

# **Pioneering AI-Driven Finance at Meta**

## Driving Scalability, Automation, & Data-led Transformation

# Meta's **Scale** means we are dealing with huge volumes of transactions



**3.48B**

people that we estimate use at least one of our services on a daily basis



**1.5B**

daily active users accessing the Updates tab on WhatsApp



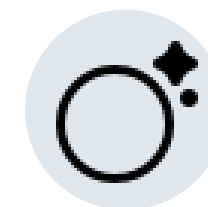
**20%+**

year-over-year increase in video time spent on IG, with similar increases across FB in US



**~2M**

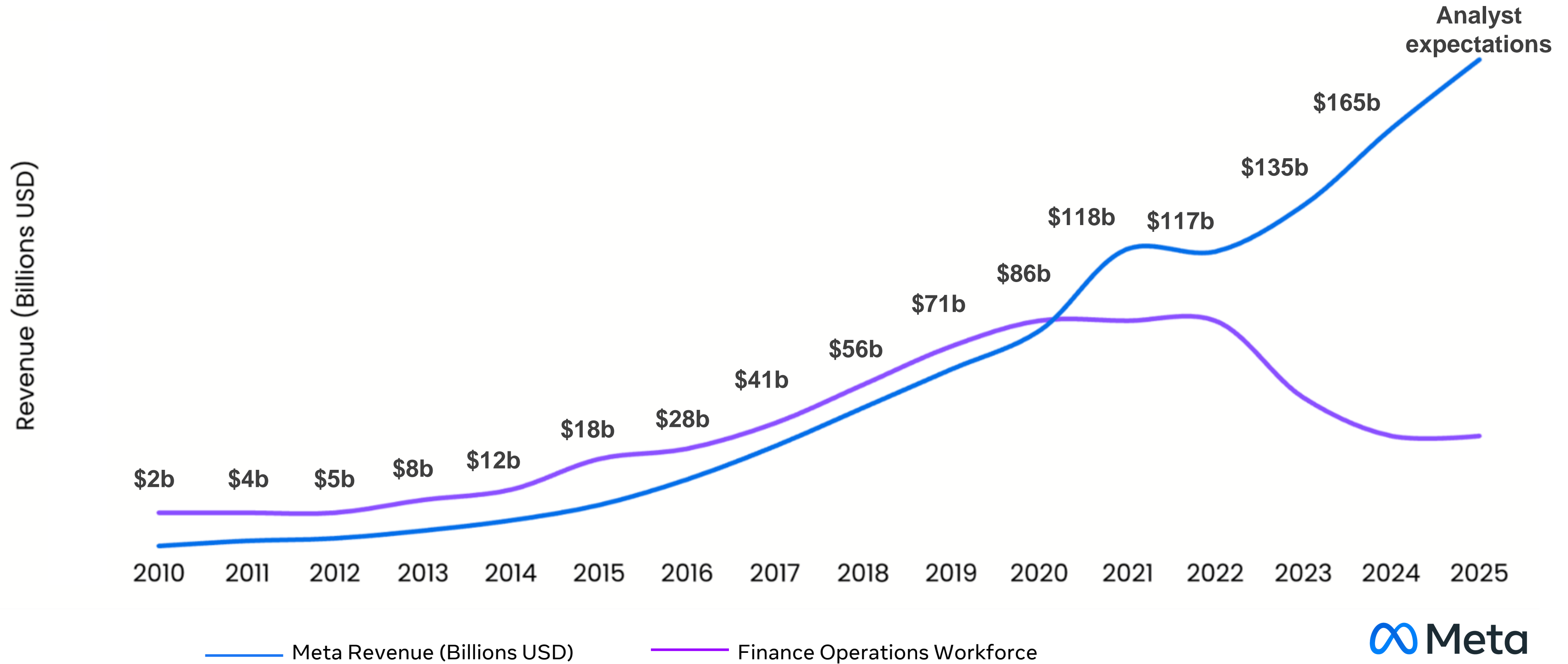
advertisers are using Meta's video generation features - Image Animation and Video Expansion



**1B+**

monthly actives on Meta AI across our apps

# As Meta grew rapidly, Financial Operations has become increasingly automated, scalable & data-led



\*2025 Projected growth based on Analyst consensus



Think of the **Finance Data Strategy** as an effort to design & build out a *scalable, self-maintaining & evolving* city.



1

### Build the Infrastructure

Lay down the roads, power lines & plumbing - the essential infrastructure to make everything possible.

2

### Activate the City

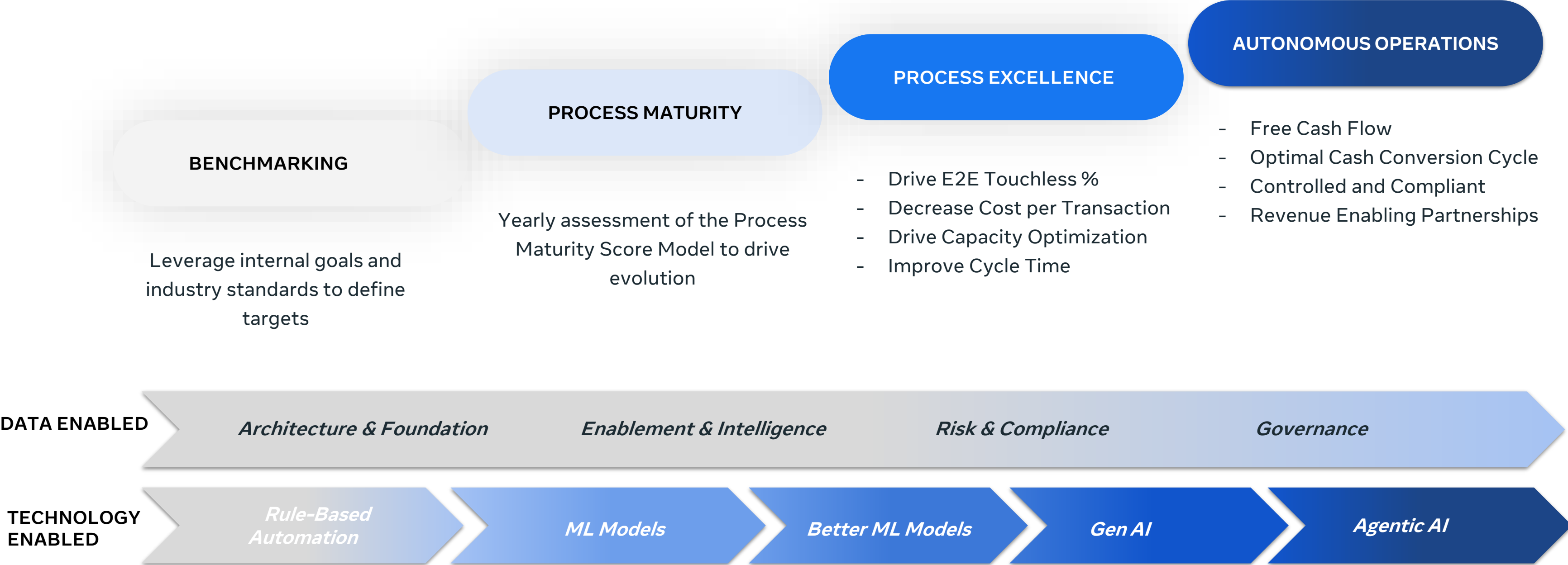
Construction of buildings, homes and public services with robust governance in place.

3

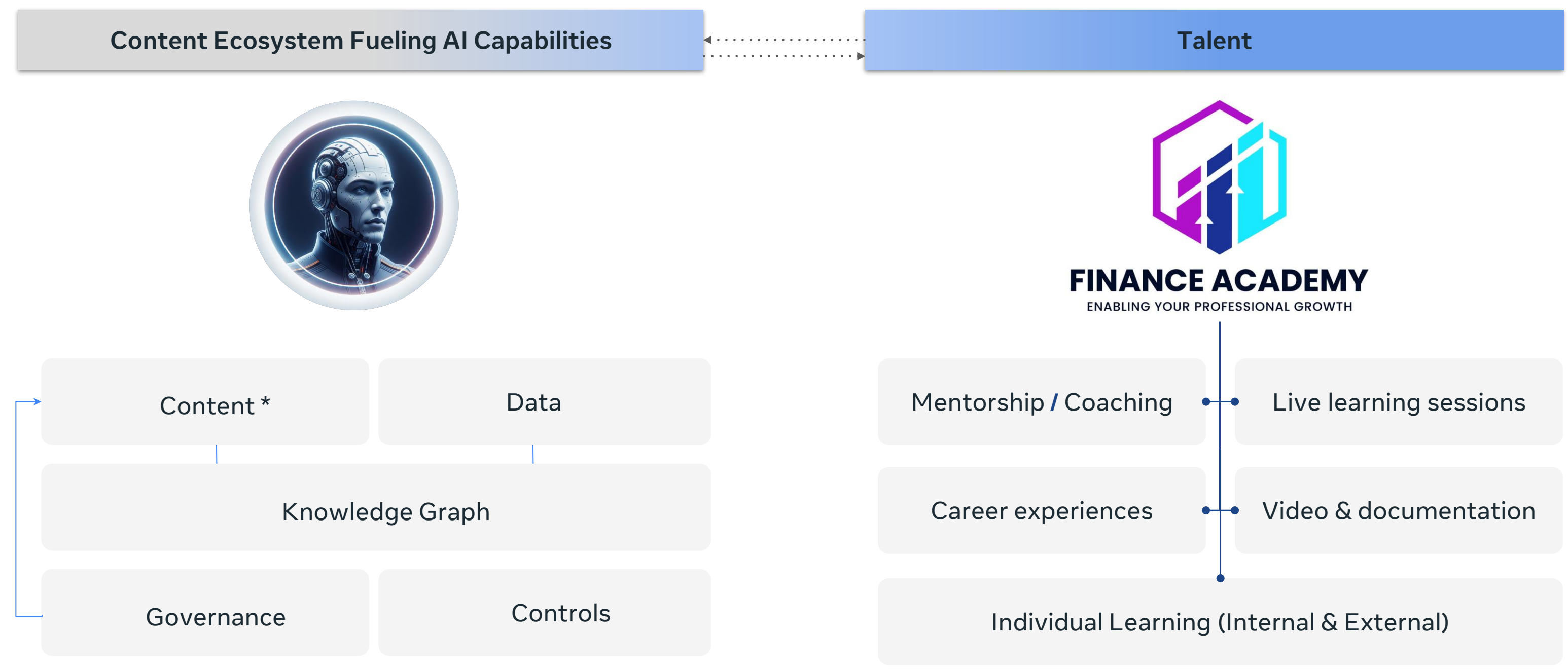
### Build a Smart City

With governance and infrastructure in place, now add sensors, AI and automation to make your city "smart."

# Our journey to excellence... and how we **measure** it



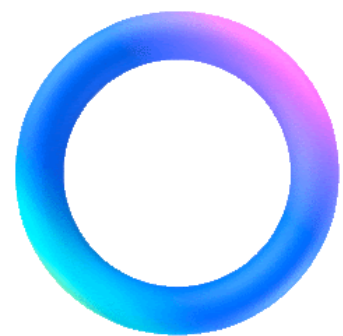
# Next Gen Knowledge Hub: Empowering Capability and Talent Development



\*Procedures, FAQs, Policies and Internal Wikis



# AI capabilities for Meta Finance **employees**



**Metamate**

Internal Productivity Assistant available to all employees

Enhanced coding, research, and data analytics capabilities

Integrated with various internal tools and supports multimodal inputs like text, images, and files



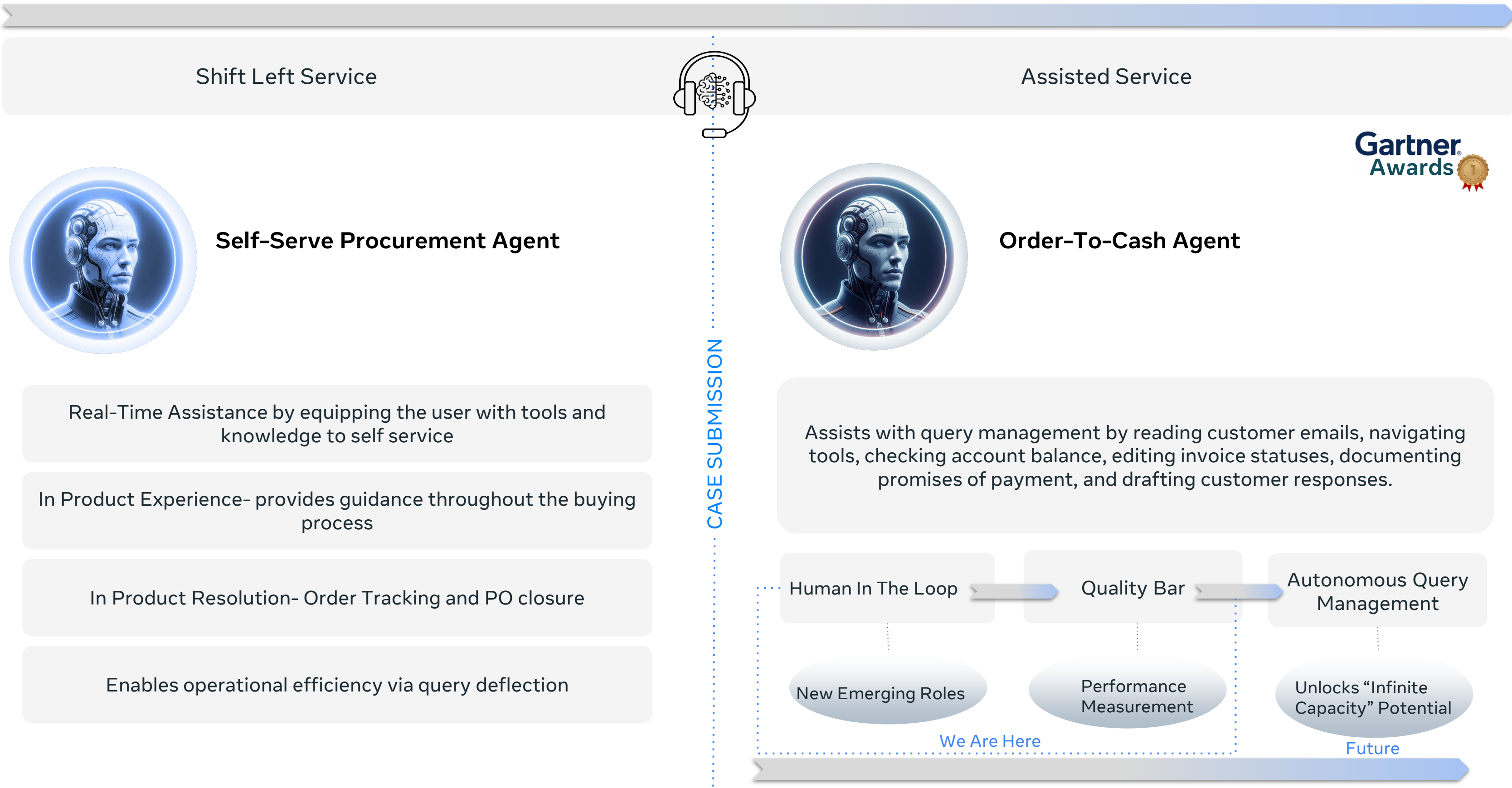
**Process Assistant**

Restricted and controlled access limited to Finance users and documentation, encompassing > 10,000 pages of complex procedures.

Reduced navigation time by 68%

Powering Agentic AI

# Agentic AI enabled operations





# AI enabled excellence driving world class business outcomes

