

LAST CLOSE \$250.00 2026-10-16	MARKET CAP \$2.70T VOLUME 39.0M	52-WK HIGH \$287.20 52-WK LOW \$196.00	TRAILING PE 19.8 P/S 3.48	GROSS MARGIN 50.8% NET MARGIN 17.4%	ROE 30% ROIC 8%	PIOTROSKI 6/9 ALTMAN Z 4.7	1-YR RETURN +16.6% 5-YR RETURN +177.6%
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Amazon.com, Inc. operates a vast global retail enterprise, distributing consumer goods and subscription services through both its extensive online platforms and a network of physical stores across North America and internationally. Its operations are structured into three primary segments: North America, International, and Amazon Web Services (AWS). The company's product offerings encompass both merchandise and content procured for direct resale, alongside items sold by third-party merchants on its platform. Furthermore, the company develops and markets its own range of electronic devices, such as Kindle e-readers, Fire tablets and TVs, Ring, Blink, eero, and Echo products. It also invests in the development and production of original media content. Amazon provides various programs designed to enable independent sellers to offer their products, and empowers authors, musicians, filmmakers, Twitch streamers, and app developers to publish and commercialize their content. Beyond this, it delivers a comprehensive suite of cloud computing solutions, including compute, storage, database, analytics, and machine learning services through AWS. The company also offers fulfillment services, advertising solutions, and digital content subscriptions. A key offering is Amazon Prime, its exclusive membership program. Amazon caters to a wide array of clientele, including individual consumers, third-party sellers, software developers, enterprise clients, content creators, and advertisers. Incorporated in 1994, Amazon.com, Inc. maintains its headquarters in Seattle, Washington.

SECTOR Consumer Cyclical INDUSTRY Specialty Retail EXCHANGE NASDAQ MARKET CAP \$2.70T EMPLOYEES 1,576,000 (SEC-filed) CEO Andrew R. Jassy

IPO 1997-05-15 COUNTRY US

410 Terry Avenue North, Seattle, WA 98109-5210 · Tel 206 266 1000 · amazon.com

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

62 / 100

Street mean **\$331.06** (31 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

ROUTINE SELLING — LOW SIGNAL

\$417M sold / 6 mo, zero open-market buys

2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · **AMZN +16.6%** · **S&P 500 +15.9%** · spread **+0.7pp**



7 Years vs S&P 500 · **AMZN +177.6%** · **S&P 500 +189.9%** · spread **-12.3pp**



Both charts indexed to 100 at the start of their window and drawn on a single shared scale, so the gap to the benchmark is the gap you see. Adjusted closes throughout.

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3 INSIDERSTREET SCORE

live IS factor model

INSIDERSTREET
SCORE

62

OF 100

Score Breakdown

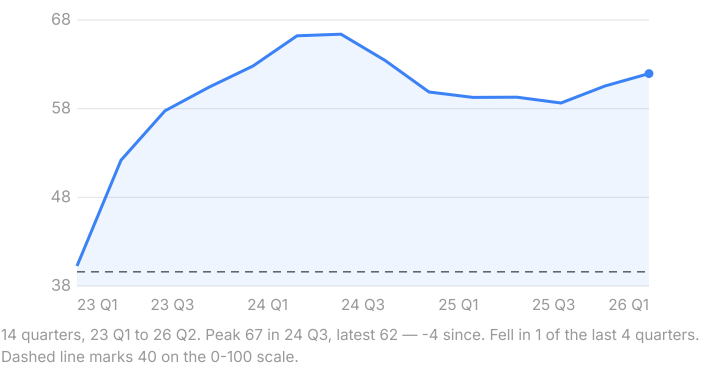
Profitability	79/100
Growth	71/100
Momentum	93/100
Quality	83/100
Earnings Quality	81/100
Balance Sheet	78/100
Value	45/100
Risk (safety)	100/100
Overall	62.4/100

Each component is a diagnostic reading on its own 0-100 scale. The overall score is computed separately from the underlying financials and is **not** the average of the rows above — components are not equally weighted and three of them (Momentum, Value, Risk) are derived partly from price rather than from the business.

Peer Comparison — IS Score

SYMBOL	IS SCORE
TSLA	46
HD	56
MCD	68
TJX	69
BKNG	77
SBUX	53
AMZN	62

IS Score Trend — quarterly



4 TWO READINGS

business vs price

BUSINESS QUALITY

62 / 100

IS Score 62.4 / 100 · -4.4 from peak of 67

Quarter	Business Quality
23 Q1	39
23 Q4	58
24 Q3	67
25 Q2	58
26 Q1	62

Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE

LEAN BEARISH

Technical Score 38 / 100 · Power -23 · 6 of 22 indicator votes bullish

Date	Price Structure
07-23	13%
08-13	105%
09-03	33%
09-25	13%
10-16	55%

Vote share across trend, momentum, volume, volatility and pattern families. Describes where the price is, not where it is going.

These two disagree — business quality 62, price structure 38 out of 100, so the business reads better than the price does. We publish the disagreement rather than resolving it: they answer different questions, and the gap between them is information, not an error.

5 WHAT WOULD CHANGE OUR MIND

falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 75 and holds two consecutive quarters	now 62.4	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 60 → 59 → 61 → 62	the direction matters more than the level
Technical vote share back above 50%	now 55%	price structure no longer broken
Institutional holder count rises two quarters running	peak 6,174 → now 6,174	fewer institutions willing to hold is our clearest warning

We publish these so the view can be shown to be wrong. If none of them move and our reading does, we owe you an explanation.

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This page is InsiderStreet's own reading, produced from the data in the rest of this document. It is not a price target and not investment advice. Analyst consensus and street price targets appear later under their own heading and are the street's numbers, not ours.

6 SMART MONEY CONFLUENCE

EDGE · disclosure sources

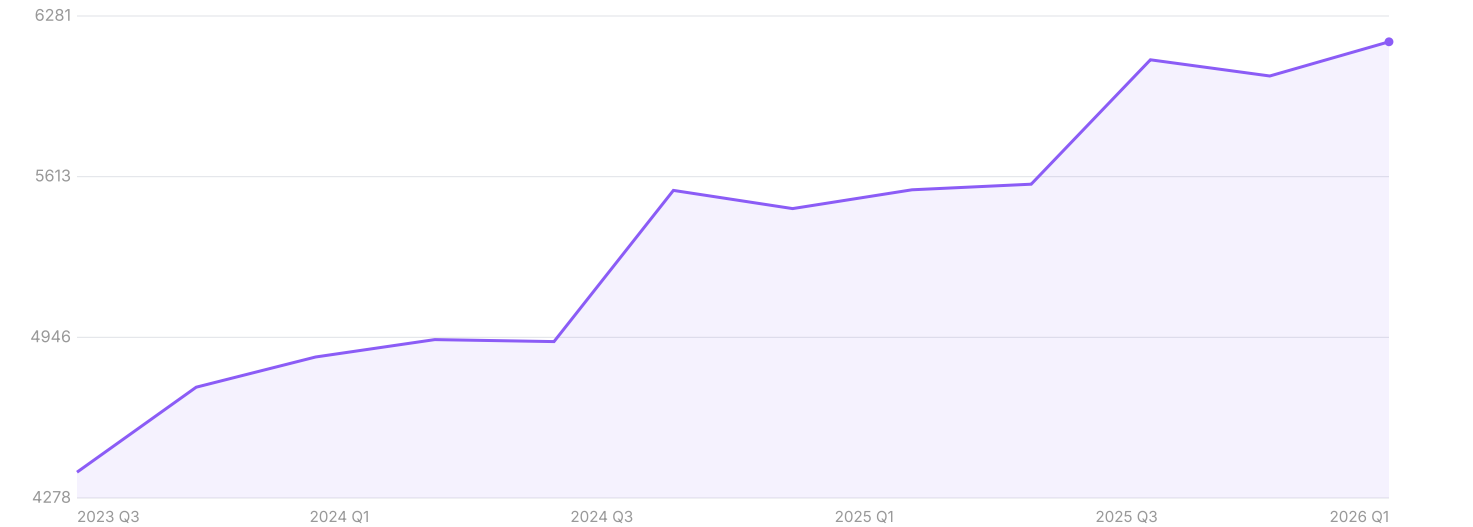
SITE CONVERGENCE SCORE 3 of 4 top 4% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 17 buys 2026-09-04	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 2528 up / 2123 down net +405 funds	INSTITUTIONS ADDED (13F) 142 managers opening or increasing		

Congressional and insider figures are disclosed purchases in the trailing 180 days; ETF figures are COUNTS OF FUNDS whose holding changed in 30 days, not dollars. Coincidence of separate disclosures, not coordination. An absent source means nothing qualifying was disclosed in its window.

7 INSTITUTIONAL OWNERSHIP - 12-QUARTER TREND

13F · filed 45 days after quarter end

Institutions holding — 12 quarters



Peak 6,174 · latest 6,174 (+0 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	6,174	7295.2M	\$1686.1B	67.8%
2026 Q1	6,032	6927.7M	\$1400.7B	64.4%
2025 Q4	6,099	7090.6M	\$1563.1B	65.9%
2025 Q3	5,582	6761.6M	\$1435.5B	62.9%
2025 Q2	5,559	6849.3M	\$1450.5B	63.7%
2025 Q1	5,481	6734.2M	\$1229.0B	62.6%
2024 Q4	5,556	6724.5M	\$1413.2B	62.5%
2024 Q3	4,928	6513.5M	\$1154.6B	60.6%
2024 Q2	4,936	6519.8M	\$1246.6B	60.6%
2024 Q1	4,864	6401.4M	\$1141.4B	59.5%
2023 Q4	4,738	6318.5M	\$961.3B	58.7%
2023 Q3	4,385	6196.7M	\$790.7B	57.6%

How to read ownership above 100%. A 13F reports the positions a manager has investment discretion over, and where two or more managers share discretion over the same block, each one reports it. Summed across filers, the total can therefore exceed the shares actually outstanding without anything being wrong. We publish the figure as filed rather than netting it down, and flag separately any quarter where the arithmetic is not merely high but impossible.

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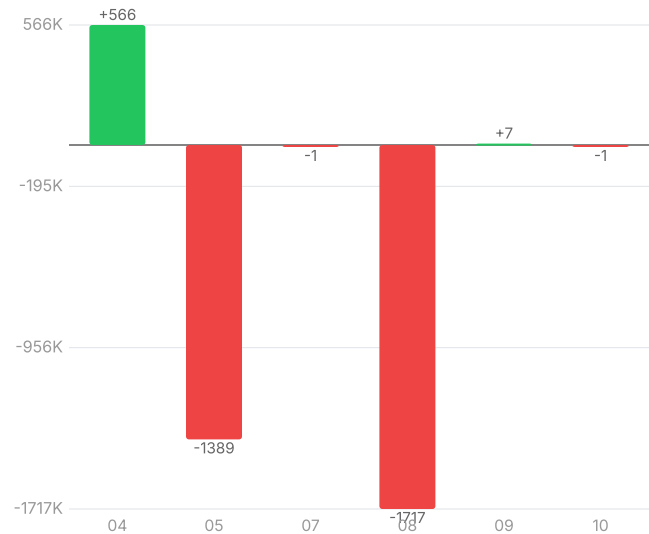
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Herrington Douglas J	CEO Worldwide Amazon Stores	2026-10-01	SELL	1,000	\$0.25M	474,681
Smith Brad D	director	2026-09-08	A-Award	4,086	—	4,086
Mandia Kevin R.	director	2026-09-08	A-Award	4,086	—	4,086
Herrington Douglas J	CEO Worldwide Amazon Stores	2026-09-01	SELL	1,000	\$0.25M	475,681
Bezos Jeffrey P	director, Executive Chair	2026-08-26	GIFT	230,637	—	879,323,424
Bezos Jeffrey P	director, Executive Chair	2026-08-25	GIFT	184,943	—	879,554,061
Zapolsky David	Senior Vice President	2026-08-24	SELL	9,258	\$2.40M	41,190
Reynolds Shelley	Vice President	2026-08-21	EXERCISE	1,800	—	121,580

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	65	1,478,012	\$416.8M	Counted
M — Exercises (paired A/D)	33	270,459	—	None — mechanics
G — Gifts	5	1,691,377	—	None
P — Open-market purchases	0	0	\$0	Counted — none occurred

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL	OPEN-MARKET SELLS	OPEN-MARKET BUYS	CLUSTER
Routine Selling — Low Signal	\$416.8M 65 txns / 6 mo	\$0.0M 0 txns / 6 mo	None active 3+ insiders / 21 days

10 FORM 144 PLANNED-SALE PIPELINE live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-08-27	Day 1 Academies	230,637	\$59.2M
2026-08-24	Zapolsky David	9,258	\$2.4M
2026-08-21	Jassy Andrew R	20,000	\$5.2M
2026-08-21	Zapolsky David	6,172	\$1.6M
Trailing 12 mo	41 filings	16,012,398	\$4330M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-03-26	SCHEDULE 13G/A	The Vanguard Group	—	exit/reporting change
2025-10-14	SCHEDULE 13G/A	Jeffrey P. Bezos	9.00%	964.3M sh

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12 CONGRESSIONAL TRADING					EDGE · STOCK Act
MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-09-04	2026-10-09
Ro Khanna	House	SELL	\$1,001 - \$15,000	2026-09-04	2026-10-09
Michael McCaul	House	BUY	\$1,001 - \$15,000	2026-08-28	2026-10-16
Cory Booker	Senate	SELL	\$100,001 - \$250,000	2026-08-11	2026-09-09
Cory Booker	Senate	SELL	\$100,001 - \$250,000	2026-08-11	2026-09-09
Cory Booker	Senate	SELL	\$100,001 - \$250,000	2026-08-11	2026-09-08
HOUSE 12-MO 123 trades 73 purchases		SENATE 12-MO 14 trades 7 purchases		COVERAGE STOCK Act filings 30-45 day disclosure lag	

13

INSTITUTIONAL OWNERSHIP & 13F FLOW

live 13F data

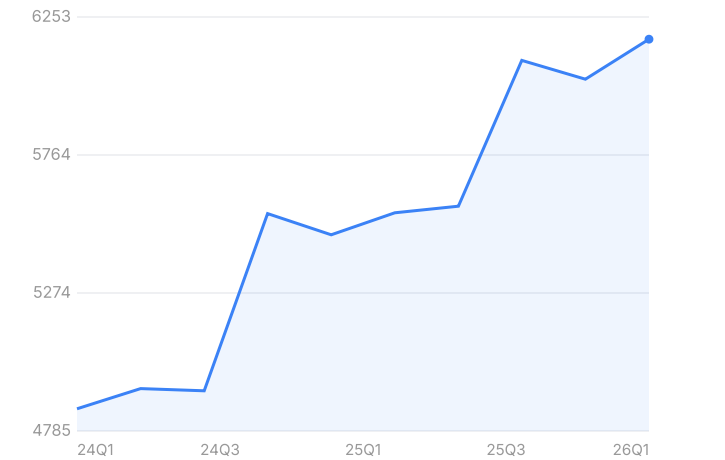
13F FILERS (LAST COMPLETE Q) 6,032	13F SHARES 6.93B 64.4% of shares out	NEW / CLOSED 239 / 195 positions, QoQ	INCREASED / REDUCED 3,055 / 2,320 positions, QoQ
PUT/CALL (13F) 0.68 option positions	FREE FLOAT 91.0% 9.81B sh		

2.8 · Largest Reporting 13F Managers

MANAGER	SHARES	VALUE
Assenagon Asset Management S.A.	26.2M	\$6.5B
Ninety One Uk Ltd	4.5M	\$1.1B
Banque Pictet & Cie Sa	4.1M	\$1.0B
Wealth Enhancement Advisory Servic	3.9M	\$908M
Pinestone Asset Management Inc.	2.9M	\$725M
Czech National Bank	2.8M	\$703M

EDGAR 13F holdings as of 2026-09-30; filer values normalized to dollars.

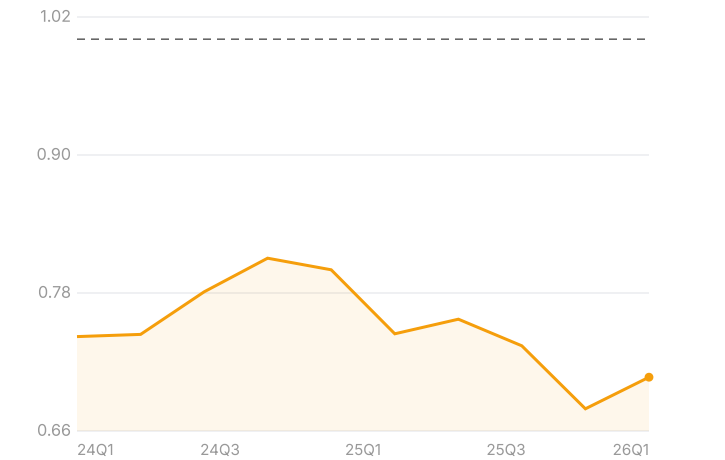
13F Filers Holding AMZN — quarterly



2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	3.3%	\$76.8B
VTI	3.3%	\$76.8B
VTSAX	3.3%	\$76.8B
VSMPX	3.3%	\$76.8B
VFFSX	3.7%	\$64.2B
VFINX	3.7%	\$64.2B

Institutional Put/Call — quarterly

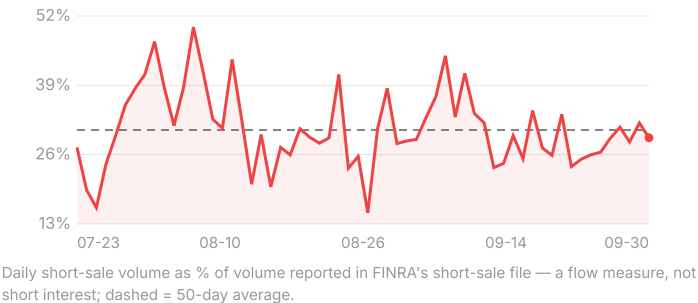


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14 SHORT VOLUME — DAILY, 60 SESSIONS

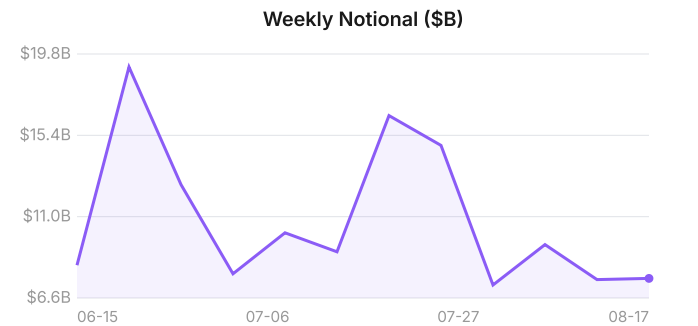
EDGE · live FINRA feed



LATEST SESSION	20-DAY AVG	TREND	BY MARKET CENTER
29.3%	29.2%	Falling	Q: 30% · N:
2026-10-15	50-day 30.8%	20d vs 50d	20% · B:
			32%
			latest session

15 DARK POOL ACTIVITY

EDGE · live ATS data

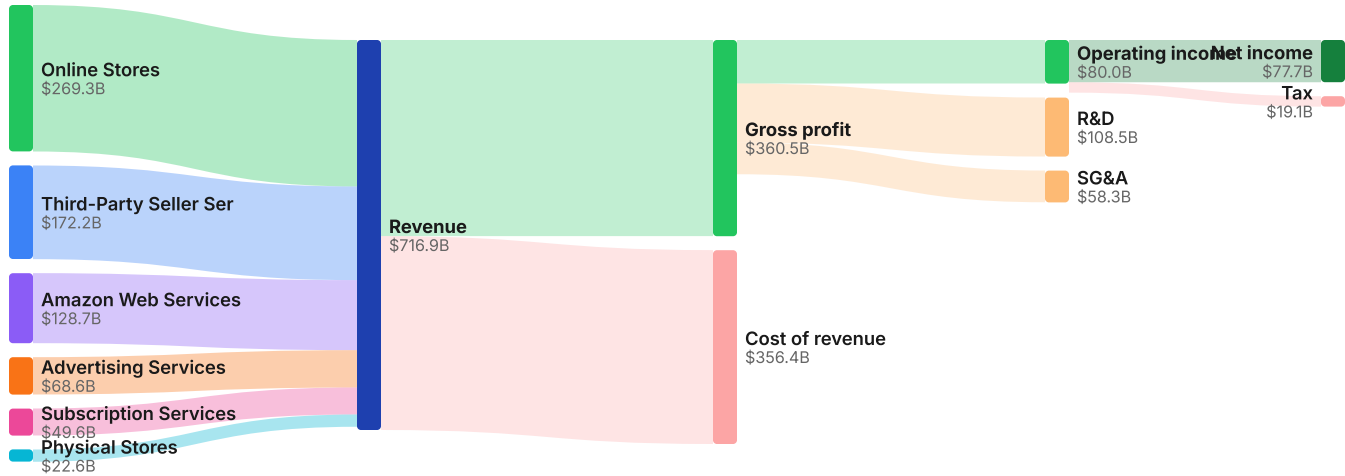


Where AMZN Trades in the Dark

ATS VENUE (4-WK)	SHARES	AVG TRADE
Ubsa Ubs Ats	33.3M	74 sh
Incr Intelligent Cross Llc	28.7M	64 sh
Ebxl Level Ats	19.2M	41 sh
Pure Purestream	17.7M	65 sh
Sgmt Sigma X2	17.2M	74 sh
Bids Bids Ats	17.1M	478 sh

16 REVENUE FLOW — FY2025

live segmentation + income data



Where a dollar of Amazon.com, Inc. revenue goes. All values FY2025 filings, live.

17 GEOGRAPHIC REVENUE

live segmentation

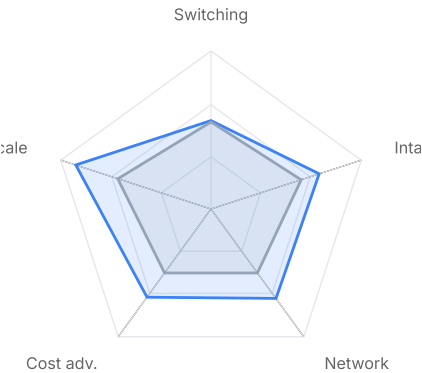
REGION	REVENUE	SHARE
North America	\$426.3B	59%
International	\$161.9B	23%
Amazon Web Services	\$128.7B	18%

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18 MOAT & COMPETITIVE POSITION

LIVE MODEL · 70/100 NARROW

Moat score 70/100 — Narrow; primary source Efficient Scale.

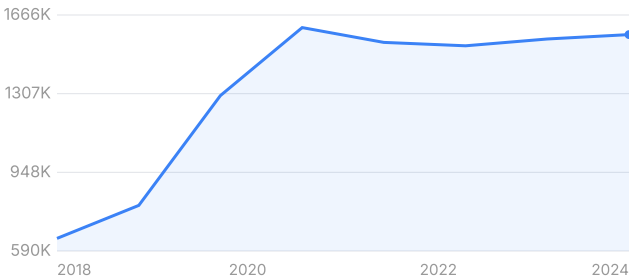


AMZN (live moat model)

Peer median: TSLA · HD · MCD · TJX · BKNG

Component scores from the live moat model. Peer median illustrative.

3.8 · Employees (SEC filings)



19 CORPORATE INFORMATION — KEY OFFICERS

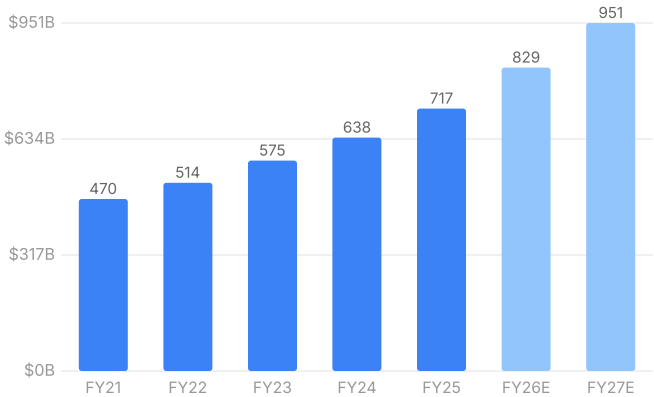
1,576,000 employees

OFFICER	TITLE
Andrew R. Jassy	President, Chief Executive Officer & Director
Jeffrey Bezos	Founder & Executive Chairman
Matthew S. Garman	Chief Executive Officer of Amazon Web Series
Douglas J. Herrington	Chief Executive Officer of Worldwide Amazon Stores

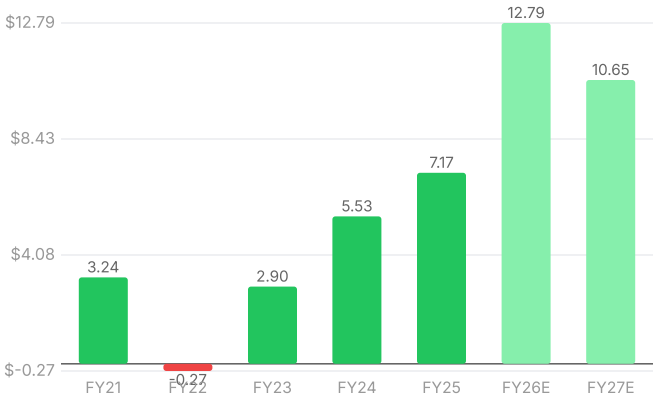
20 REVENUE & EPS — HISTORY AND ESTIMATES

live consensus

Revenue (\$B)



EPS (\$) — GAAP diluted actual, street-basis estimate

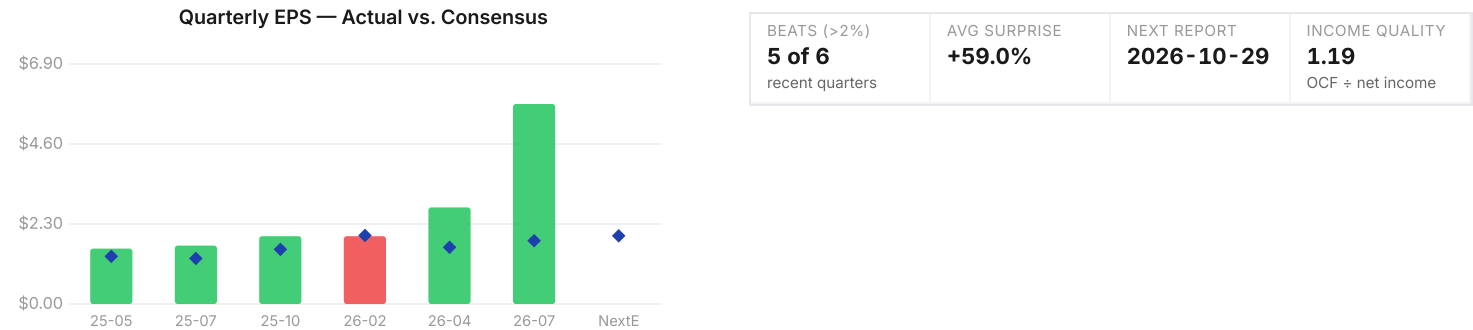


Actual bars are GAAP diluted EPS from the filed income statement; the lighter forward bars are street-basis consensus. The two are different measures and are not comparable quarter to quarter.

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21 ESTIMATE VS. ACTUAL & SURPRISES

live data



22 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

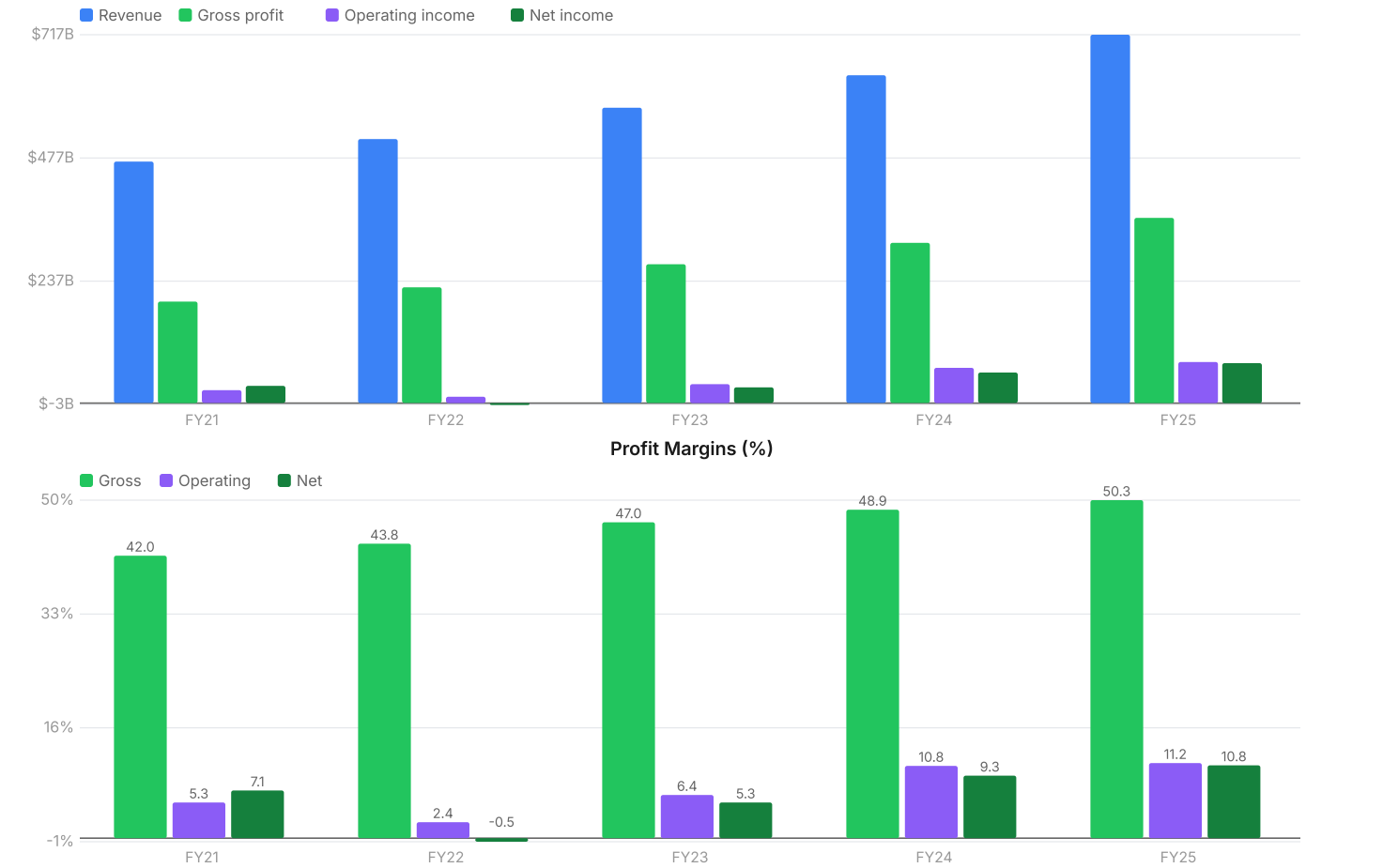
BEAT RATE —% 0 of 0 quarters	CURRENT STREAK 0 longest 0	AVG EPS SURPRISE —% median —%	SURPRISE TREND — last 4 vs prior 4
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PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

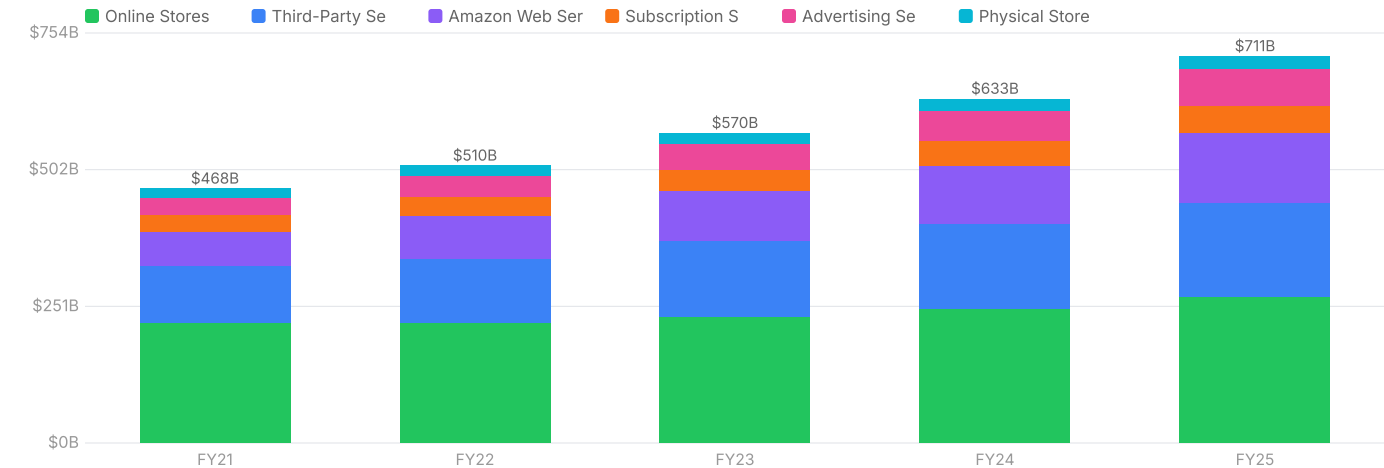
INCOME TRENDS — 5 YEAR

live financials



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Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY21	FY22	FY23	FY24	FY25
Revenue	+21.7%	+9.4%	+11.8%	+11.0%	+12.4%
Gross profit	+29.3%	+14.0%	+19.9%	+15.4%	+15.7%
Operating income	+8.6%	-50.8%	+200.9%	+86.1%	+16.6%
Net income	+56.4%	-108.2%	-1217.7%	+94.7%	+31.1%

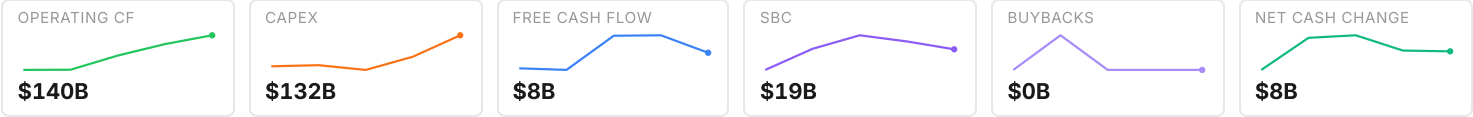
23 INCOME STATEMENT — FULL

live financials

\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	469.8	514.0	574.8	638.0	716.9	
Cost of revenue	272.3	288.8	304.7	326.3	356.4	
Gross profit	197.5	225.2	270.0	311.7	360.5	
R&D expense	56.1	73.2	85.6	88.5	108.5	
SG&A expense	41.4	54.1	56.2	55.3	58.3	
Operating income	24.9	12.2	36.9	68.6	80.0	
EBITDA	74.4	38.4	89.4	123.8	165.3	
D&A	34.4	41.9	48.7	52.8	65.8	
Pretax income	38.2	-5.9	37.6	68.5	96.8	
Income tax	4.8	-3.2	7.1	9.3	19.1	
Net income	33.4	-2.7	30.4	59.2	77.7	
Diluted EPS (\$)	3.24	-0.27	2.90	5.53	7.17	
Diluted shares (M)	10,300	10,189	10,492	10,721	10,827	

CASH FLOW TRENDS

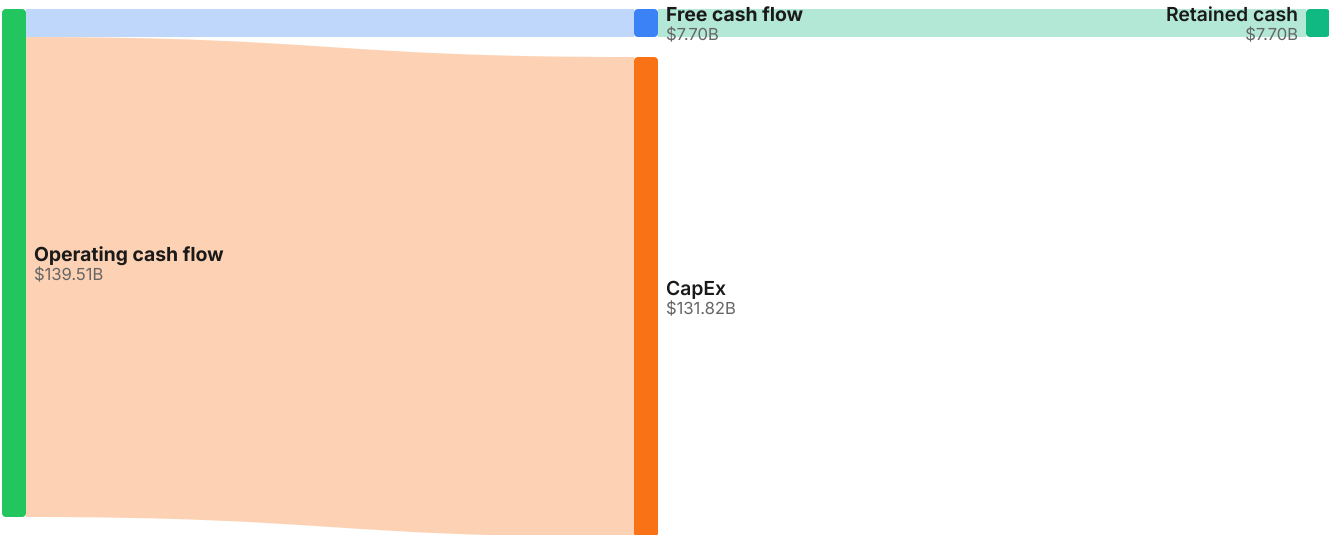
live data



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WHERE THE CASH WENT — FY2025

cash Sankey, live data



Balance Sheet — Full

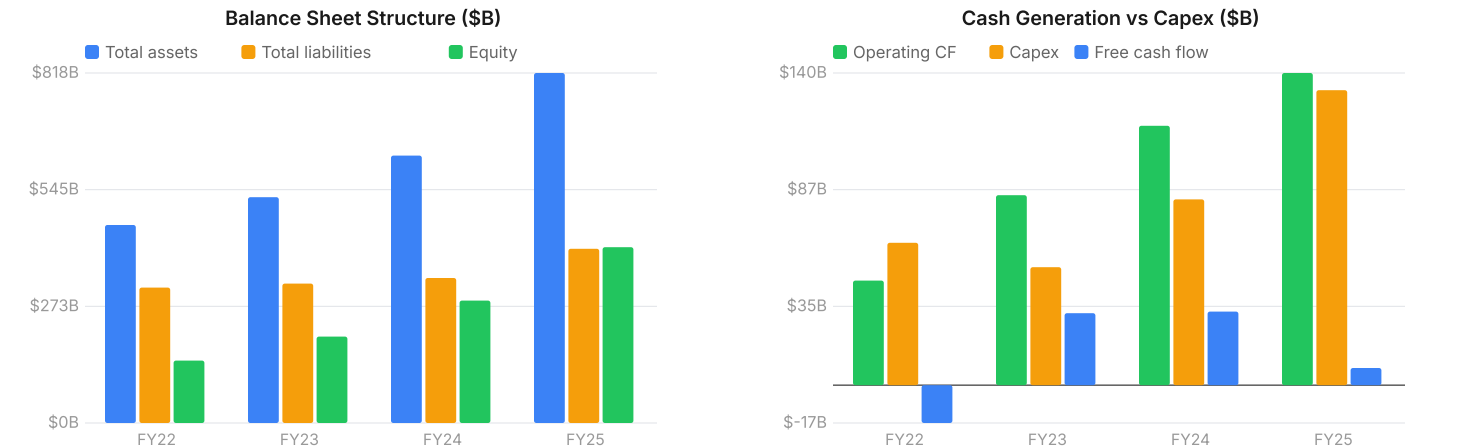
\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	53.9	73.4	78.8	86.8	
ST investments	16.1	13.4	22.4	36.2	
Receivables (net)	42.4	52.3	55.5	67.7	
Total current assets	146.8	172.4	190.9	229.1	
PP&E (net)	252.8	276.7	328.8	443.1	
Goodwill + intangibles	26.4	30.5	31.7	32.5	
Total assets	462.7	527.9	624.9	818.0	
Accounts payable	79.6	85.0	94.4	121.9	
Short-term debt	0.0	0.0	0.0	0.0	
Deferred revenue	13.2	15.2	18.1	20.6	
Total current liabilities	155.4	164.9	179.4	218.0	
Long-term debt	67.2	58.3	52.6	65.6	
Total liabilities	316.6	326.0	338.9	407.0	
Shareholders' equity	146.0	201.9	286.0	411.1	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	(2.7)	30.4	59.2	77.7	
D&A	41.9	48.7	52.8	65.8	
Stock-based compensation	19.6	24.0	22.0	19.5	
Working capital change	(20.9)	(11.5)	(15.5)	(20.0)	
Operating cash flow	46.8	84.9	115.9	139.5	
Capital expenditures	(63.6)	(52.7)	(83.0)	(131.8)	
Investing cash flow	(37.6)	(49.8)	(94.3)	(142.5)	
Buybacks	(6.0)	0.0	0.0	0.0	
Dividends paid	0.0	0.0	0.0	0.0	
Debt issuance / (repay)	15.7	(15.9)	(11.8)	10.2	
Financing cash flow	9.7	(15.9)	(11.8)	9.7	
Free cash flow	(16.9)	32.2	32.9	7.7	

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24 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	28.8%	-1.9%	17.5%	24.3%	22.3%	30%	
ROA	9.0%	-0.6%	6.1%	10.3%	10.8%	12.3%	
ROIC	13.7%	4.5%	11.9%	18.8%	14.6%	8.5%	
Gross margin	42.0%	43.8%	47.0%	48.9%	50.3%	50.8%	
Operating margin	5.3%	2.4%	6.4%	10.8%	11.2%	12.1%	
Net margin	7.1%	-0.5%	5.3%	9.3%	10.8%	17.4%	
EBITDA margin	15.8%	7.5%	15.6%	19.4%	23.1%	32.7%	
FCF margin	-3.1%	-3.3%	5.6%	5.2%	1.1%	—	
VALUATION							
P/E	51.57	-318.10	52.99	39.70	32.28	19.8	
P/B	12.45	5.93	7.99	8.22	6.10	4.9	
P/S	3.66	1.68	2.80	3.69	3.50	3.48	
P/FCF	-116.84	-51.26	50.04	71.54	325.85	-232.0	
EV/EBITDA	23.44	24.12	18.58	19.24	15.35	11.2	
EV/Revenue	3.71	1.82	2.89	3.73	3.54	3.7	
Earnings yield	1.9%	-0.3%	1.9%	2.5%	3.1%	5.03%	
FCF yield	-0.9%	-2.0%	2.0%	1.4%	0.3%	-0.43%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	1.14	0.94	1.05	1.06	1.05	1.03	
Quick ratio	0.91	0.72	0.84	0.87	0.88	0.87	
Debt / equity	0.84	0.96	0.67	0.46	0.37	0.40	
Debt / assets	27.7%	30.3%	25.7%	20.9%	18.7%	20.4%	
Net debt / EBITDA	0.27	1.81	0.55	0.24	0.18	0.57	
Interest coverage	22.09	-1.51	12.80	29.52	43.79	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	1.27	1.16	1.16	1.11	0.99	0.71	
Receivables turnover	16.36	13.66	12.15	11.85	11.64	8.8	
DSO (days)	22	27	30	31	31	41	
DPO (days)	101	100	99	100	111	141	
Cash conversion cycle	-41	-31	-28	-32	-42	-63	
GROWTH (YoY)							
Revenue growth	21.7%	9.4%	11.8%	11.0%	12.4%	—	
Net income growth	56.4%	-108.2%	1217.7%	94.7%	31.1%	—	
EPS growth	55.5%	-108.2%	1185.9%	92.7%	29.4%	—	
FCF growth	-156.8%	-14.7%	290.7%	2.1%	-76.6%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	3.23	-0.26	2.87	5.53	7.15	12.58	
Book value / share	13.40	14.17	19.03	26.67	37.84	51.28	
Revenue / share	45.53	49.86	54.17	59.51	66.00	72.12	
FCF / share	-1.43	-1.64	3.04	3.07	0.71	-1.08	
Cash / share	9.31	6.79	8.18	9.44	11.33	11.43	
SHAREHOLDER RETURN & SCORES							
Buyback yield	0.0%	0.7%	0.0%	0.0%	0.0%	—	
Altman Z-Score	5.43	2.96	4.63	5.97	5.42	4.7	
Piotroski F-Score	7	5	8	8	6	6/9	
Beneish M-Score	-2.40	-2.62	-2.69	-2.75	-2.54	-1.72	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	6 / 9	Middling		
Altman Z-Score	4.7	Safe (>2.99)	Safe	
Income quality	1.19	Cash-backed	OCF ÷ net income	
Beneish M-Score	-1.72	Elevated	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.77	Revenue stability	0.97
Interest burden		0.98	Earnings stability	0.71
Operating margin		23.1%	Earnings persistence	0.50
Asset turnover		0.87×	Revenue CAGR 3y	13.0%
Financial leverage		2.01×	EPS CAGR 3y	114.9%
= ROE		31%	FCF CAGR 3y	—

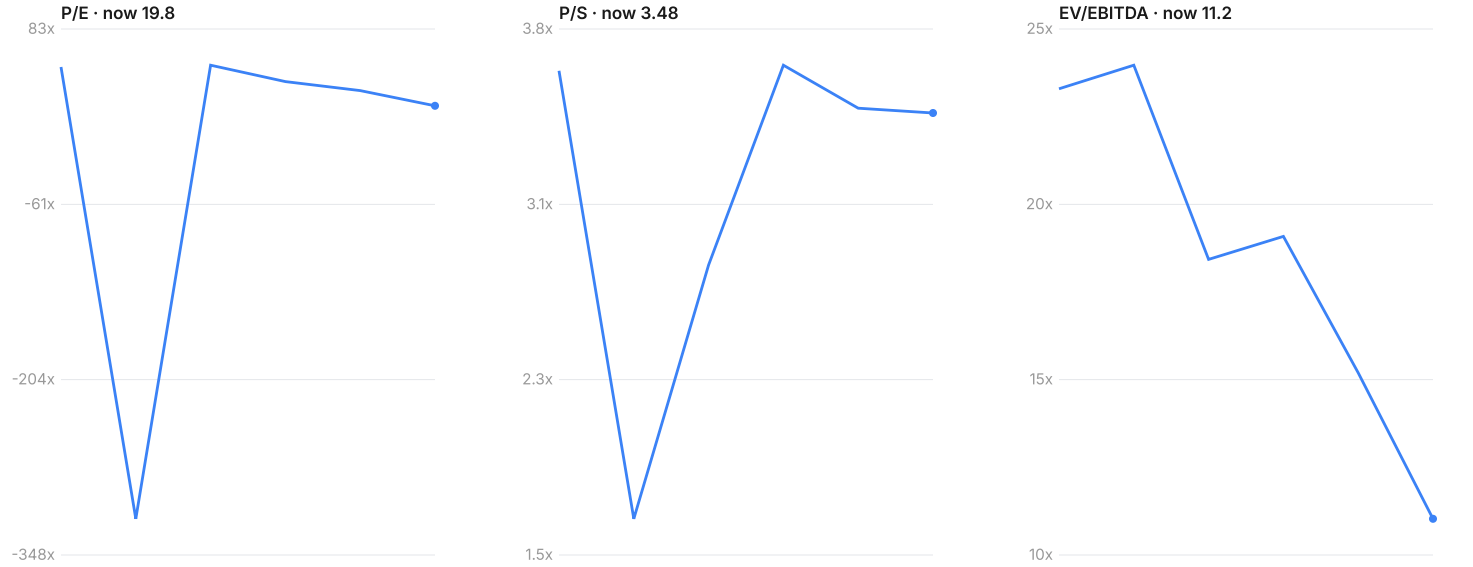
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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 0.00%	DIVIDEND YIELD 0.00% none paid	TOTAL SHAREHOLDER RETURN 0.00% cash yield	SBC / REVENUE 2.5% dilution pressure
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27 MULTIPLE HISTORY — FY SNAPSHOTS + TTM live ratio engine



28 PEER COMPARISON live peer engine

COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
TSLA	\$1,401.0B	300.6	5%	3.9%	+11.8%	5/9	-17.3%
HD	\$308.9B	21.6	104%	10.0%	+2.5%	5/9	-19.6%
MCD	\$171.9B	19.7	-465%	33.3%	+6.3%	8/9	-20.0%
TJX	\$162.0B	27.2	62%	10.0%	+7.7%	8/9	+3.6%
BKNG	\$122.8B	18.0	-83%	26.5%	+12.9%	5/9	—
SBUX	\$111.2B	56.0	-26%	11.2%	+4.5%	7/9	—
LOW	\$110.7B	16.7	-71%	9.2%	+8.2%	7/9	—
ABNB	\$104.0B	39.3	35%	22.6%	+13.6%	7/9	—

1-yr returns computed from adjusted price history; peers without a tracked series show —.

29 ANALYST CONSENSUS & ESTIMATES live consensus

Buy

94 Analysts



MEAN TARGET (QTR) \$331.06 31 targets	TARGET VS. PRICE +32.4% last-quarter mean	NEXT REPORT 2026-10-29 street \$1.96
--	--	---

CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$828.73B	\$833.27B / \$823.65B	\$12.79	\$13.19 / \$12.15	39
FY2027	\$950.84B	\$993.24B / \$920.01B	\$10.65	\$11.88 / \$8.79	41
FY2028	\$1,102.91B	\$1,421.53B / \$1,015.50B	\$14.16	\$23.44 / \$10.15	33

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30 STREET TARGETS & THIRD-PARTY RATING

live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$358.00	+43.2%	3
Last Quarter	\$331.06	+32.4%	31
Last Year	\$308.91	+23.6%	119
All Time	\$228.54	-8.6%	372

Rolling mean of published targets vs. last close \$250.00. Aggregated from StreetInsider, Benzinga, MarketWatch.

Third-Party Composite Rating

A-

DCF2/5

ROE5/5

ROA5/5

DEBT/EQ3/5

P/E3/5

P/B2/5

Independent quant composite as of 2026-10-16; components scored 1-5 (5 best). Shown for contrast with the InsiderStreet Score — methodologies differ.

31 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set

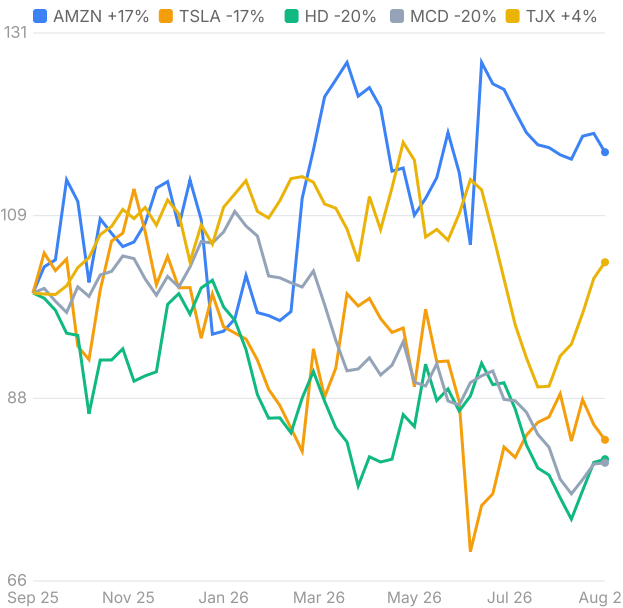
AMZN +16.6% vs S&P 500 +15.9% — spread +0.7pp



Sector — XLY -3.2%



Peer Set — indexed to 100



All series indexed to 100 at the start of the window, adjusted closes.

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TECHNICAL CHART — 6-MONTH DAILY CANDLES, INDICATORS ON

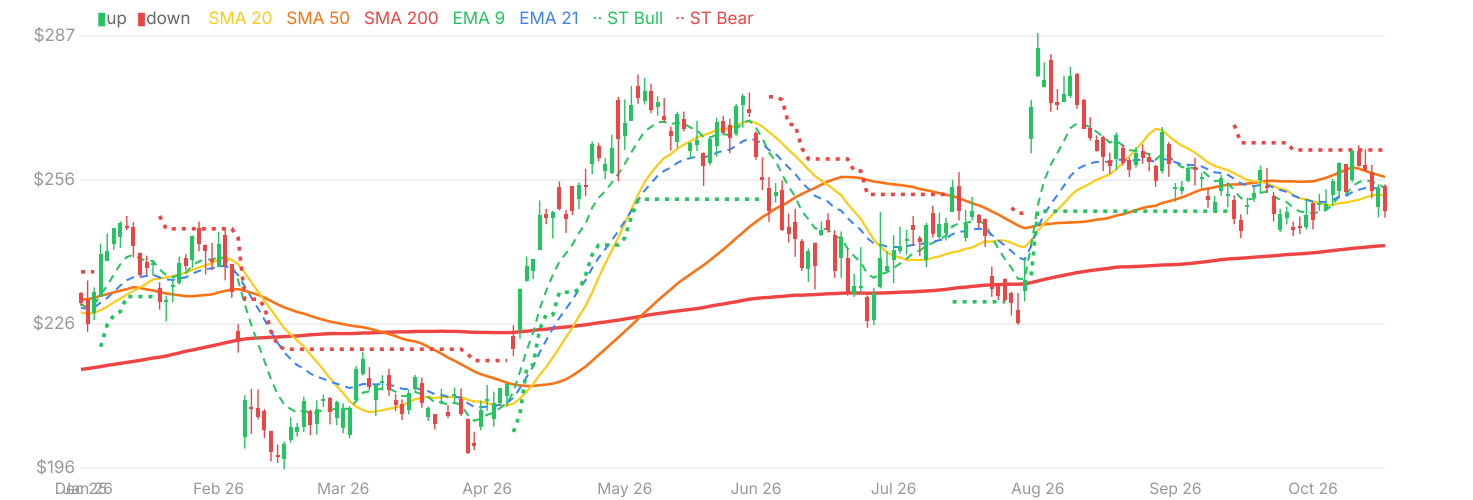
site chart, print edition



Candlesticks with SMA 20/50 overlay, Bollinger (20,2σ) band, volume, and Wilder RSI(14) — computed from live daily OHLCV.

MOVING AVERAGE RIBBON & TREND

site technicals-tab chart, live indicator history



MOVING AVERAGE	VALUE	DISTANCE	% DISTANCE	SIGNAL
SMA 20	\$253.23	-3.23	-1.28%	Below
SMA 50	\$257.08	-7.08	-2.75%	Below
SMA 200	\$242.73	+7.27	+3.00%	Above
EMA 9	\$254.62	-4.62	-1.81%	Below
EMA 21	\$254.31	-4.31	-1.69%	Below
EMA 50	\$254.26	-4.26	-1.68%	Below
EMA 200	\$244.95	+5.05	+2.06%	Above

Series and readings from the nightly technical-indicator history — identical data to the site's ribbon chart. Supertrend segments colored by direction.

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32 TECHNICAL POWER SCORE

EDGE · site engine · 38/100 composite

TECHNICAL VERDICT

LEAN BEARISH

Power Score -23

6 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

33

20

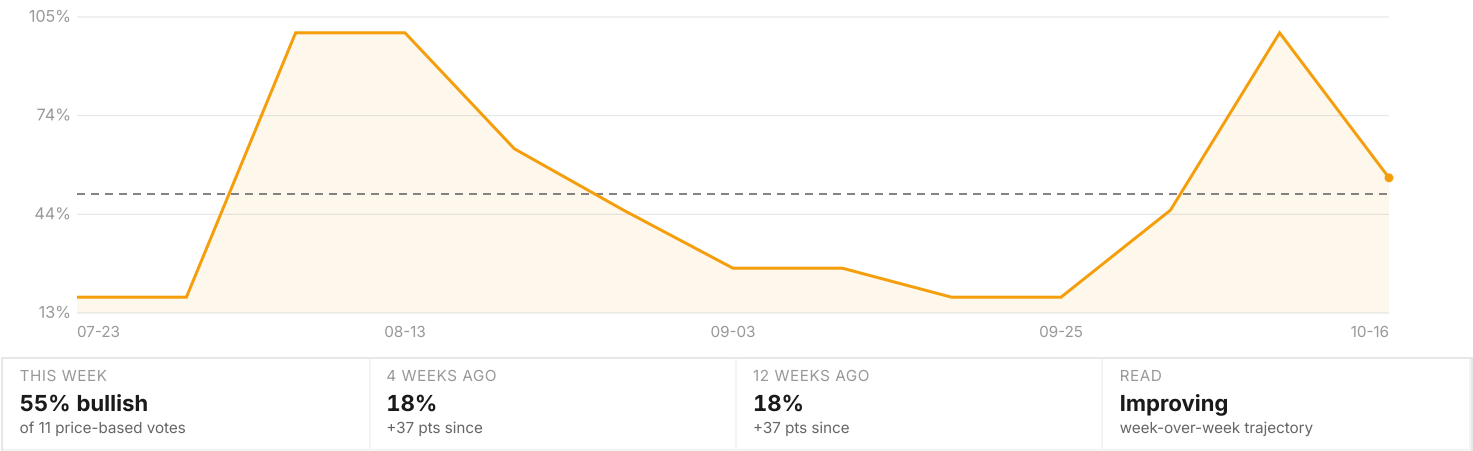
56

67

38

LEAN BEARISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



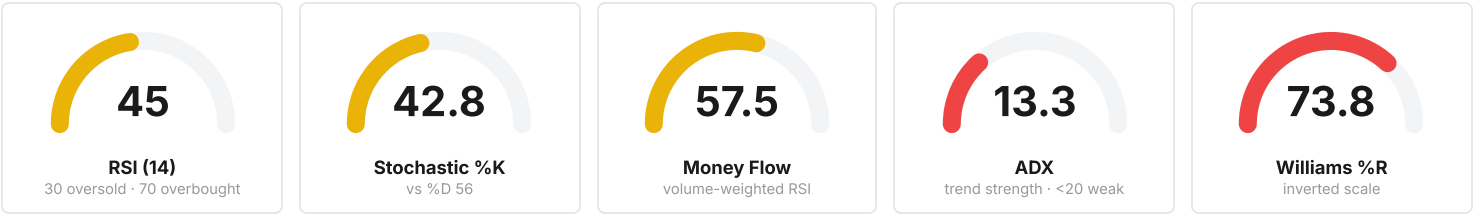
INDICATOR VOTE GRID

6 bull / 16 bear

● Price vs SMA 20	\$253.23	● Price vs SMA 50	\$257.08	● Price vs SMA 200	\$242.73
● EMA 9/21 Cross	254.6/254.3	● SMA 50/200	Golden	● ADX Direction	ADX 13
● Supertrend	\$263	● Parabolic SAR	\$263	● SMA Slope	-0.190
● RSI	45.0	● Stochastic K/D	43/56	● StochRSI K/D	38/54
● Williams %R	-74	● CCI	-32	● TSI vs Signal	0.8
● CMO	-10.0	● ROC	-0.60%	● OBV Signal	Distrib
● Chaikin MF	-0.050	● MFI	58	● Force Index	-28M
● Elder Ray Bull	1.23				

INDICATOR GAUGES

site technicals-tab style



33 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$253.00 / \$257.36 / \$259.95	S1 / S2	\$250.41 / \$246.05
Bollinger (20,2)	\$243.89 - \$262.56	Squeeze	Off
52-wk range	\$196.00 - \$287.20	Off 52-wk high	-12.9%
ATR (14)	\$5.95 (2.4%)	Historical vol	24.4%

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34 SEASONALITY — 20-YEAR AVERAGES											live model · win rates shown
+2.7%	-1.3%	+3.6%	+6.8%	+1.8%	+2.8%	+3.6%	+2.5%	+1.0%	+2.7%	+2.7%	-0.3%
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
65%	55%	62%	70%	55%	70%	75%	60%	50%	60%	75%	55%

Sample: 20 years — treat short histories as suggestive, not statistical.

35 RISK INDICATORS			computed from live price history
COMPUTED FROM LIVE WEEKLY PRICES		AMZN	S&P 500
Weekly volatility (σ , 1y)		5.23%	1.83%
Best / worst week (1y)		+20.3% / -12.4%	—
Max drawdown (5y, monthly)		-52.6%	—
1-week VaR (95%)		-7.9%	—
Beta (5y)		1.44	1.00

36 EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

AMZN EQUITY WEATHER (LIVE)

CLOUDY · -13

Trend

Momentum

Volume

Volatility

Breadth

-20

-10

+40

-60

-31

MARKET REGIME (2026-10-16)

NEUTRAL

VIX

19.99

Normal

DOW THEORY

Confirmed

Bearish

SPY / QQQ TSI

7.2 / 4.7

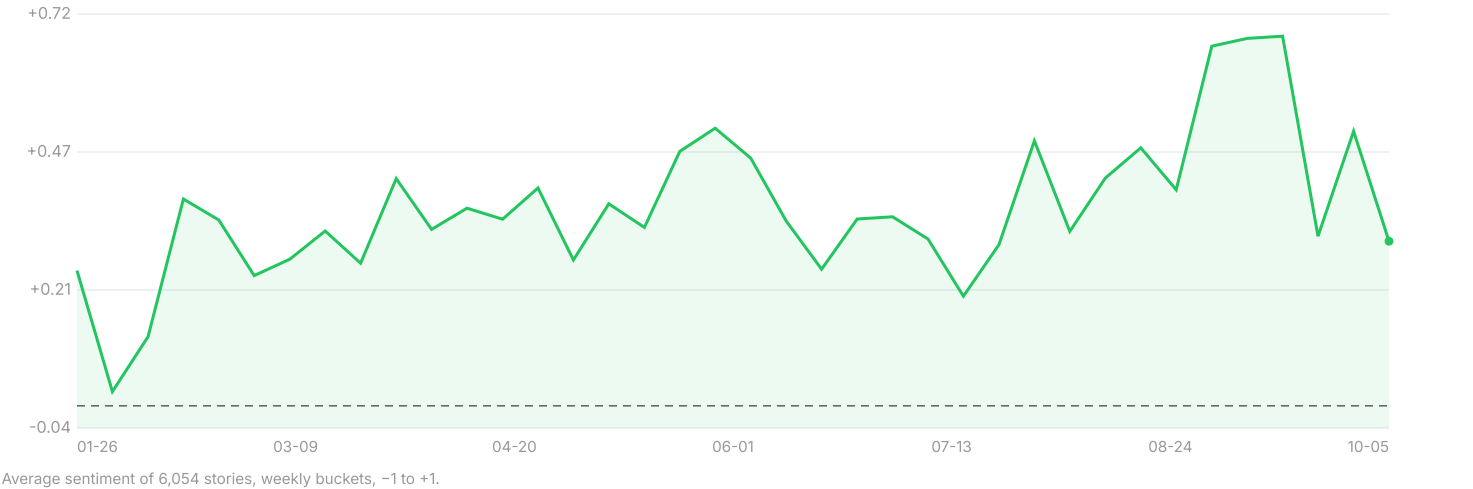
trend strength

SECTOR STRENGTH

46/100

breadth average

37 NEWS SENTIMENT — WEEKLY	live Glauxie-scored feed
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38 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Cloudy

OVERALL -12.6 +0.2 vs industry	TREND -19.6 -15.1 vs industry	MOMENTUM -10.1 -2.0 vs industry	VOLUME +39.7 +34.2 vs industry
---	--	--	---

READING	AMZN	SPECIALTY RETAIL N=631	CONSUMER CYCLICAL N=5,686	ALL US SYMBOLS N=70,435
Overall	-12.6	-12.8	-20.5	-20.5
Trend	-19.6	-4.5	-25.1	-21.3
Momentum	-10.1	-8.2	-15.0	-15.8
Volume	+39.7	+5.5	-10.0	-3.8

Trend, momentum and volume are computed per company. Volatility and breadth are market-regime values shared by every symbol in the universe, so they are reported once under Market Regime rather than compared here - a company cannot differ from its sector on a constant.

39 EXECUTIVE COMPENSATION

live proxy data · FY2025

EXECUTIVE	TOTAL COMP	STRUCTURE
Andrew R. Jassy President and Chief Executiv	\$2.1M	0% equity+incentive
Jeffrey P. Bezos Founder and Executive Chair	\$1.7M	0% equity+incentive
Matthew S. Garman CEO Amazon Web Services	\$0.6M	0% equity+incentive
Douglas J. Herrington CEO Worldwide Amazon S	\$0.4M	0% equity+incentive
David A. Zapolsky SVP, Chief Global Affairs	\$0.4M	0% equity+incentive

40 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	48
Social	58
Governance	53
Composite ESG	53



41 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-09-14	Other Events; Exhibits	8.01,9.01
2026-09-09	Officer/Director Change	5.02
2026-07-30	Earnings Release; Exhibits	2.02,9.01
2026-07-09	Other Events; Exhibits	8.01,9.01
2026-06-12	Other Events; Exhibits	8.01,9.01
2026-06-10	Material Agreement; Financial Obligation; Exhibits	1.01,2.03,9.01
2026-05-22	Shareholder Vote	5.07
2026-04-29	Earnings Release; Exhibits	2.02,9.01

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42 METHODOLOGY

Methodology. Every figure originates in InsiderStreet's production data layer and is computed deterministically by the same engines that power insiderstreet.ai. This factsheet contains no model-written text. Sections without underlying data are omitted rather than estimated.

43 DISCLOSURES

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44 DATA PROVENANCE FOR THIS REPORT sources · coverage · method

DATA DOMAIN	SOURCE	COVERAGE FOR THIS REPORT
Price & volume	market_db.historical_prices	52 rows
Fundamentals	income_statements_annual	6 rows · 2020 to 2025
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-10-29 to 2026-07-30
Analyst estimates	dim/forward_estimates	3 rows · 2026-12-31 to 2028-12-31
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	115 rows · 1987 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-08-21 to 2026-10-01
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	2 rows · 2025-10-14 to 2026-03-26
Short-sale volume (FINRA)	edgar/short_volume_daily	60 rows · 2026-07-23 to 2026-10-15
Dark pool (ATS, tier 1)	edgar/darkpool_weekly	12 rows · 2026-06-15 to 2026-08-31
ETF & fund holding	etf_holdings_changelog (30d)	1 record
Peer set	stock_peers_dynamic	8 rows
Industry medians	industry_medians	1 record
Congressional trades	congress_db (House + Senate)	1 record
ESG	fact/esg_disclosures	1 record

Method. Every figure in this factsheet is looked up from a named field computed in code. It contains no model-written text.

Not covered. Short interest as a percent of float and days-to-cover are not in this data set — the short-sale figures above are FINRA volume, a flow, and cannot support squeeze or covering analysis. Options positioning and intraday data are also absent. 13F ownership is filed 45 days after quarter end and congressional trades are disclosed on a lag, so both describe a past position, not a current one.