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Facebook Sees Massive Institutional Buying

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Summary

- As disclosed in today's 13G filings, FB saw massive institutional buying from FMR, Vanguard, and BlackRock - all big players that can continue to buy.
- This buying was on top of the 4%, 9%, and 12% buying from this trio the period prior.
- This disclosure puts FB insider Marc Andreessen selling fears at arm's length - continue to initiate and add to FB positions.

Facebook (NASDAQ:FB), which I've been [critical](#) of lately for its unwillingness to borrow and buy back shares, apparently is doing alright by its largest and most important institutional holders. FB saw significant buying from its #1, #2, and #4 institutional shareholders from Q3 to Q4, after seeing substantial buying from each (up 4%, 9%, and 12% from Q1 to Q2) in the period prior:

([click to enlarge](#))

TOP INSTITUTIONAL HOLDERS

SOURCE: SENTIEO.COM

INSTITUTION	VALUE IN \$MILLIONS	SHARES	% SHRS O-STANDING	% OF PORTFOLIO	CHANGE VS PRIOR PERIOD	% CHANGE VS PRIOR PERIOD	PUT/ CALL	FILING DATE
FMR LLC	\$10,095	139,109,997	4.97%	1.49%	+ 5,656,094	+ 4.24%	sh	09/30
VANGUARD GROUP INC	\$8,231	104,142,266	3.72%	0.64%	+ 8,339,375	+ 8.7%	sh	09/30
STATE STREET CORP	\$6,258	79,178,677	2.83%	0.67%	+ 8,056,004	+ 11.33%	sh	09/30
BLACKROCK INSTITUTIONAL TRUST 1	\$4,178	52,768,442	1.89%	0.7%	+ 5,631,186	+ 11.95%	sh	09/30
PRICE T ROWE ASSOCIATES INC (MD)	\$3,879	49,077,733	1.75%	0.85%	+ 5,212,562	+ 11.86%	sh	09/30
JENNINGSON ASSOCIATES LLC	\$2,588	32,747,920	1.17%	2.4%	+ 3,339,937	+ 11.36%	sh	09/30
JPMORGAN CHASE & CO	\$2,530	32,029,282	1.14%	0.6%	+ 10,921,480	+ 51.76%	sh	09/30
INVESCO LTD	\$2,479	31,363,835	1.12%	0.09%	- 2,614,078	- 7.7%	sh	09/30
SANDS CAPITAL MANAGEMENT, LLC	\$2,288	28,948,976	1.03%	5.69%	- 273,912	- 0.94%	sh	09/30
MORGAN STANLEY	\$2,221	28,101,079	1%	0.85%	- 2,855,797	- 9.23%	sh	09/30
SUSQUEHANNA INTERNATIONAL GR...	\$2,027	25,649,400	0.92%	0.76%	+ 5,033,200	+ 24.41%	call	09/30
BANK OF NEW YORK MELLON CORP	\$1,986	25,127,293	0.9%	0.54%	+ 1,584,437	+ 6.73%	sh	09/30
NORTHERN TRUST CORP	\$1,979	25,049,484	0.89%	0.62%	+ 2,129,306	+ 9.29%	sh	09/30
BLACKROCK FUND ADVISORS	\$1,746	22,098,314	0.79%	0.49%	+ 2,596,645	+ 13.33%	sh	09/30
BAILLIE GIFFORD & CO	\$1,521	19,246,299	0.69%	3.33%	- 586,084	- 2.96%	sh	09/30

1 OWNS FB SHARES ACROSS SIX REPORTING TITLES