidify the

stock's positive trend that ultimately lasted up until today.

Technical analysis was not the only method of determining Meta's change from a negative to a positive trend. A large corporation such as Meta Platform, Inc. could not simply lose 100% of its value because of a poor decision made by an executive, let alone a simple rebranding. Meta still offered great services, such as Facebook, that never changed for the worse during its downward trend. For that reason, it was important to stay optimistic about the stock. Investors began the downward trend by overselling its stock in the fear that Meta would move away from its main source of revenue (social media). However, the CEO inserted belief back into his investors by reinforcing the mission statement that company side-projects, such as the metaverse, would not negatively affect Meta's social media platform. Because of this, investors once again gained trust in Meta Platform, thus resulting in the current upward trend that had lasted since the \$88 resistance level. Meta Platform is up 250%.

Myrtle Equities has added Meta back into its original project testing with the possibility of making it a keystone position in one of its upcoming investment models.

Authored by:  
Piotr Kszczot, CEO of Myrtle Equities

A handwritten signature in black ink, appearing to read 'Piotr Kszczot', is centered on a light gray rectangular background.

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