



HAMBURG, GERMANY

Facebook Germany GmbH

Company Dossier

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COMPANY OVERVIEW

NAME

Facebook Germany GmbH

IDENTIFICATION

Ut District Court of Hamburg HRB 111963
↔ Sirul Siren 980177414
Siret Siret 98017741400011
EUID DEK1101R.HRB111963
VAT Id DE269000000

ADDRESS

Schopenstehl 13, Haus am Domplatz, 20095 Hamburg, Germany
↔ Caffamacherreihe 7, Brahmstquartier, 20355 Hamburg, Germany
↔ Objekt Großer Burstah 50-52, 20457 Hamburg, Germany
↔ Rathausmarkt 5, 20095 Hamburg, Germany

CORPORATE PURPOSE

70.21.0 Public relations and communication activities

The purpose of the Company is to provide the Facebook Group with any services in connection with sales, marketing, commercial development, research and development in the field of technology, public relations and communication and any other commercial, administrative or IT service in support of the online network platform Facebook, as well as the local distribution of advertising in Germany by the Company.

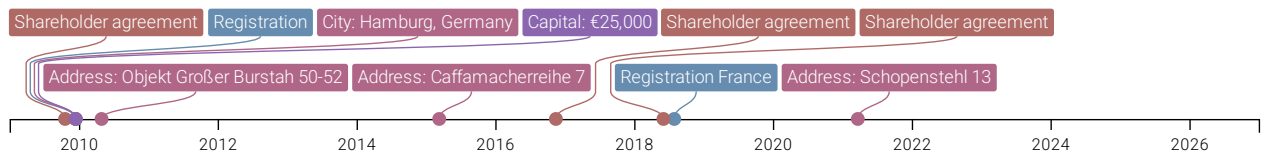
CONTACT INFO

Phone	+49 9003771180
Website	http://about.meta.com/de/
Source: Eci	

Email	impressum@support.facebook
Source: Www	

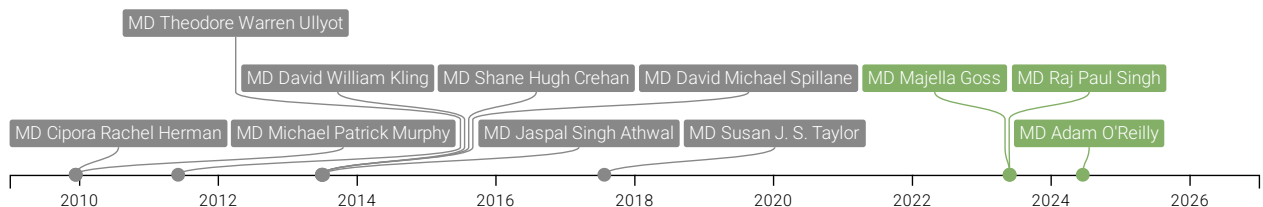
ORGANISATION

HISTORY



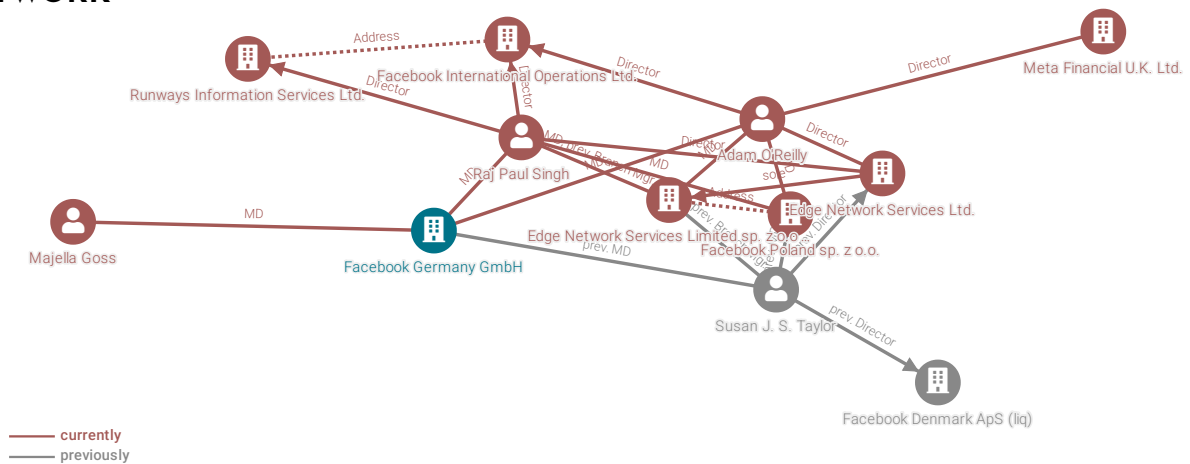
Date	Event
2009-10-20	Shareholder agreement
2009-12-15	Registration
2009-12-15	City: Hamburg, Germany
2009-12-15	Capital: €25,000
2010-04-30	Address: Objekt Großer Burstah 50-52
2015-03-12	Address: Caffamacherreihe 7
2016-11-15	Shareholder agreement
2018-06-04	Shareholder agreement
2018-07-31	Registration France
2021-03-23	Address: Schopensteht 13

PERSONS



Date	Event
2009-12-15	MD Cipora Rachel Herman
2009-12-15	MD Michael Patrick Murphy
2011-06-07	MD Theodore Warren Ulyot
2013-07-03	MD David William Kling
2013-07-03	MD Shane Hugh Crehan
2013-07-03	MD David Michael Spillane
2013-07-09	MD Jaspal Singh Athwal
2017-07-28	MD Susan J. S. Taylor
2023-05-31	MD Majella Goss
2023-05-31	MD Raj Paul Singh
2024-06-19	MD Adam O'Reilly

NETWORK



LEGAL STRUCTURE

Current legal representatives

Managing Director	Majella Goss, Dublin, Ireland	Authorized to Represent Individuals · With the authority to conclude legal transactions on behalf of the Company with himself in his own name or as an agent of a third party
	Adam O'Reilly, Dublin, Ireland	Authorized to Represent Individuals · With the authority to conclude legal transactions on behalf of the Company with himself in his own name or as an agent of a third party
	Raj Paul Singh, San Anselmo, United States	Authorized to Represent Individuals · With the authority to conclude legal transactions on behalf of the Company with himself in his own name or as an agent of a third party
Proxy policy: If only one managing director is appointed, he or she represents the company alone. If several managing directors have been appointed, the company shall be represented by two managing directors or by one managing director together with an authorised signatory.		
Legal form: GmbH (Gesellschaft mit beschränkter Haftung) · Limited Liability Company · ELF Code 2HBR		

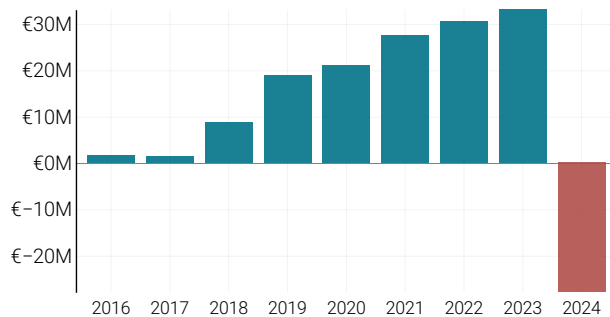
Current shareholders

Shareholder	Facebook Global Holdings II LLC, Delaware, Germany	100%	
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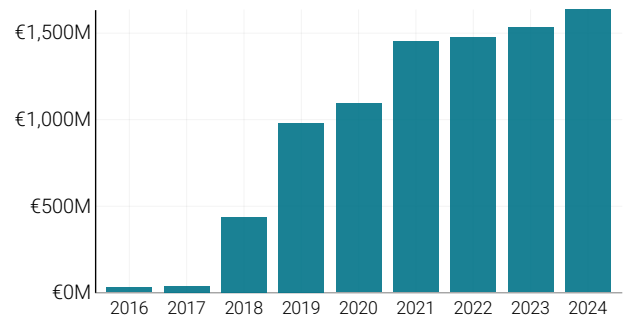
FINANCIALS

DEVELOPMENT

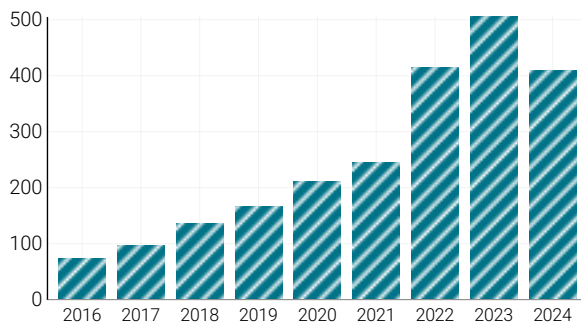
Earnings



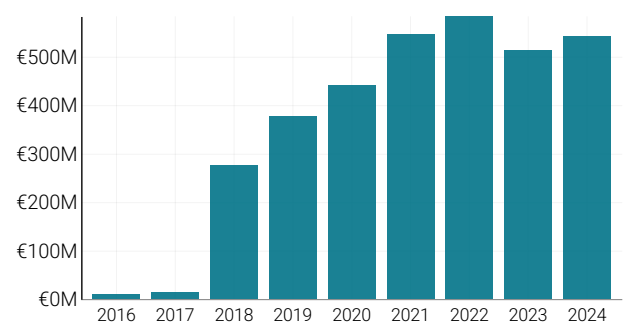
Revenue



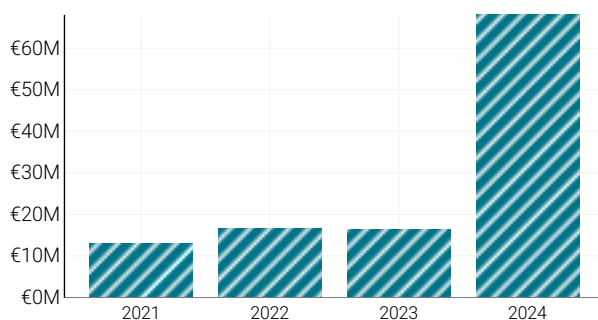
Employees



Total assets



Taxes



Unsafe value (estimation or indirect determination)

Key performance indicators

	31/12/2020	31/12/2021	31/12/2022	31/12/2023	31/12/2024
Base/share capital	€25,000	€25,000	€25,000	€25,000	€25,000
Total assets	€441.3M	€546M	€583M	€511.8M	€540.6M
Earnings	€21M (German HGB "Jahresüberschuß")	€27.6M (German HGB "Jahresüberschuß")	€30.5M (German HGB "Jahresüberschuß")	€33.1M (German HGB "Jahresüberschuß")	€-27.9M (German HGB "Jahresfehlbetrag")
Earnings CAGR	93.1% (4 years)	108.6% (4 years)	36.2% (4 years)	15.2% (4 years)	N/A
Revenue	€1.09B	€1.45B	€1.47B	€1.53B	€1.63B
Revenue CAGR	153.8% (4 years)	152.3% (4 years)	35.7% (4 years)	11.8% (4 years)	10.7% (4 years)

Return on sales	1.9%	1.9%	2.1%	2.2%	-1.7%
Equity	€61.6M	€89.2M	€119.6M	€152.7M	€124.8M
Equity ratio	14%	16.3%	20.5%	29.8%	23.1%
Return on equity	34.2%	30.9%	25.5%	21.7%	-22.4%
Employee number	209 *	243 * (via LLM)	414 * (via LLM)	505 * (via LLM)	409 * (via LLM)
Revenue per employee	€5,205,287 *	€5,949,012 *	€3,552,891 *	€3,025,341 *	€3,992,050 *
Cash on hand	€59.5M	€72.7M	€86.1M	€33.9M	€14.6M
Receivables	€367.3M	€456.3M	€476.3M	€461.6M	€511.6M
Liabilities	€223,074	€2,082,594	€2,405,311	€2,348,366	€519,368
Cost of materials	€998.4M	€1.34B	€1.31B	€1.34B	€1.47B
Wages and salaries	€40M	€49.1M	€80.5M	€120.6M	€86.1M
Average salaries per employee	€191,350 *	€202,213 *	€194,531 *	€238,880 *	€210,477 *
Real estate	€12.3M	€11.3M	€12.8M	€12.5M	€11.1M
Taxes	N/A	€12.8M * (via LLM)	€16.5M * (via LLM)	€16.1M * (via LLM)	€68M * (via LLM)
Tax ratio	N/A	46.6% *	54.1% *	48.7% *	N/A
Pension provisions	N/A	€856,000 * (via LLM)	€2,836,000 * (via LLM)	€3,966,000 * (via LLM)	€3,551,000 * (via LLM)
Auditor	Ernst & Young GmbH, Ernst & Young GmbH Wirtschaftsprüfungsg esellschaft	Ernst & Young GmbH Wirtschaftsprüfungsg esellschaft	EY GmbH & Co. KG, Ernst & Young GmbH Wirtschaftsprüfungsg esellschaft	EY GmbH & Co. KG Wirtschaftsprüfungsg esellschaft, EY GmbH & Co. KG	EY GmbH & Co. KG Wirtschaftsprüfungsg esellschaft
Publication date	2023-03-24	2024-03-22	2024-12-11	2026-02-09	2026-02-09
Source	Jahresabschluss zum Geschäftsjahr vom 01.01.2021 bis zum 31.12.2021, Jahresabschluss zum Geschäftsjahr vom 01.01.2020 bis zum 31.12.2020	Jahresabschluss zum Geschäftsjahr vom 01.01.2022 bis zum 31.12.2022, Jahresabschluss zum Geschäftsjahr vom 01.01.2021 bis zum 31.12.2021	Jahresabschluss zum Geschäftsjahr vom 01.01.2023 bis zum 31.12.2023, Jahresabschluss zum Geschäftsjahr vom 01.01.2022 bis zum 31.12.2022	Jahresabschluss zum Geschäftsjahr vom 01.01.2024 bis zum 31.12.2024, Jahresabschluss zum Geschäftsjahr vom 01.01.2023 bis zum 31.12.2023	Jahresabschluss zum Geschäftsjahr vom 01.01.2024 bis zum 31.12.2024



Annual report

As of: 31/12/2024

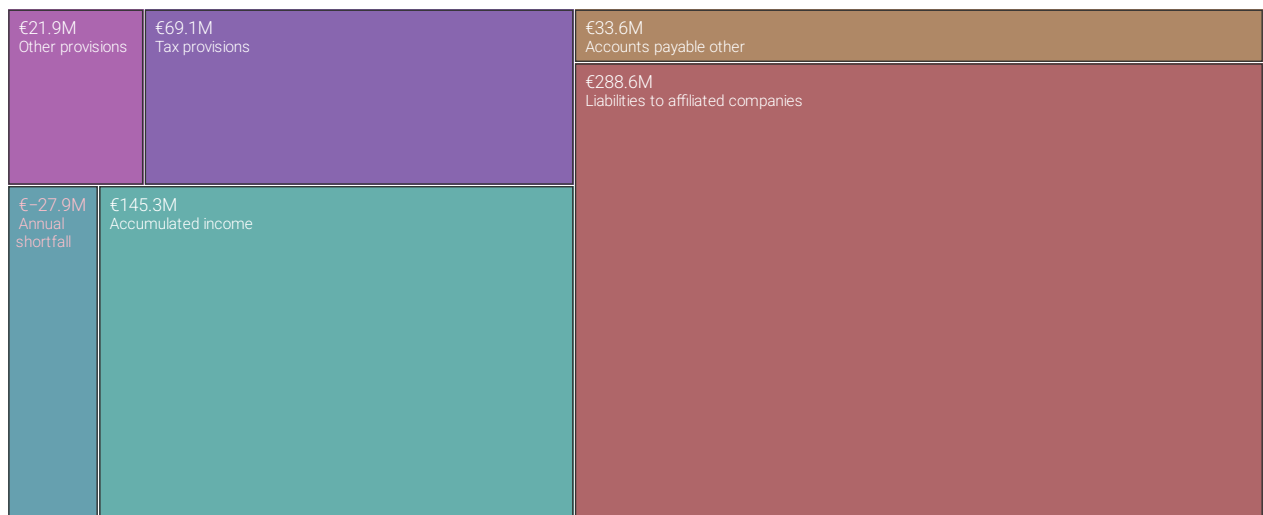
Assets

€540.6M Assets

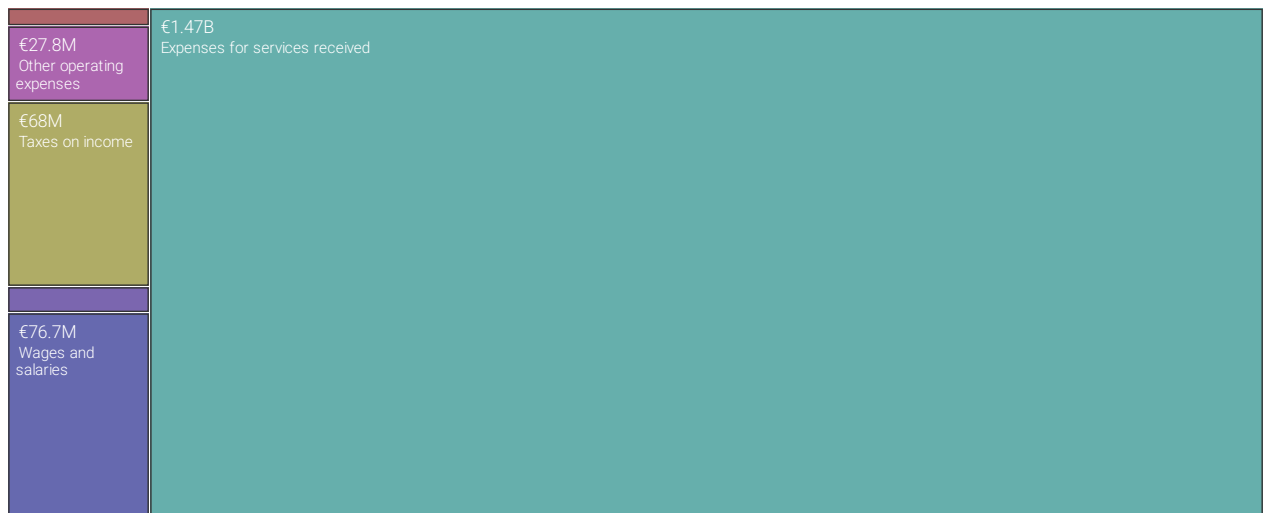


Liabilities and equity

€540.6M Liabilities and equity

**Costs**

€1.63B Revenues

**Balance**

K €	2020-12-31	2021-12-31	2022-12-31	2023-12-31	2024-12-31
Assets	441,343	546,015	583,050	511,836	540,613
A. Fixed assets	14,171	15,385	19,489	15,806	13,315
II. Fixed assets	14,171	15,385	19,489	15,806	13,315
B. Current assets	426,712	529,047	562,410	495,489	526,227
I. Receivables and other assets	367,256	456,300	476,294	461,627	511,608
II. Cash on hand, credit balances with credit institutions and cheques	59,456	72,747	86,116	33,862	14,619
C. Deferred Income Active Deferred Income	461	1,583	1,151	540	1,071
Liabilities and equity	441,343	546,015	583,050	511,836	540,613
A. Equity	61,581	89,181	119,634	152,739	124,837
I. Subscribed capital	25	25	25	25	25
II. Capital reserves	7,406	7,406	7,406	7,406	7,406
III. Retained profit/balance sheet loss	54,150	81,750	112,203	145,308	117,406
B. Accruals	23,996	9,750	26,365	52,111	91,023
I. Tax provisions	17,618	1,424	6,623	9,333	69,127
II. Other provisions	6,378	8,326	19,742	42,778	21,896

C. Accounts payable	353,204	444,669	434,582	304,554	322,692
II. Trade payables	223	2,083	2,405	2,348	519
III. Liabilities to affiliated companies	330,345	403,446	400,688	271,477	288,581
IV. Accounts payable other	22,636	39,140	31,489	30,729	33,591
D. Deferred income and deferred income	2,562	2,416	2,469	2,431	2,061
Source	Jahresabschluss zum Geschäftsjahr vom 01.01.2021 bis zum 31.12.2021	Jahresabschluss zum Geschäftsjahr vom 01.01.2022 bis zum 31.12.2022	Jahresabschluss zum Geschäftsjahr vom 01.01.2023 bis zum 31.12.2023	Jahresabschluss zum Geschäftsjahr vom 01.01.2024 bis zum 31.12.2024	Jahresabschluss zum Geschäftsjahr vom 01.01.2024 bis zum 31.12.2024

Profit & Loss					
K €	2020-12-31	2021-12-31	2022-12-31	2023-12-31	2024-12-31
1. Revenues	1,087,905	1,445,610	1,470,897	1,527,797	1,632,748
2. Other operating income	458	346	4,419	18,967	811
4. Materials	-998,385	-1,338,834	-1,313,112	-1,343,080	-1,473,423
4.1. Expenses for services received	-998,385	-1,338,834	-1,313,112	-1,343,080	-1,473,423
5. Personnel costs	-39,992	-49,138	-80,536	-120,634	-86,085
5.1. Wages and salaries	-36,057	-44,001	-71,523	-108,429	-76,705
5.2. Social security contributions	-3,935	-5,136	-9,013	-12,206	-9,380
5.3. on intangible assets of fixed assets and property, plant and equipment	2,792	2,659	2,661	2,748	2,655
7. Other operating expenses	-15,861	-14,852	-32,291	-33,800	-27,840
8. Financial income and expenses	-45	-23	206	2,738	-3,420
8.1. Other interest and similar income	13	17	279	4,030	3,252
8.2. Interest and similar expenses	-58	-40	-72	-1,292	-6,672
10. taxes	-10,256	-12,850	-16,470	-16,135	-68,038
10.1. Taxes on income	-10,256	-12,850	-16,470	-16,135	-68,038
12. Net income/net loss for the year	21,031	27,600	30,453	33,105	-27,902
Source	Jahresabschluss zum Geschäftsjahr vom 01.01.2021 bis zum 31.12.2021	Jahresabschluss zum Geschäftsjahr vom 01.01.2022 bis zum 31.12.2022	Jahresabschluss zum Geschäftsjahr vom 01.01.2023 bis zum 31.12.2023	Jahresabschluss zum Geschäftsjahr vom 01.01.2024 bis zum 31.12.2024	Jahresabschluss zum Geschäftsjahr vom 01.01.2024 bis zum 31.12.2024

FILINGS

Date	Source	Publication
23 Oct 2009	Hrdk	Original document: "Liste der Gesellschafter"
20 Nov 2009	Hrdk	Original document: "Gesellschaftsvertrag / Satzung / Statut"
16 Dec 2009	Hrb	Registration · Managing Director: Cipora Herman, Michael Murphy · Address · Capital: €25,000 · Shareholder agreement · Proxy policy · Corporate Purpose
4 May 2010	Hrb	Address
31 Jan 2011	Eb	Annual report for the year ending 31/12/2009 · Balance sheet for 31/12/2009
8 Jun 2011	Hrb	Managing Director: Theodore W. Ulyot
8 Sept 2011	Hrb	No longer Managing Director: Michael Murphy
11 Oct 2011	Eb	Annual report for the year ending 31/12/2010 · Balance sheet for 31/12/2010
15 Oct 2012	Eb	Annual report for the year ending 31/12/2011 · Balance sheet for 31/12/2011
4 Jul 2013	Hrb	Managing Director: Shane Crehan, David William Kling, David M. Spillane · No longer Managing Director: Cipora Herman, Theodore W. Ulyot
10 Jul 2013	Hrb	Managing Director: Jaspal Singh Athwal · No longer Managing Director: David M. Spillane
28 Oct 2013	Eb	Annual report for the year ending 31/12/2012 · Balance sheet for 31/12/2012
16 Jul 2014	Eb	Annual report for the year ending 31/12/2013 · Balance sheet for 31/12/2013 · Earnings statement for 31/12/2013
12 Mar 2015	Hrb	Address
14 Jul 2015	Eb	Annual report for the year ending 31/12/2014 · Balance sheet for 31/12/2014
12 May 2016	Hrb	Address · Subsidiary
15 Jun 2016	Eb	Annual report for the year ending 31/12/2013
15 Jun	Eb	Annual report for the year ending 31/12/2012

Date	Source	Publication
2016		
20 Jun 2016	Eb	Annual report for the year ending 31/12/2014
15 Nov 2016	Hrdk	Original document: "Gesellschaftsvertrag / Satzung / Statut"
23 Nov 2016	Hrb	Shareholder agreement · Corporate Purpose
26 Jan 2017	Hrb	No longer Managing Director: Jaspal Singh Athwal
20 Feb 2017	Eb	Annual report for the year ending 31/12/2015 · Balance sheet for 31/12/2015 · Earnings statement for 31/12/2015
28 Jul 2017	Hrb	Managing Director: Susan Taylor
23 Mar 2018	Eb	Annual report for the year ending 31/12/2016 · Balance sheet for 31/12/2016 · Earnings statement for 31/12/2016
4 Jun 2018	Hrdk	Original document: "Gesellschaftsvertrag / Satzung / Statut"
15 Jun 2018	Hrb	Shareholder agreement · Corporate Purpose
31 Jul 2018	Sirpul	Address · Legal form: Société étrangère non immatriculée au RCS · Name: FACEBOOK GERMANY GMBH · Segment classification
22 Oct 2018	Hrb	No longer Managing Director: Shane Crehan
21 Nov 2018	Eb	Annual report for the year ending 31/12/2017 · Balance sheet for 31/12/2017 · Earnings statement for 31/12/2017
18 Jul 2019	Hrb	Managing Director: David William Kling
21 Oct 2019	Eb	Annual report for the year ending 31/12/2018 · Balance sheet for 31/12/2018 · Earnings statement for 31/12/2018 · Shareholder: Facebook Global Holdings II LLC
6 Jan 2021	Eb	Annual report for the year ending 31/12/2019 · Balance sheet for 31/12/2019 · Earnings statement for 31/12/2019
23 Mar 2021	Hrb	Address
21 Dec 2021	Eb	Annual report for the year ending 31/12/2020 · Balance sheet for 31/12/2020 · Earnings statement for 31/12/2020
12 Jan 2022	Hrb	No longer Managing Director: David William Kling

Date	Source	Publication
24 Mar 2023		Annual report for the year ending 31/12/2021 · Balance sheet for 31/12/2021 · Earnings statement for 31/12/2021 · Shareholder: Facebook Global Holdings II LLC
31 May 2023		Managing Director: Majella Goss, Raj Paul Singh · No longer Managing Director: Susan Taylor
7 Jun 2023		Original document
22 Mar 2024		Annual report for the year ending 31/12/2022 · Balance sheet for 31/12/2022 · Earnings statement for 31/12/2022 · Shareholder: Facebook Global Holdings II LLC
19 Jun 2024		Managing Director: Adam O'Reilly
11 Dec 2024		Annual report for the year ending 31/12/2023 · Balance sheet for 31/12/2023 · Earnings statement for 31/12/2023 · Shareholder: Facebook Global Holdings II LLC
9 Feb 2026		Annual report for the year ending 31/12/2024 · Balance sheet for 31/12/2024 · Earnings statement for 31/12/2024 · Shareholder: Facebook Global Holdings II LLC

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Created 17/08/2026

SOURCES

Abbreviation	Country	Name and Link
Ut	 Germany	German Trade Register Company Profile ↗
Hrb	 Germany	German Trade Register Announcements ↗
Eb	 Germany	Federal Gazette filing ↗
Eci	 Germany	Echobot contact data and industry codes via Echobot ↗
Hrdk	 Germany	German Trade Register (DK) ↗
Hrcdd	 Germany	German Trade Register daily updates ↗
Sirul	 France	Sirene database of enterprises and their establishments (legal entities) ↗
Sirpul	 France	Sirene database of enterprises and their establishments (legal entity history) ↗
Siret	 France	Sirene database of enterprises and their establishments (branch offices) ↗
Www	International	World Wide Web ↗

GLOSSARY

Abbreviation	Definition
(liq)	in liquidation
ApS	Anpartsselskab (Limited Liability Company in Denmark)
Branch Mgr.	Branch Office Manager
GmbH	Gesellschaft mit beschränkter Haftung (Limited Liability Company in Austria, Germany, Switzerland)
Ltd.	Limited Company (Corporation in Cyprus, Ireland, United Kingdom)
MD	Managing Director
sp. z o.o.	Spółka z ograniczoną odpowiedzialnością (Limited Liability Company in Poland)