

ServiceNow, Inc. (NOW)

Technology / Software - Application · New York Stock Exchange

Generated: 2026-Oct-18 · Market data through: 2026-10-16

LAST CLOSE \$141.97 2026-10-16	MARKET CAP \$146.8B VOLUME 15.5M	52-WK HIGH \$192.97 52-WK LOW \$81.24	TRAILING PE 88.2 P/S 9.96	GROSS MARGIN 74.8% NET MARGIN 11.3%	ROE 14% ROIC 6%	PIOTROSKI 5/9 ALTMAN Z 5.4	1-YR RETURN -20.6% 5-YR RETURN +178.0%
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ServiceNow, Inc. specializes in delivering cloud-based solutions designed to streamline and automate critical business services for organizations across the globe. Its flagship "Now Platform" serves as the foundation, leveraging technologies such as workflow automation, artificial intelligence (AI), machine learning (ML), and robotic process automation (RPA). This platform also incorporates robust features like performance analytics, electronic service catalogs, configuration management systems, data benchmarking, encryption capabilities, and various collaboration and development tools. ServiceNow offers a comprehensive suite of applications built on this platform, catering to diverse enterprise needs. Key offerings include IT Service Management (ITSM), which streamlines support for employees, customers, and partners; IT Business Management (ITBM); IT Operations Management (ITOM), designed to integrate and manage both physical and cloud-based IT infrastructure; and IT Asset Management (ITAM) for automating asset lifecycles. Its Security Operations solution facilitates seamless integration between internal systems and third-party security tools. Beyond IT, the company provides solutions for Governance, Risk, and Compliance (GRC) to enhance organizational resilience, along with tools for Human Resources, Legal, and general workplace service delivery, including dedicated safe workplace applications. Other specialized applications cover Customer Service Management (CSM) and Field Service Management (FSM). To further extend functionality, ServiceNow offers App Engine for custom development and IntegrationHub to connect workflows across various applications. The company also provides a range of professional services, industry-specific solutions, and comprehensive customer support. ServiceNow's diverse client base spans critical sectors such as government, financial services, healthcare, telecommunications, manufacturing, and education, alongside various IT services, technology, oil and gas, and consumer product industries. The company reaches these customers through a combination of its direct sales force and a network of resale partners. Notably, a strategic alliance with Celonis assists clients in pinpointing and prioritizing business processes ripe for automation. Established in 2004 and headquartered in Santa Clara, California, the company originally operated as Service-now.com before rebranding to ServiceNow, Inc. in May 2012.

SECTOR Technology INDUSTRY Software - Application EXCHANGE NYSE MARKET CAP \$146.8B EMPLOYEES 29,187 (SEC-filed) CEO William R. McDermott
IPO 2012-06-29 COUNTRY US
2225 Lawson Lane, Santa Clara, CA 95054 · Tel 408 501 8550 · servicenow.com

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

66 / 100

Street mean **\$165.95** (19 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

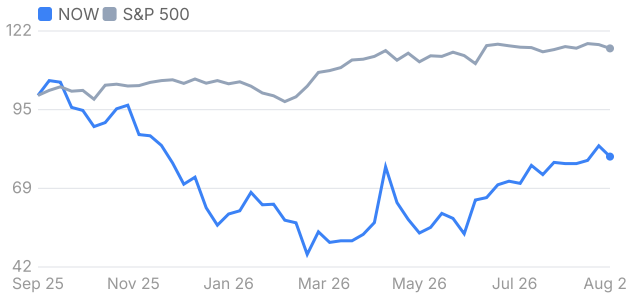
TWO-WAY FLOW

\$3.0M buys against \$4.6M sells / 6 mo

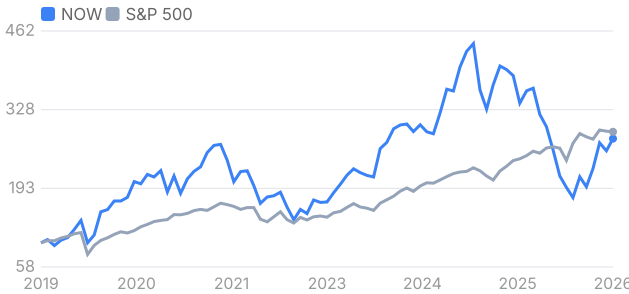
2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · **NOW -20.6%** · **S&P 500 +15.9%** · spread **-36.5pp**



7 Years vs S&P 500 · **NOW +178.0%** · **S&P 500 +189.9%** · spread **-11.8pp**



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

66

OF 100

Score Breakdown

Profitability	46/100
Growth	57/100
Momentum	84/100
Quality	70/100
Earnings Quality	58/100
Balance Sheet	68/100
Value	22/100
Risk (safety)	100/100
Overall	65.6/100

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
UBER	62
ADP	54
CRM	72
SNOW	58
SHOP	68
ADBE	79
NOW	66

IS Score Trend — quarterly



4 TWO READINGS

business vs price

BUSINESS QUALITY

66 / 100

IS Score 65.6 / 100 · -15.1 from peak of 81

Quarter	Business Quality
23 Q1	70
23 Q2	78
23 Q3	77
23 Q4	78
24 Q1	81
24 Q2	68
24 Q3	70
24 Q4	68
25 Q1	67
25 Q2	78
25 Q3	78
25 Q4	76
26 Q1	66

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

PRICE STRUCTURE

BULLISH

Technical Score 82 / 100 · Power +64 · 20 of 22 indicator votes bullish

Date	Price Structure
07-23	4%
08-13	71%
09-03	105%
09-25	71%
10-16	105%

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

Both readings sit above the midpoint — business quality at 66 and price structure at 82 out of 100 — so they are not in conflict. The fundamentals and the tape are saying the same thing, which is the case in which either one alone would have been enough.

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 65.6	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 77 → 76 → 75 → 66	the direction matters more than the level
Technical vote share back above 50%	now 100%	price structure no longer broken
Institutional holder count rises two quarters running	peak 2,307 → now 2,233	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

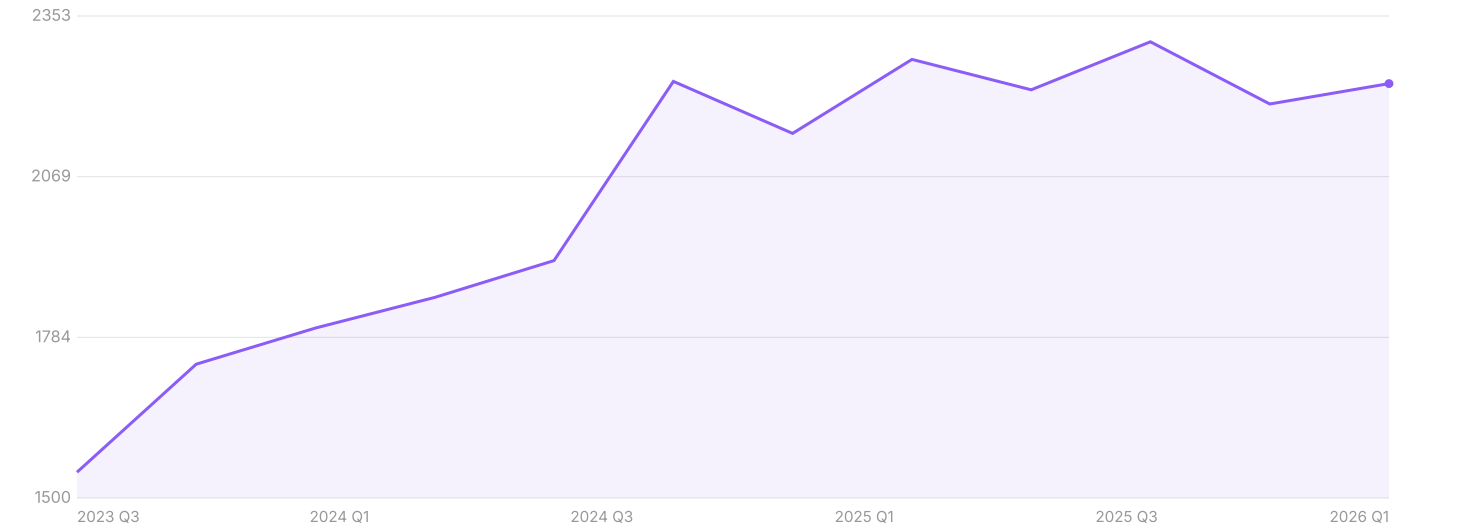
SITE CONVERGENCE SCORE 2 of 4 top 13% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 4 buys 2026-08-14	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 1675 up / 1327 down net +348 funds			

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 2,307 · latest 2,233 (-74 from peak).

Quarter	Holders	13F Shares	Value	Reported Own%
2026 Q2	2,233	849.6M	\$81.6B	82.2%
2026 Q1	2,197	862.3M	\$85.8B	83.5%
2025 Q4	2,307	900.5M	\$130.7B	87.2%
2025 Q3	2,222	896.5M	\$156.0B	86.8%
2025 Q2	2,276	910.9M	\$177.5B	88.2%
2025 Q1	2,145	914.3M	\$138.5B	88.5%
2024 Q4	2,237	917.7M	\$184.3B	88.8%
2024 Q3	1,920	914.5M	\$154.6B	88.5%
2024 Q2	1,855	902.2M	\$134.9B	87.3%
2024 Q1	1,801	899.0M	\$128.4B	87.0%
2023 Q4	1,737	901.3M	\$120.6B	87.2%
2023 Q3	1,546	896.8M	\$95.2B	86.8%

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

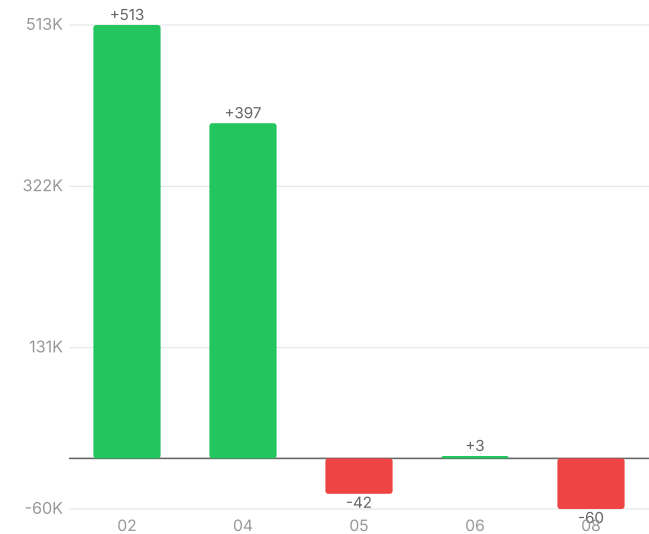
INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Fipps Paul	President, Global Customer Ops	2026-08-31	SELL	2,034	\$0.30M	18,305
Canney Jacqueline P	Chief People & AI Enblmt. Off.	2026-08-28	SELL	7,847	\$1.08M	30,042
Chamberlain Paul Edward	director	2026-08-27	SELL	2,700	\$0.37M	43,990
Mcdermott William R	director, Chairman & CEO	2026-08-17	EXERCISE	4,160	—	186,435
Mcdermott William R	director, Chairman & CEO	2026-08-17	TAX W/H	2,236	\$0.26M	184,199
Mcdermott William R	director, Chairman & CEO	2026-08-17	EXERCISE	4,160	—	8,320
Canney Jacqueline P	Chief People & AI Enblmt. Off.	2026-08-17	EXERCISE	970	—	38,385
Canney Jacqueline P	Chief People & AI Enblmt. Off.	2026-08-17	TAX W/H	496	\$0.06M	37,889

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY

EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	10	43,747	\$4.6M	Counted
P — Open-market purchases	2	28,682	\$3.0M	Counted
M — Exercises (paired A/D)	58	177,129	—	None — mechanics
F — Tax withholding	58	89,649	\$9.8M	None — compensation

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
Two-Way Flow	\$4.6M 10 txns / 6 mo	\$3.0M 2 txns / 6 mo	None active 3+ insiders / 21 days

10 FORM 144 PLANNED-SALE PIPELINE

live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-08-28	Canney Jacqueline P	7,847	\$1.1M
2026-08-27	Paul Edward Chamberlain	2,700	\$0.4M
2026-05-28	Briggs Teresa	1,595	\$0.2M
2026-05-18	Fipps Paul	1,048	\$0.1M
Trailing 12 mo	28 filings	84,702	\$17M

11 13D / 13G STAKES

COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-04-30	SCHEDULE 13G	Vanguard Capital Management	7.49%	78.4M sh
2025-02-05	SCHEDULE 13G/A	BlackRock, Inc.	8.90%	18.3M sh

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12 CONGRESSIONAL TRADING					EDGE · STOCK Act
MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Tony Wied	House	SELL	\$50,001 - \$100,000	2026-09-17	2026-10-07
Tony Wied	House	BUY	\$15,001 - \$50,000	2026-08-14	2026-09-07
Ro Khanna	House	SELL	\$1,001 - \$15,000	2026-08-10	2026-09-07
Alan Armstrong	Senate	SELL	\$15,001 - \$50,000	2026-03-27	2026-07-21
Markwayne Mullin	Senate	BUY	\$15,001 - \$50,000	2025-12-29	2026-01-16
Markwayne Mullin	Senate	BUY	\$15,001 - \$50,000	2025-12-29	2026-01-15
HOUSE 12-MO 50 trades 29 purchases		SENATE 12-MO 6 trades 5 purchases		COVERAGE STOCK Act filings 30-45 day disclosure lag	

13 INSTITUTIONAL OWNERSHIP & 13F FLOW				live 13F data
13F FILERS (LAST COMPLETE Q) 2,197	13F SHARES 862M 83.5% of shares out	NEW / CLOSED 296 / 364 positions, QoQ	INCREASED / REDUCED 1,035 / 736 positions, QoQ	
PUT/CALL (13F) 0.77 option positions	FREE FLOAT 99.8% 1.03B sh			

2.8 · Largest Reporting 13F Managers

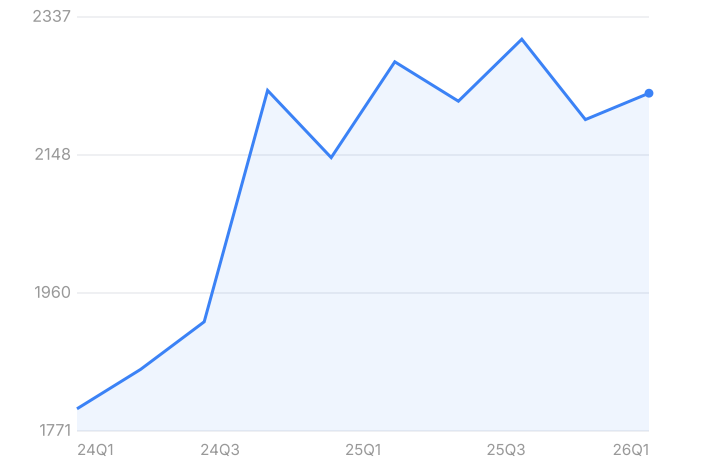
MANAGER	SHARES	VALUE
Sustainable Growth Advisers, Lp	1.3M	\$176M
Assenagon Asset Management S.A.	1.1M	\$142M
Davenport & Co Llc	1.0M	\$136M
Wealth Enhancement Advisory Servic	433,031	\$58M
Fjarde Ap-Fonden /Fourth Swedish N	359,998	\$48M
Asr Vermogensbeheer N.V.	359,137	\$48M

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

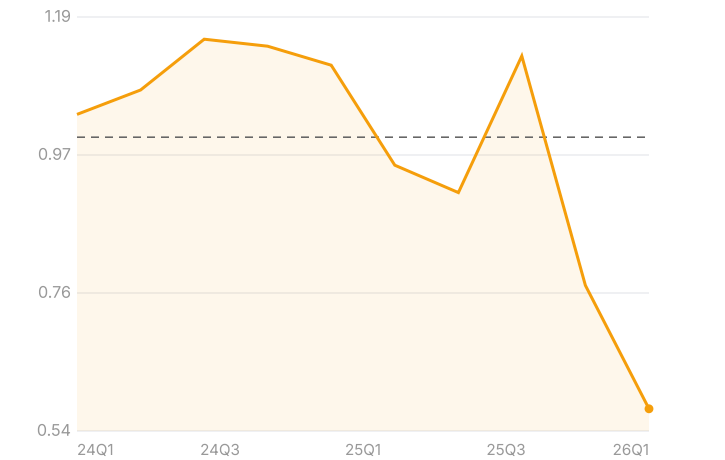
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.2%	\$4.4B
VSMPX	0.2%	\$4.4B
VTSAX	0.2%	\$4.4B
VTI	0.2%	\$4.4B
VFFSX	0.2%	\$3.6B
VFIAX	0.2%	\$3.6B

13F Filers Holding NOW — quarterly



Institutional Put/Call — quarterly

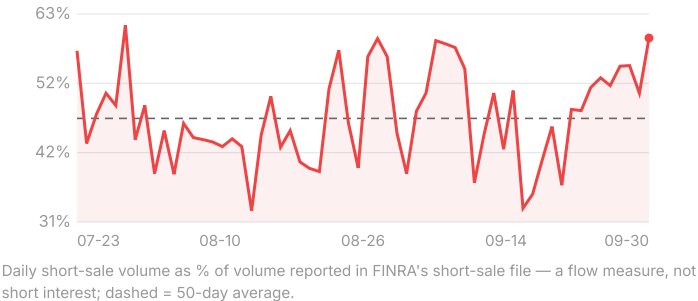


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14 SHORT VOLUME — DAILY, 60 SESSIONS

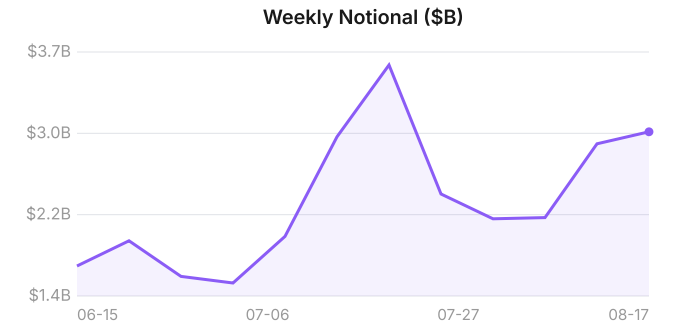
EDGE · live FINRA feed



LATEST SESSION 59.4% 2026-10-15	20-DAY AVG 47.2% 50-day 46.9%	TREND Rising 20d vs 50d	BY MARKET CENTER Q: 60% · N: 55% · B: 45% latest session
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15 DARK POOL ACTIVITY

EDGE · live ATS data

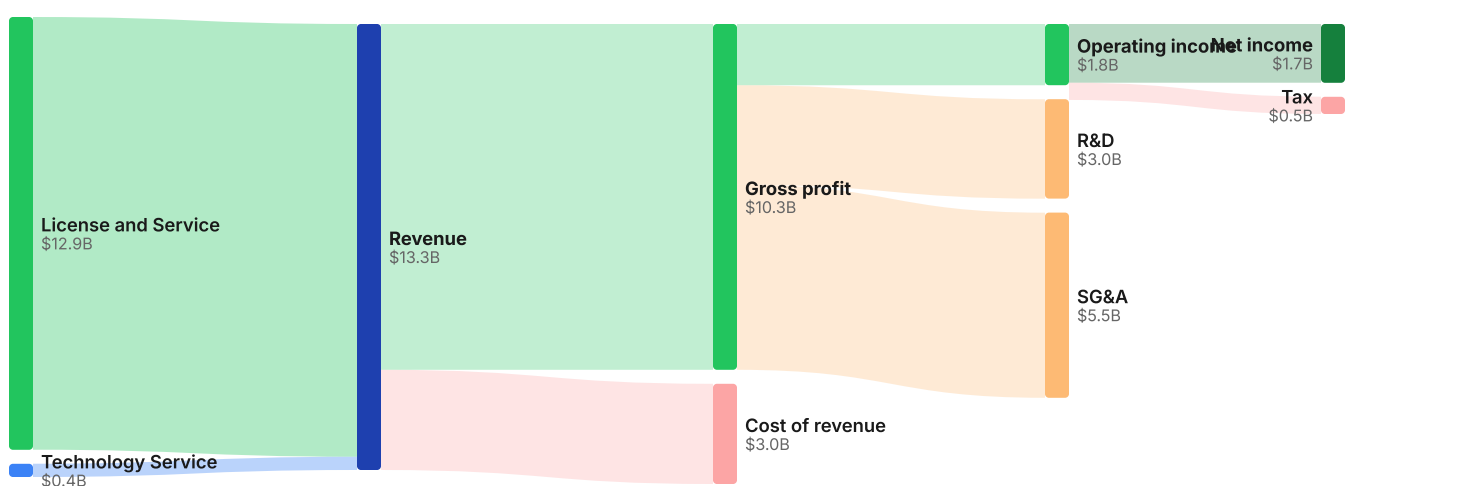


Where NOW Trades in the Dark

ATS VENUE (4-WK)	SHARES	AVG TRADE
Incr Intelligent Cross Llc	20.8M	54 sh
Ubsa Ubs Ats	20.8M	57 sh
Ebxl Level Ats	12.1M	51 sh
Sgmt Sigma X2	11.4M	54 sh
Mstx Ms Trajectory Cross (Ats-1)	8.1M	82 sh
Bids Bids Ats	7.8M	243 sh

16 REVENUE FLOW — FY2025

live segmentation + income data



17 GEOGRAPHIC REVENUE

live segmentation

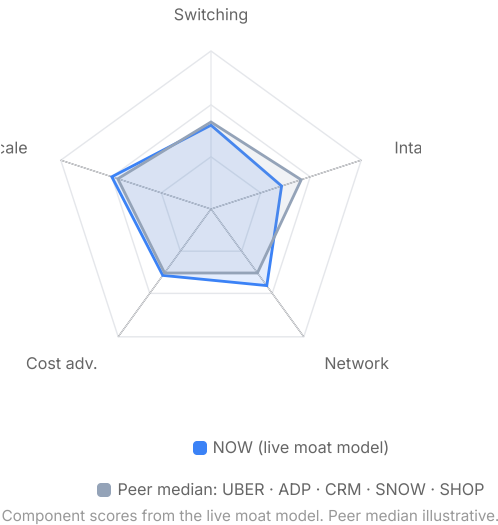
REGION	REVENUE	SHARE
North America	\$8.3B	63%
EMEA	\$3.4B	26%
Asia Pacific And Other	\$1.5B	12%

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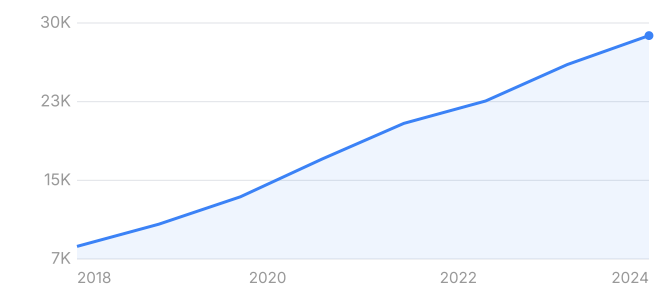
18 MOAT & COMPETITIVE POSITION

LIVE MODEL · 54/100 WEAK

Moat score 54/100 — Weak; primary source Efficient Scale.



3.8 · Employees (SEC filings)



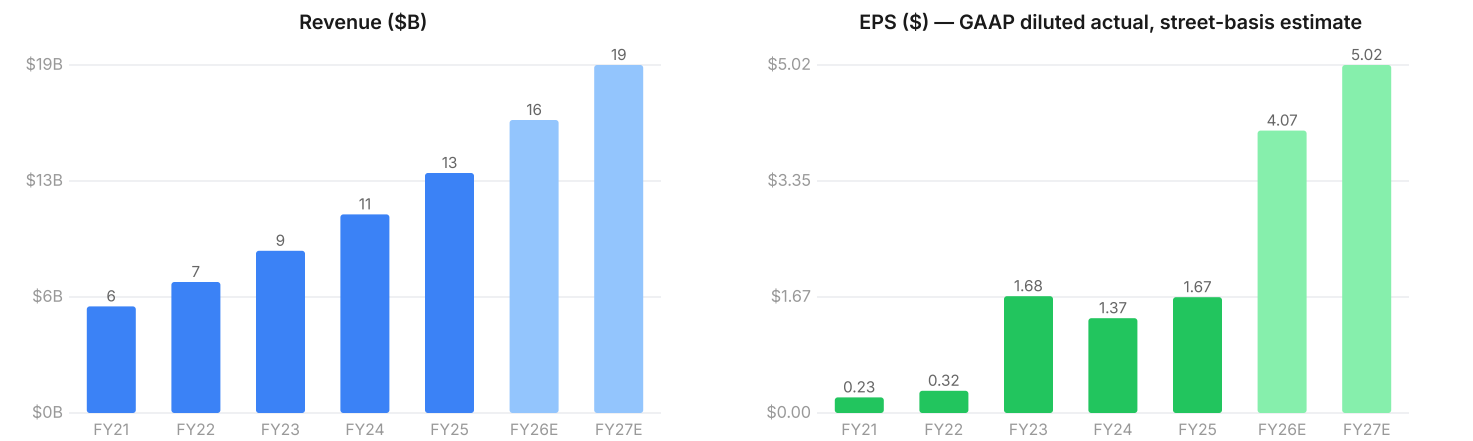
19 CORPORATE INFORMATION — KEY OFFICERS

29,187 employees

OFFICER	TITLE
William R. McDermott	Chairman & Chief Executive Officer
Amit K. Zavery	President, Chief Product Officer & Chief Operating Officer
Paul Fipps	President of Global Customer Operations
Gina Mastantuono	President & Chief Financial Officer

20 REVENUE & EPS — HISTORY AND ESTIMATES

live consensus

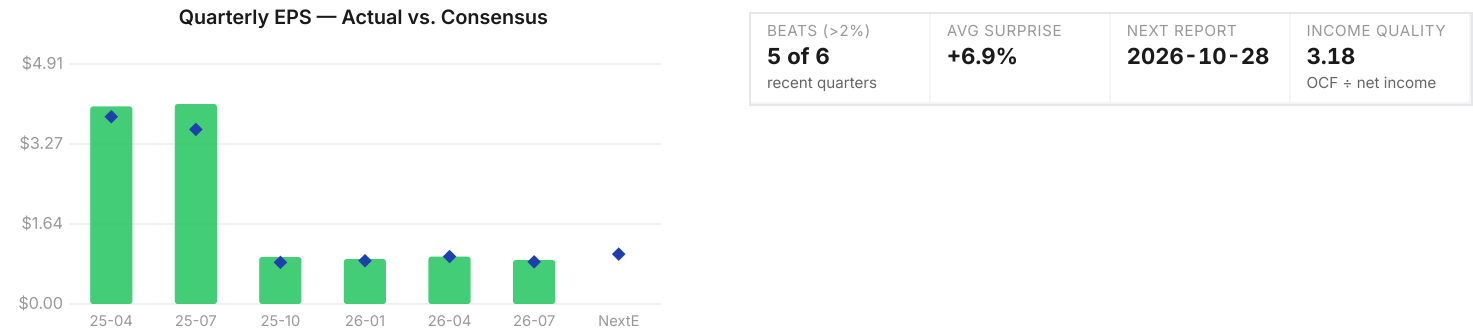


Actual bars are GAAP diluted EPS from the filed income statement; the lighter forward bars are street-basis consensus. The two are different measures and are not comparable quarter to quarter.

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21 ESTIMATE VS. ACTUAL & SURPRISES

live data



22 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

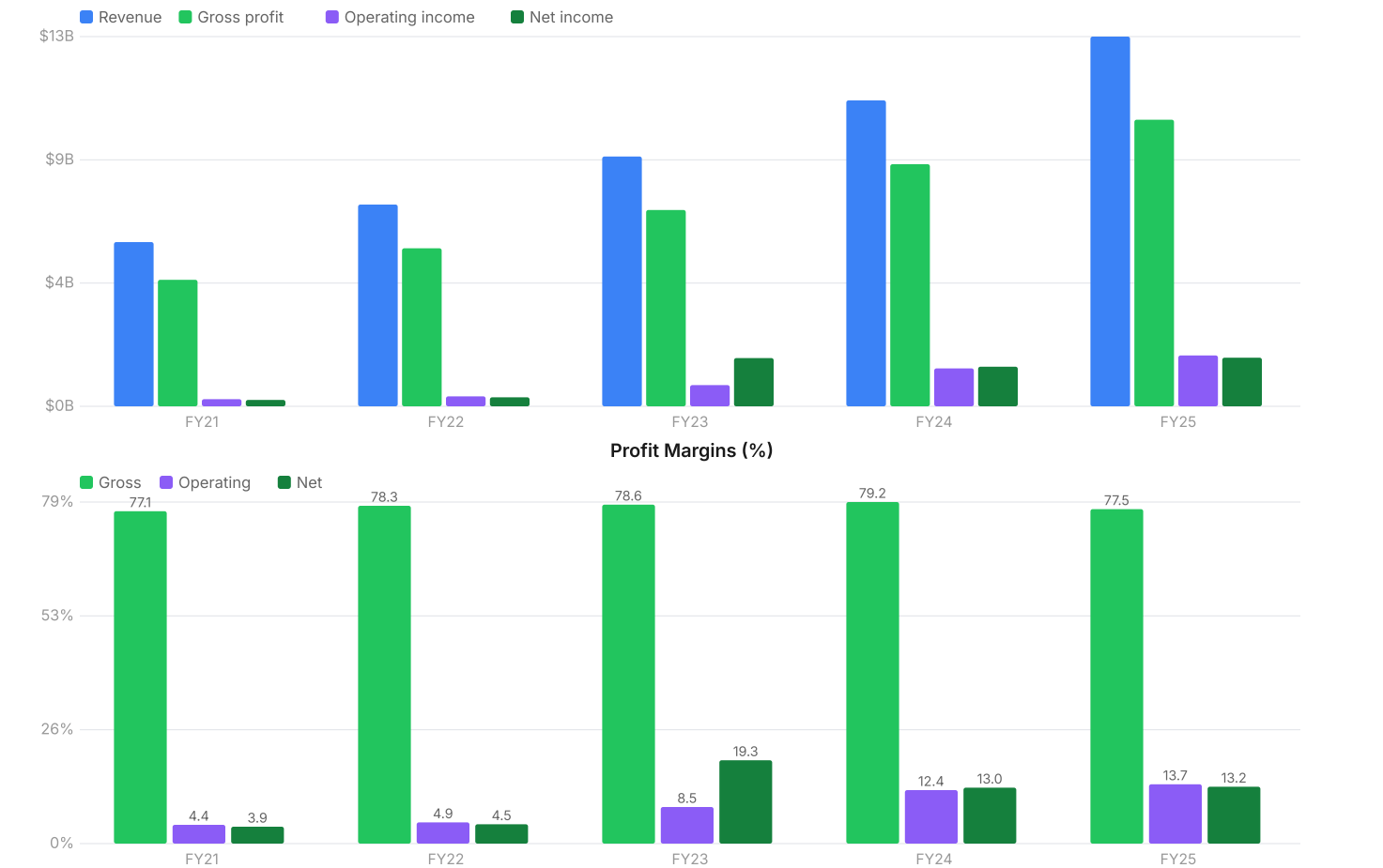
BEAT RATE —% 0 of 0 quarters	CURRENT STREAK 0 longest 0	AVG EPS SURPRISE —% median —%	SURPRISE TREND — last 4 vs prior 4
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PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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Announcement 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.

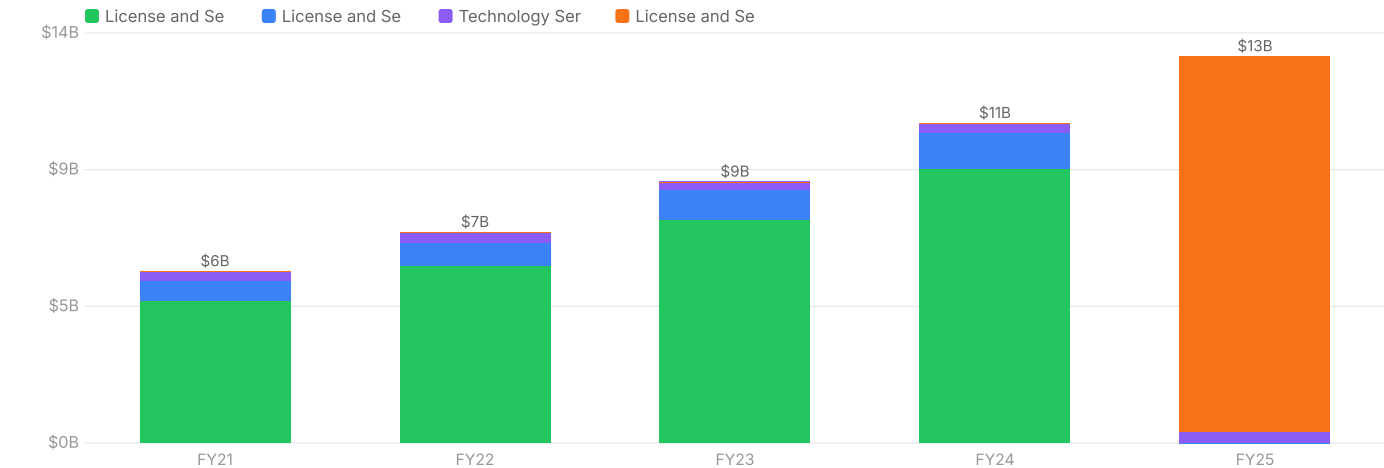
INCOME TRENDS — 5 YEAR

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	+30.5%	+22.9%	+23.8%	+22.4%	+20.9%
Gross profit	+28.6%	+24.9%	+24.3%	+23.4%	+18.4%
Operating income	+29.2%	+38.1%	+114.6%	+79.0%	+33.7%
Net income	+93.3%	+41.3%	+432.6%	-17.7%	+22.7%

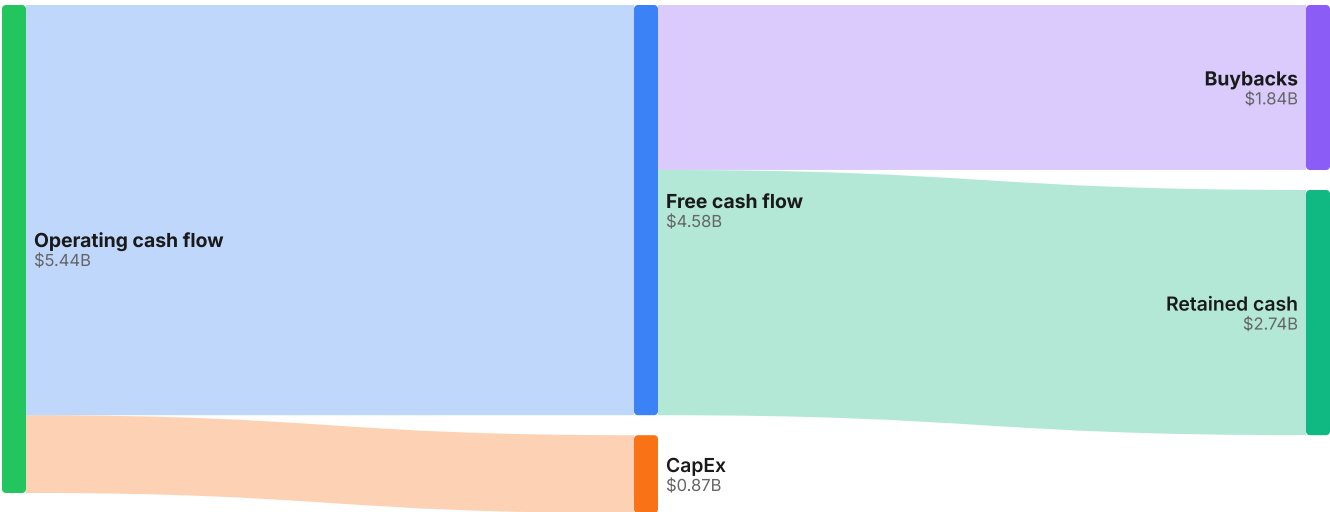
23 INCOME STATEMENT — FULL						live financials
\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	5.9	7.2	9.0	11.0	13.3	
Cost of revenue	1.4	1.6	1.9	2.3	3.0	
Gross profit	4.5	5.7	7.1	8.7	10.3	
R&D expense	1.4	1.8	2.1	2.5	3.0	
SG&A expense	2.9	3.5	4.2	4.8	5.5	
Operating income	0.3	0.4	0.8	1.4	1.8	
EBITDA	0.7	0.8	1.6	2.2	3.0	
D&A	0.5	0.3	0.6	0.5	0.7	
Pretax income	0.2	0.4	1.0	1.7	2.3	
Income tax	0.0	0.1	-0.7	0.3	0.5	
Net income	0.2	0.3	1.7	1.4	1.7	
Diluted EPS (\$)	0.23	0.32	1.68	1.37	1.67	
Diluted shares (M)	1,016	1,018	1,028	1,042	1,047	

CASH FLOW TRENDS						live data
OPERATING CF	CAPEX	FREE CASH FLOW	SBC	BUYBACKS	NET CASH CHANGE	
\$5B	\$1B	\$5B	\$2B	\$2B	\$1B	

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WHERE THE CASH WENT — FY2025

cash Sankey, live data



Balance Sheet — Full

\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	1.5	1.9	2.3	3.7	
ST investments	2.8	3.0	3.5	2.6	
Receivables (net)	1.7	2.0	2.2	2.6	
Total current assets	6.7	7.8	9.2	9.9	
PP&E (net)	1.7	2.1	2.5	3.1	
Goodwill + intangibles	1.1	1.5	1.5	4.7	
Total assets	13.3	17.4	20.4	26.0	
Accounts payable	0.3	0.1	0.1	0.2	
Short-term debt	0.0	0.0	0.0	0.1	
Deferred revenue	4.7	5.8	6.8	8.3	
Total current liabilities	6.0	7.4	8.4	10.4	
Long-term debt	1.5	1.5	1.5	2.3	
Total liabilities	8.3	9.8	10.8	13.1	
Shareholders' equity	5.0	7.6	9.6	13.0	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	0.3	1.7	1.4	1.7	
D&A	0.4	0.6	0.6	0.7	
Stock-based compensation	1.4	1.6	1.7	2.0	
Working capital change	0.2	(0.1)	(0.1)	0.0	
Operating cash flow	2.7	3.4	4.3	5.4	
Capital expenditures	(0.6)	(0.7)	(0.9)	(0.9)	
Investing cash flow	(2.6)	(2.2)	(2.5)	(1.7)	
Buybacks	0.0	(0.5)	(0.7)	(1.8)	
Dividends paid	0.0	0.0	0.0	0.0	
Debt issuance / (repay)	(0.1)	0.0	0.0	0.0	
Financing cash flow	(0.3)	(0.8)	(1.3)	(2.3)	
Free cash flow	2.2	2.7	3.4	4.6	

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24 EXPANDED RATIO ANALYSIS (I)							live ratio engine · profitability · valuation
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	7.0%	7.4%	27.3%	16.5%	15.5%	14%	
ROA	2.4%	2.7%	11.3%	7.5%	7.5%	5.3%	
ROIC	9.1%	9.7%	26.0%	18.3%	14.3%	5.5%	
Gross margin	77.1%	78.3%	78.6%	79.2%	77.5%	74.8%	
Operating margin	4.4%	4.9%	8.5%	12.4%	13.7%	11.4%	
Net margin	3.9%	4.5%	19.3%	13.0%	13.2%	11.3%	
EBITDA margin	12.4%	10.6%	17.8%	20.3%	22.6%	23.7%	
FCF margin	30.4%	30.0%	30.1%	30.8%	34.5%	—	
VALUATION							
P/E	575.72	242.51	84.49	155.48	91.76	88.2	
P/B	35.84	15.66	19.17	23.06	12.37	11.7	
P/S	22.46	10.88	16.30	20.17	12.08	9.96	
P/FCF	73.89	36.27	54.08	65.45	35.05	32.0	
EV/EBITDA	192.00	99.83	94.88	94.82	52.14	43.8	
EV/Revenue	22.28	10.60	16.01	19.85	11.85	10.4	
Earnings yield	0.2%	0.4%	1.2%	0.6%	1.1%	1.14%	
FCF yield	1.4%	2.8%	1.8%	1.5%	2.9%	3.12%	

EXPANDED RATIO ANALYSIS (II)							leverage · solvency
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	1.05	1.11	1.06	1.10	0.95	0.70	
Quick ratio	1.05	1.11	1.06	1.10	0.95	0.70	
Debt / equity	0.60	0.44	0.30	0.24	0.25	0.68	
Debt / assets	20.5%	16.8%	13.1%	11.2%	12.3%	26.7%	
Net debt / EBITDA	-1.59	-2.66	-1.71	-1.51	-1.02	1.71	
Interest coverage	9.89	15.78	43.00	76.57	99.09	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	0.60	0.60	0.58	0.58	0.57	0.47	
Receivables turnover	4.91	4.65	4.77	5.14	5.46	6.7	
DSO (days)	74	78	77	71	67	55	
DPO (days)	17	42	38	15	17	16	
Cash conversion cycle	58	36	39	56	50	39	
GROWTH (YoY)							
Revenue growth	30.4%	22.9%	23.8%	22.4%	20.9%	—	
Net income growth	93.9%	41.3%	432.6%	-17.7%	22.7%	—	
EPS growth	92.4%	42.0%	422.3%	-18.5%	22.4%	—	
FCF growth	32.3%	21.3%	24.4%	25.2%	35.2%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	0.23	0.32	1.67	1.36	1.67	1.62	
Book value / share	3.62	4.96	7.37	9.20	12.38	12.12	
Revenue / share	5.78	7.14	8.67	10.51	12.68	14.26	
FCF / share	1.76	2.14	2.61	3.24	4.37	4.43	
Cash / share	3.24	4.22	4.71	5.51	6.00	4.52	
SHAREHOLDER RETURN & SCORES							
Buyback yield	0.0%	0.0%	0.4%	0.3%	1.1%	3.31%	
Altman Z-Score	11.85	6.46	9.90	13.45	8.42	5.4	
Piotroski F-Score	6	9	7	6	5	5/9	
Beneish M-Score	-2.89	-3.08	-2.60	-2.98	-2.83	-2.48	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	5 / 9	Middling		
Altman Z-Score	5.4	Safe (>2.99)	Safe	
Income quality	3.18	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.48	Non-manipulator	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.71	Revenue stability	0.98
Interest burden		0.97	Earnings stability	0.80
Operating margin		16.4%	Earnings persistence	1.00
Asset turnover		0.55×	Revenue CAGR 3y	22.5%
Financial leverage		2.29×	EPS CAGR 3y	5.1%
= ROE		14%	FCF CAGR 3y	25.7%

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SHAREHOLDER RETURN PROFILE				live
BUYBACK YIELD	DIVIDEND YIELD	TOTAL SHAREHOLDER RETURN	SBC / REVENUE	
3.31%	0.00%	3.05%	14.8%	
	none paid	cash yield	dilution pressure	



28 PEER COMPARISON							live peer engine
COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
UBER	\$143.7B	15.2	38%	16.9%	+16.7%	6/9	-24.0%
ADP	\$114.5B	26.3	72%	17.9%	+6.7%	6/9	+3.8%
CRM	\$198.1B	21.9	19%	31.1%	+11.2%	6/9	-2.0%
SNOW	\$108.3B	-96.5	-48%	-12.4%	+32.0%	5/9	+27.8%
SHOP	\$220.0B	113.8	16%	41.9%	+32.5%	7/9	—
ADBE	\$95.4B	13.7	62%	27.0%	+12.0%	7/9	—
APP	\$89.4B	20.4	204%	65.8%	+37.9%	9/9	—
DDOG	\$88.7B	497.0	5%	4.0%	+31.5%	6/9	—

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

29 ANALYST CONSENSUS & ESTIMATES

live consensus

Buy

69 Analysts

Str Sell (0)

Sell (1)

Hold (8)

Buy (60)

Str Buy (0)

MEAN TARGET (QTR)

TARGET VS. PRICE

NEXT REPORT

\$165.95

+16.9%

2026-10-28

19 targets

last-quarter mean

street \$1.02

CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$16.21B	\$16.26B / \$15.81B	\$4.07	\$4.20 / \$3.85	31
FY2027	\$19.25B	\$19.45B / \$18.69B	\$5.02	\$5.24 / \$4.38	26
FY2028	\$22.81B	\$25.05B / \$21.97B	\$6.08	\$8.79 / \$3.64	13

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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	\$171.25	+20.6%	8
Last Quarter	\$165.95	+16.9%	19
Last Year	\$175.40	+23.5%	90
All Time	\$160.97	+13.4%	211

Rolling mean of published targets vs. last close \$141.97. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

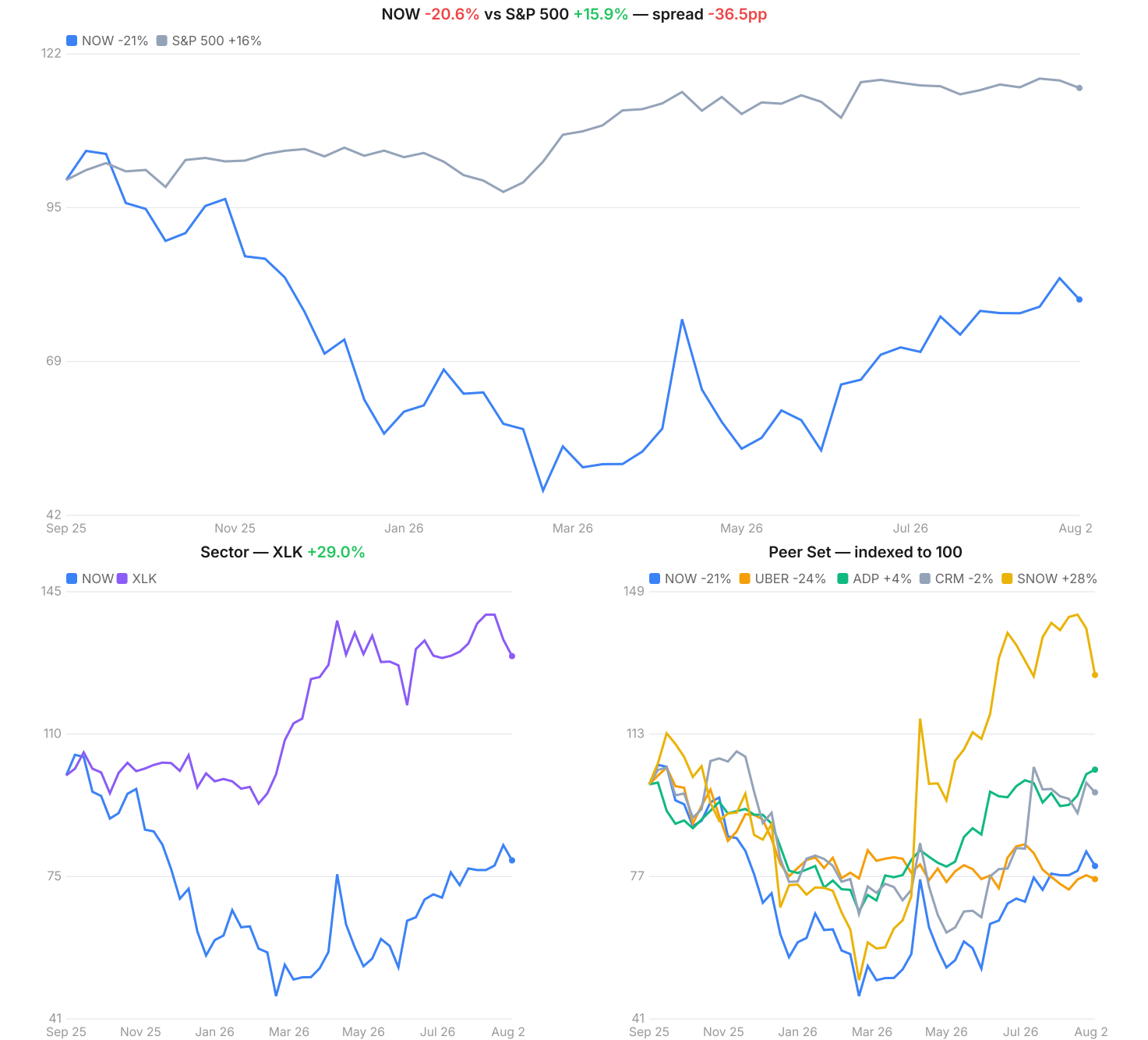
C+

DCF4/5ROE3/5ROA3/5DEBT/EQ1/5P/E1/5P/B1/5

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



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	\$137.92	+4.05	+2.94%	Above
SMA 50	\$134.85	+7.12	+5.28%	Above
SMA 200	\$115.03	+26.94	+23.42%	Above
EMA 9	\$140.91	+1.06	+0.75%	Above
EMA 21	\$138.60	+3.37	+2.43%	Above
EMA 50	\$132.86	+9.11	+6.86%	Above
EMA 200	\$127.50	+14.47	+11.35%	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 · 82/100 composite

TECHNICAL VERDICT

BULLISH

Power Score +64

20 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

100

91

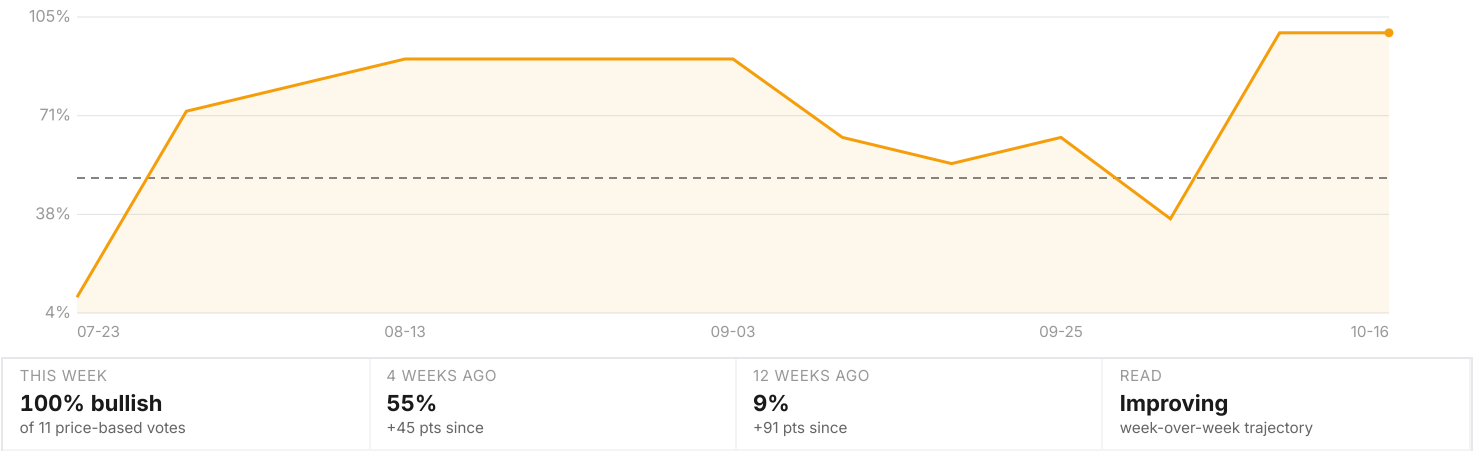
75

83

38

BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



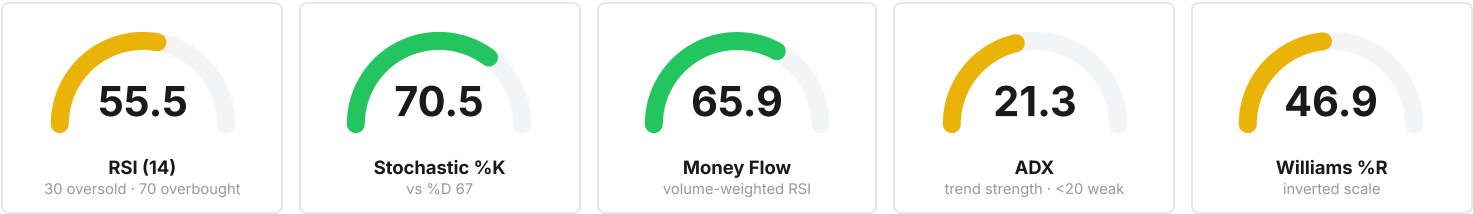
INDICATOR VOTE GRID

20 bull / 2 bear

● Price vs SMA 20	\$137.92	● Price vs SMA 50	\$134.85	● Price vs SMA 200	\$115.03
● EMA 9/21 Cross	140.9/138.6	● SMA 50/200	Golden	● ADX Direction	ADX 21
● Supertrend	\$127	● Parabolic SAR	\$129	● SMA Slope	0.320
● RSI	55.5	● Stochastic K/D	71/67	● StochRSI K/D	79/82
● Williams %R	-47	● CCI	161	● TSI vs Signal	11.9
● CMO	10.9	● ROC	5.65%	● OBV Signal	Accum
● Chaikin MF	-0.150	● MFI	66	● Force Index	6M
● Elder Ray Bull	15.60				

INDICATOR GAUGES

site technicals-tab style



33 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$145.83 / \$152.08 / \$155.59	S1 / S2	\$142.32 / \$136.07
Bollinger (20,2)	\$130.13 – \$145.71	Squeeze	ON
52-wk range	\$81.24 – \$192.97	Off 52-wk high	-26.4%
ATR (14)	\$6.59 (4.6%)	Historical vol	39.3%

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34 SEASONALITY — 14-YEAR AVERAGES

live model · win rates shown

+4.4% Jan 64%	-0.7% Feb 43%	-1.5% Mar 50%	+4.3% Apr 54%	+3.5% May 54%	+5.3% Jun 64%	+2.8% Jul 64%	+2.8% Aug 64%	+0.5% Sep 50%	+4.6% Oct 79%	+2.6% Nov 50%	+0.6% Dec 64%
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Sample: 14 years — treat short histories as suggestive, not statistical.

35 RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	NOW	S&P 500
Weekly volatility (σ , 1y)	9.01%	1.83%
Best / worst week (1y)	+33.0% / -18.6%	—
Max drawdown (5y, monthly)	-59.8%	—
1-week VaR (95%)	-15.0%	—
Beta (5y)	0.97	1.00

36 EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

NOW EQUITY WEATHER (LIVE)
PARTLY CLOUDY · +22

Trend

Momentum

Volume

Volatility

Breadth

+41

+34

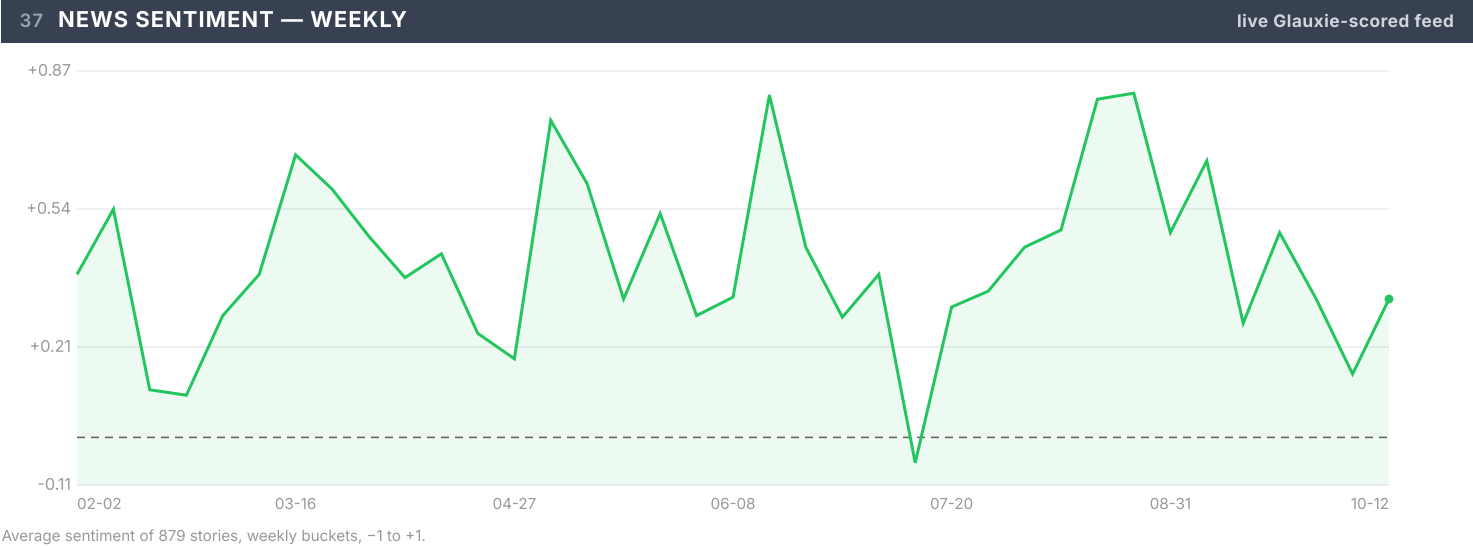
+39

-30

-17

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
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38 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Partly Cloudy

OVERALL +22.3 +37.7 vs industry	TREND +41.0 +59.0 vs industry	MOMENTUM +33.5 +50.9 vs industry	VOLUME +39.1 +39.1 vs industry
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READING	NOW	SOFTWARE - APPLICATION N=1,755	TECHNOLOGY N=6,969	ALL US SYMBOLS N=70,435
Overall	+22.3	-15.4	-20.7	-20.5
Trend	+41.0	-18.0	-20.8	-21.3
Momentum	+33.5	-17.4	-28.5	-15.8
Volume	+39.1	+0.0	+0.0	-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
William R. McDermott, Chairman and Chief Exe	\$51.6M	91% equity+incentive
Amit Zavery, President, Chief Product Office	\$25.8M	89% equity+incentive
Paul Smith, Former President of Global Custo	\$20.1M	95% equity+incentive
Gina Mastantuono, President and Chief Financ	\$18.5M	94% equity+incentive
Paul Fipps, President, Global Customer Opera	\$16.9M	94% equity+incentive

40 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	51
Social	53
Governance	65
Composite ESG	56



41 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-07-22	Earnings Release; Exhibits	2.02,9.01
2026-05-22	Officer/Director Change; Shareholder Vote; Exhibits	5.02,5.07,9.01
2026-05-15	Material Agreement; Financial Obligation; Other Events; Exhibits	1.01,2.03,8.01,9.01
2026-04-22	Material Agreement; Earnings Release; Financial Obligation; Exhibits	1.01,2.02,2.03,9.01
2026-04-01	Material Agreement; Financial Obligation; Exhibits	1.01,2.03,9.01
2026-02-17	Regulation FD Disclosure	7.01
2026-02-11	Departure/Election of Directors; Appointment of Officers	5.02
2026-01-28	Results of Operations and Financial Condition; Other Events; Financial	2.02,8.01,9.01

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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 · 2020-10-28 to 2026-07-22
Analyst estimates	dim/forward_estimates	3 rows · 2026-12-31 to 2028-12-31
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	58 rows · 2011 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-08-17 to 2026-08-31
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	2 rows · 2025-02-05 to 2026-04-30
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.