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# Facebook Reveals Plans For Stock Market Flotation

The US-based social networking website Facebook has revealed that it is planning to float on the stock market, with a valuation that is expected to be around \$100 billion. The business is set join a number of other large American technology companies on the market.

Facebook has said that it is seeking to raise around \$5bn (3.8bn euros, £3.16bn) through going public. This figure is however around half the level of cash which many commentators said they would expect the company to raise through flotation.

Nonetheless, analysts of stock markets, and analysts of the social media industry, are still expecting Facebook's initial public offering (IPO) to be the largest sale of shares to date by any organisation that is primarily based on the Internet.

The social media giant has already achieved huge amounts of success in its currently short existence, and will be expected to prosper a great deal more by a number of analysts once it enters the market.

The business, which was set up 8 years ago by students at Harvard University, is the largest social networking website in the world, and now has approximately 845 million users worldwide. Facebook has also reported high profit figures for its latest financial year – the company recorded a profit figure of \$1bn in 2011.

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