

PepsiCo, Inc. (PEP)

Consumer Defensive / Beverages - Non-Alcoholic / NASDAQ Global Select

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

LAST CLOSE	MARKET CAP	52-WK HIGH	TRAILING PE	GROSS MARGIN	ROE	PIOTROSKI	1-YR RETURN
\$131.49	\$179.2B	\$171.48	16.5	54.2%	51%	8/9	-13.0%
2026-10-16	VOLUME	52-WK LOW	P/S	NET MARGIN	ROIC	ALTMAN Z	5-YR RETURN
	10.7M	\$123.47	1.82	11.1%	14%	3.4	+21.2%

PepsiCo, Inc. is a global enterprise that creates, promotes, and supplies a diverse array of drinks and easy-to-prepare food items across the globe. Its operations are structured into seven primary divisions: Frito-Lay North America, Quaker Foods North America, PepsiCo Beverages North America, Latin America, Europe, Africa/Middle East/South Asia, and the Asia Pacific, Australia, New Zealand, and China Region. The company's extensive product catalog encompasses popular snack foods like various dips, cheese snacks, spreads, and a range of chips (including corn, potato, and tortilla varieties). Its pantry staples feature cereals, rice, pasta, baking mixes, beverage syrups, granola bars, grits, oatmeal, rice cakes, and ready-made side dishes. In the beverage sector, PepsiCo offers concentrated syrups, fountain beverages, pre-packaged drinks, ready-to-consume teas, coffees, fruit juices, dairy-based items, and home carbonation systems with associated goods. PepsiCo reaches its broad clientele, which includes wholesale partners, food service providers, various retail outlets like supermarkets, pharmacies, convenience shops, discount stores, large-format retailers, membership-based stores, hard discount retailers, online merchants, and approved independent bottlers. This widespread distribution is achieved via direct store delivery, customer warehouse systems, and comprehensive distributor networks, along with direct sales to consumers through digital commerce channels and retail partners. Established in 1898, the corporation maintains its principal office in Purchase, New York.

SECTOR Consumer Defensive INDUSTRY Beverages - Non-Alcoholic EXCHANGE NASDAQ MARKET CAP \$179.2B EMPLOYEES 306,000 (SEC-filed)
CEO Ramon Luis Laguarta IPO 1972-06-01 COUNTRY US
700 Anderson Hill Road, Purchase, NY 10577 Tel 914 253 2000 [pepsico.com](https://www.pepsico.com)

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

69 / 100

Street mean \$142.85 (13 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

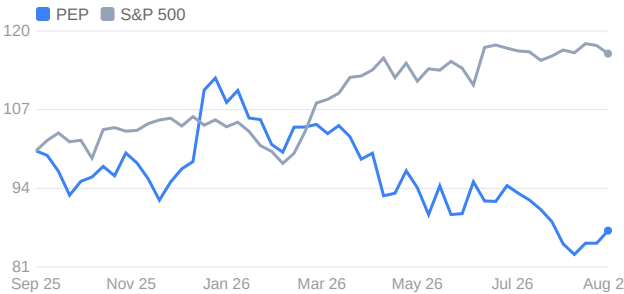
NET BUYING

\$23.7M open-market purchases vs \$6.2M sales / 6 mo

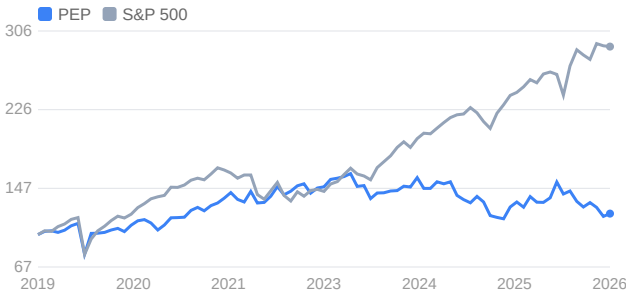
2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · PEP -13.0% · S&P 500 +15.9% · spread -28.9pp



7 Years vs S&P 500 · PEP +21.2% · S&P 500 +189.9% · spread -168.6pp



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

69

OF 100

Score Breakdown

Profitability	66/100
Growth	67/100
Momentum	89/100
Quality	72/100
Earnings Quality	79/100
Balance Sheet	45/100
Value	49/100
Risk (safety)	80/100
Overall	68.8/100

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
MNST	78
KO	72
KDP	42
FMX	44
BUD	71
MO	65
PEP	69

IS Score Trend — quarterly



15 quarters, 23 Q1 to 26 Q3. Peak 69 in 26 Q3, latest 69 — +0 since. Fell in 0 of the last 4 quarters. Dashed line marks 40 on the 0-100 scale.

4 TWO READINGS

business vs price

BUSINESS QUALITY

69 / 100

IS Score 68.8 / 100 · +0.0 from peak of 69

Quarter	Business Quality
23 Q1	47
23 Q2	55
23 Q3	60
23 Q4	65
24 Q1	64
24 Q2	58
24 Q3	55
24 Q4	56
25 Q1	47
25 Q2	50
25 Q3	55
25 Q4	60
26 Q1	69

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

PRICE STRUCTURE

BULLISH

Technical Score 69 / 100 · Power +38 · 17 of 22 indicator votes bullish

Date	Price Structure
07-23	-5%
08-13	87%
09-03	26%
09-25	26%
10-16	69%

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 69 and price structure at 69 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 68.8	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 53 → 57 → 67 → 69	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 3,567 → now 3,427	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

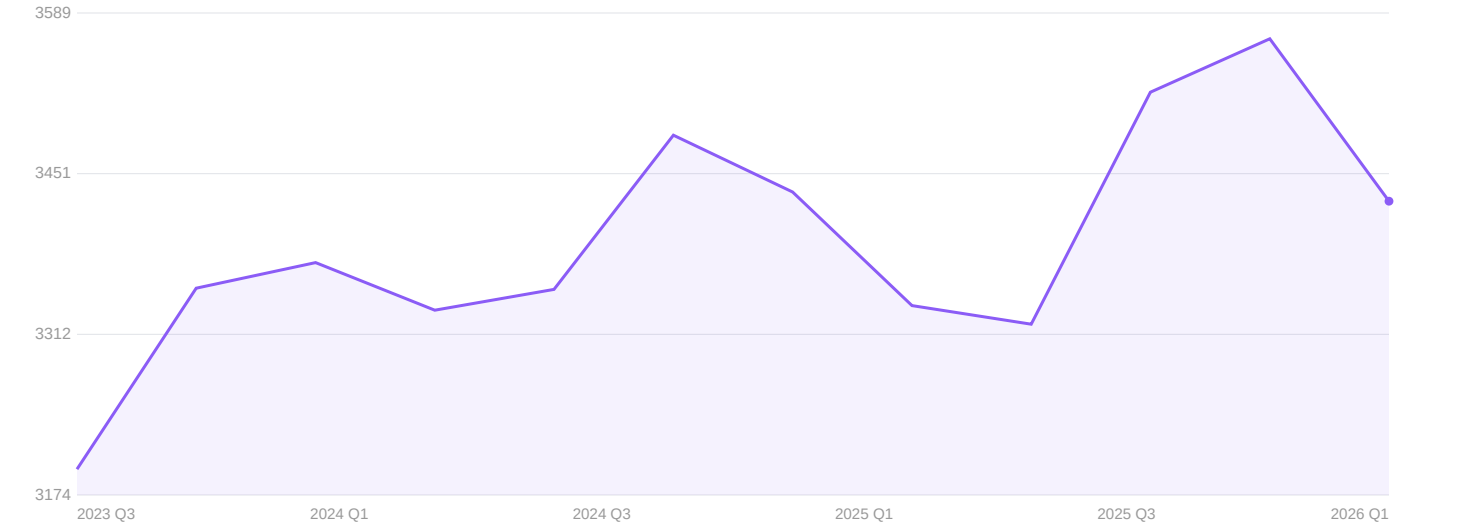
SITE CONVERGENCE SCORE 4 of 4 top 0% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 13 buys 2026-09-25	INSIDER BUYS (180D) 4 \$23.69M
ETF FUNDS (30D) 1689 up / 1312 down net +377 funds	INSTITUTIONS ADDED (13F) -140 managers opening or increasing		

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 3,567 · latest 3,427 (-140 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	3,427	1116.7M	\$148.0B	81.9%
2026 Q1	3,567	1044.3M	\$158.2B	76.6%
2025 Q4	3,521	1052.8M	\$148.3B	77.2%
2025 Q3	3,321	1012.1M	\$139.8B	74.2%
2025 Q2	3,337	1033.7M	\$133.9B	75.8%
2025 Q1	3,435	1031.3M	\$152.3B	75.6%
2024 Q4	3,484	1031.3M	\$154.4B	75.6%
2024 Q3	3,351	1014.6M	\$169.1B	74.4%
2024 Q2	3,333	1012.9M	\$163.5B	74.3%
2024 Q1	3,374	1008.0M	\$172.9B	73.9%
2023 Q4	3,352	1006.2M	\$168.5B	73.8%
2023 Q3	3,196	1006.2M	\$168.3B	73.8%

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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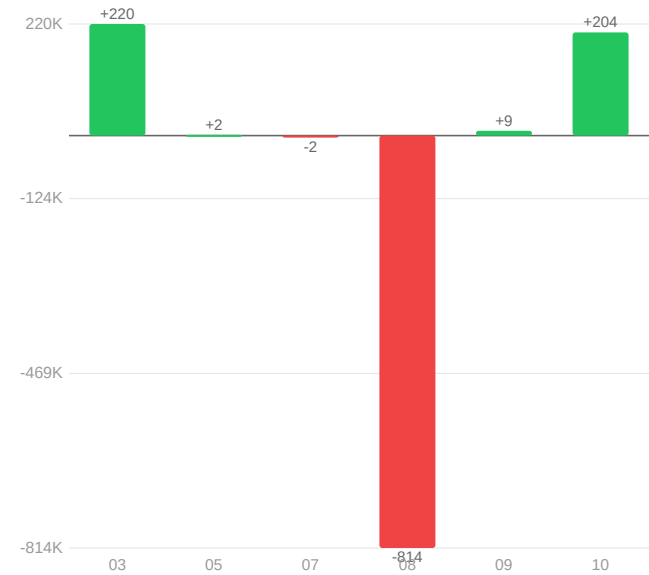
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Pohlad Robert C	director	2026-10-14	BUY	84,507	\$10.84M	332,870
Pohlad Robert C	director	2026-10-14	BUY	45,075	\$5.78M	377,945
Pohlad Robert C	director	2026-10-14	BUY	45,075	\$5.78M	423,020
Pohlad Robert C	director	2026-10-14	BUY	9,989	\$1.28M	433,009
Weisser Alberto	director	2026-10-01	A-Award	1,592	\$0.20M	35,239
Vasella Daniel	director	2026-10-01	A-Award	1,592	\$0.20M	95,259
Diamond Susan M	director	2026-10-01	A-Award	1,592	\$0.20M	10,024
Cook Ian M	director	2026-10-01	A-Award	1,592	\$0.20M	51,287

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	4	37,345	\$6.2M	Counted
P — Open-market purchases	4	184,646	\$23.7M	Counted
F — Tax withholding	6	42,887	\$7.3M	None — compensation

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL Net Buying	OPEN-MARKET SELLS \$6.2M 4 txns / 6 mo	OPEN-MARKET BUYS \$23.7M 4 txns / 6 mo	CLUSTER None active 3+ insiders / 21 days
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10 FORM 144 PLANNED-SALE PIPELINE live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-07-27	David Flavell	2,900	\$0.4M
2026-03-04	Wilwal Ltd.	2,702	\$0.4M
2026-03-04	Eugene Willemsen	3,798	\$0.6M
2026-03-02	Steven Williams	13,441	\$2.3M
Trailing 12 mo	7 filings	65,157	\$11M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-04-29	SCHEDULE 13G	Vanguard Capital Management	7.51%	102.8M sh
2025-06-05	SCHEDULE 13G/A	The Vanguard Group	10.04%	137.7M sh

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12 CONGRESSIONAL TRADING					EDGE · STOCK Act
MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Ro Khanna	House	BUY	\$15,001 - \$50,000	2026-09-25	2026-10-09
Ro Khanna	House	BUY	\$15,001 - \$50,000	2026-09-11	2026-10-09
Ro Khanna	House	BUY	\$15,001 - \$50,000	2026-09-04	2026-10-09
Gary Peters	Senate	BUY	\$15,001 - \$50,000	2026-04-23	2026-05-11
Gary C. Peters	Senate	BUY	\$15,001 - \$50,000	2026-04-23	2026-05-11
Sheldon Whitehouse	Senate	SELL	\$1,001 - \$15,000	2026-03-30	2026-04-08
HOUSE 12-MO 43 trades 17 purchases		SENATE 12-MO 18 trades 3 purchases		COVERAGE STOCK Act filings 30-45 day disclosure lag	

13 INSTITUTIONAL OWNERSHIP & 13F FLOW

live 13F data

13F FILERS (LAST COMPLETE Q) 3,567	13F SHARES 1.04B 76.6% of shares out	NEW / CLOSED 259 / 151 positions, QoQ	INCREASED / REDUCED 1,434 / 1,510 positions, QoQ
PUT/CALL (13F) 1.09 option positions	FREE FLOAT 99.8% 1.36B sh		

2.8 · Largest Reporting 13F Managers

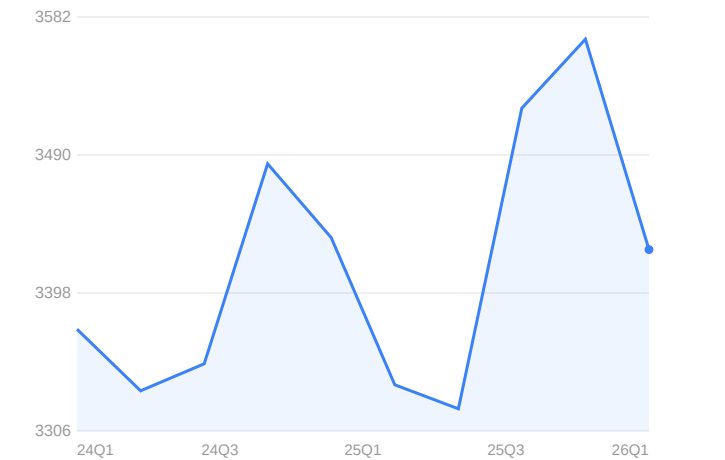
MANAGER	SHARES	VALUE
Pinestone Asset Management Inc.	2.1M	\$268M
Assenagon Asset Management S.A.	1.2M	\$158M
Wealth Enhancement Advisory Servic	1.1M	\$129M
Davenport & Co Llc	729,609	\$93M
Fjarde Ap-Fonden /Fourth Swedish N	698,342	\$88M
Douglas Lane & Associates, Llc	529,950	\$67M

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

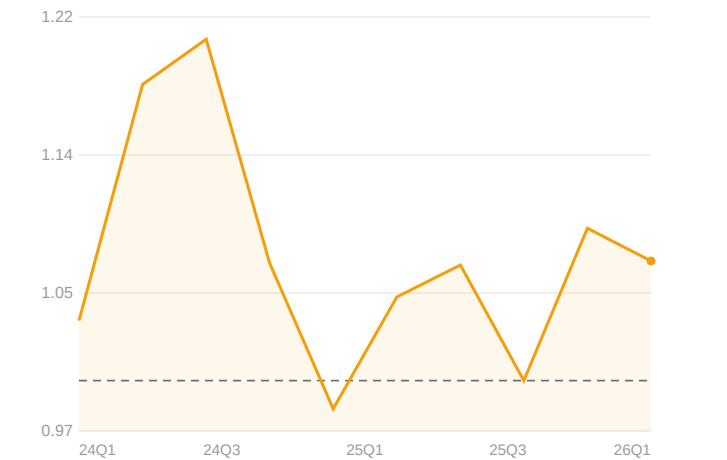
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.2%	\$5.5B
VTSAX	0.2%	\$5.5B
VSMPX	0.2%	\$5.5B
VTI	0.2%	\$5.5B
VFFSX	0.3%	\$4.5B
VFIAX	0.3%	\$4.5B

13F Filers Holding PEP — quarterly



Institutional Put/Call — quarterly



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14 SHORT VOLUME — DAILY, 60 SESSIONS

EDGE · live FINRA feed

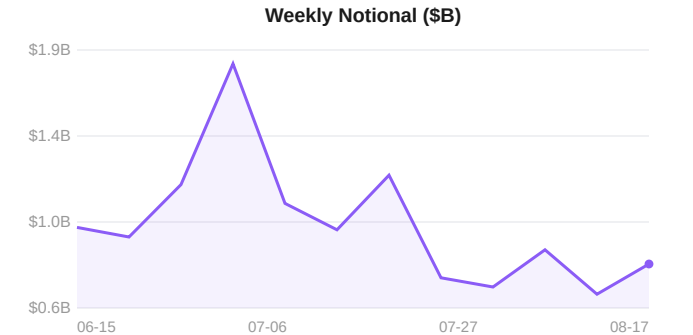


Daily short-sale volume as % of volume reported in FINRA's short-sale file — a flow measure, not short interest; dashed = 50-day average.

LATEST SESSION	20-DAY AVG	TREND	BY MARKET CENTER
48.8%	44.7%	Rising	Q: 49% · N:
2026-10-15	50-day 43.7%	20d vs 50d	40% · B: 61%
			latest session

15 DARK POOL ACTIVITY

EDGE · live ATS data

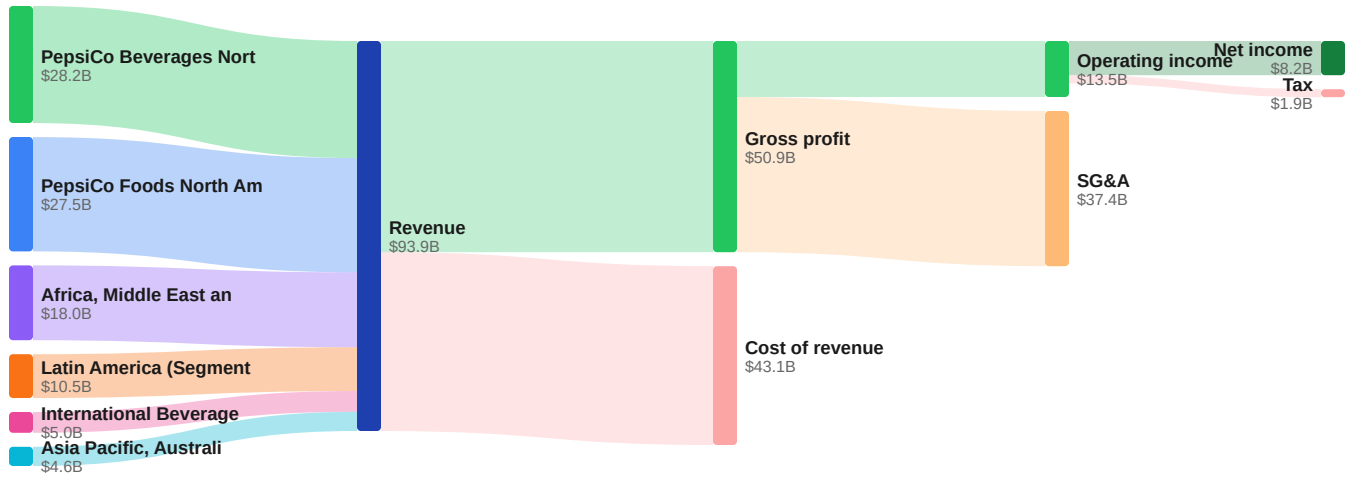


Where PEP Trades in the Dark

ATS VENUE (4-WK)	SHARES	AVG TRADE
Ubsa Ubs Ats	6.6M	57 sh
Incr Intelligent Cross Llc	6.3M	55 sh
Ebxi Level Ats	4.5M	33 sh
Sgmt Sigma X2	4.0M	58 sh
Mstx Ms Trajectory Cross (Ats-1)	2.7M	50 sh
Pure Purestream	2.7M	44 sh

16 REVENUE FLOW — FY2025

live segmentation + income data



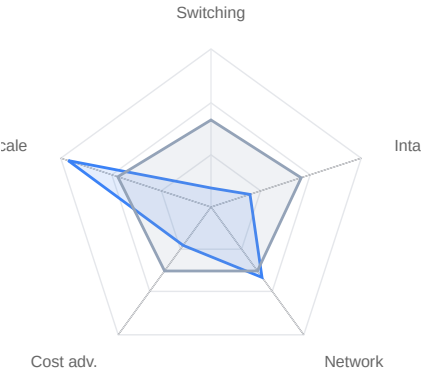
Where a dollar of PepsiCo, Inc. revenue goes. All values FY2025 filings, live.

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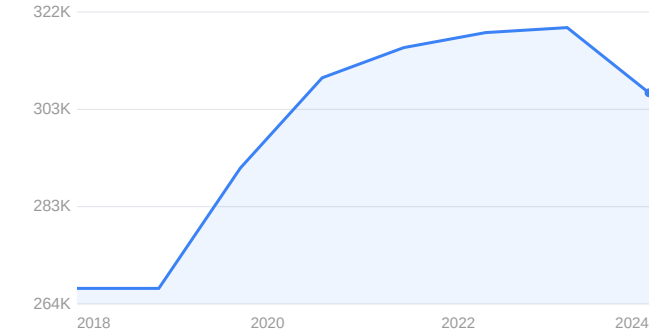
17 GEOGRAPHIC REVENUE			live segmentation
REGION	REVENUE	SHARE	
UNITED STATES	\$52.2B	56%	
All Other Countries	\$17.9B	19%	
MEXICO	\$6.9B	7%	
Russia	\$4.8B	5%	
CANADA	\$3.7B	4%	
CHINA	\$2.6B	3%	
UNITED KINGDOM	\$2.1B	2%	
BRAZIL	\$1.8B	2%	
SOUTH AFRICA	\$1.8B	2%	

18 MOAT & COMPETITIVE POSITION		LIVE MODEL · 38/100 NONE
Moat score 38/100 — None; primary source Efficient Scale.		



■ PEP (live moat model) ■ Peer median: MNST · KO · KDP · FMX · BUD
Component scores from the live moat model. Peer median illustrative.

3.8 · Employees (SEC filings)

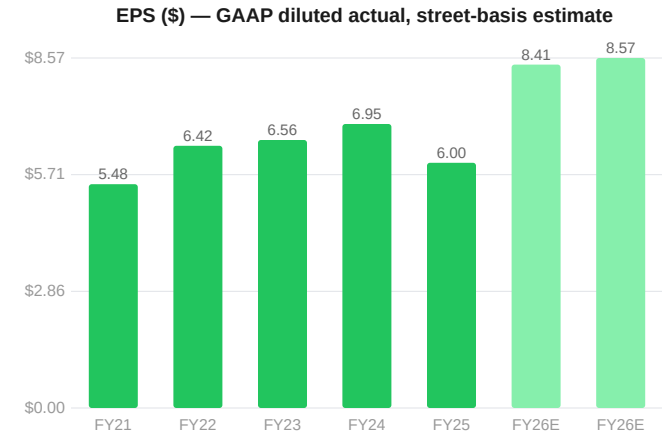
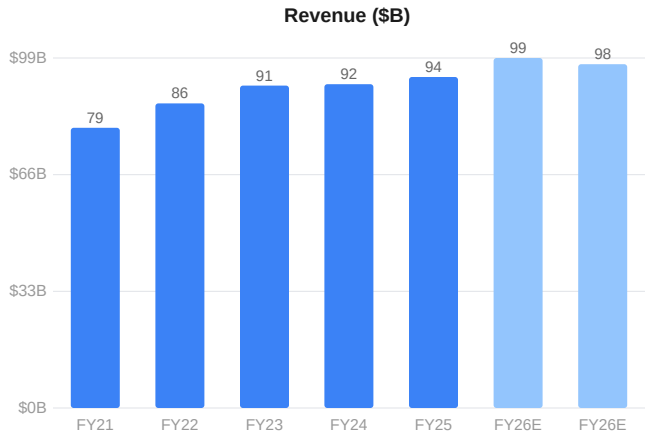


19 CORPORATE INFORMATION — KEY OFFICERS		306,000 employees
OFFICER	TITLE	
Ramon Luis Laguarta	Chairman & Chief Executive Officer	
Rebecca Schmitt	Executive Vice President & Chief People Officer	
Silviu Yeugeniu Popovici	Chief Executive Officer of Europe, Middle East & Africa	
Stephen Schmitt	Executive Vice President & Chief Financial Officer	

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20 REVENUE & EPS — HISTORY AND ESTIMATES

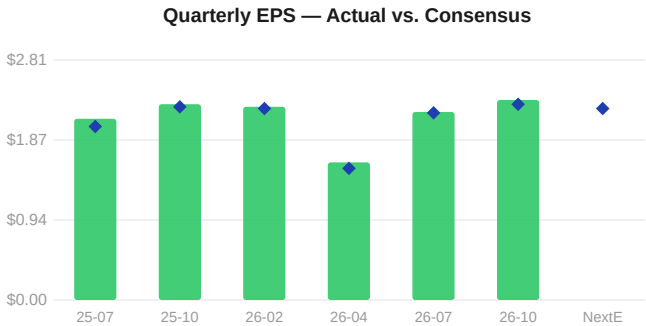
live consensus



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.

21 ESTIMATE VS. ACTUAL & SURPRISES

live data



BEATS (>2%) 3 of 6 recent quarters	AVG SURPRISE +2.3%	NEXT REPORT 2027-02-02	INCOME QUALITY 1.33 OCF ÷ net income
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22 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

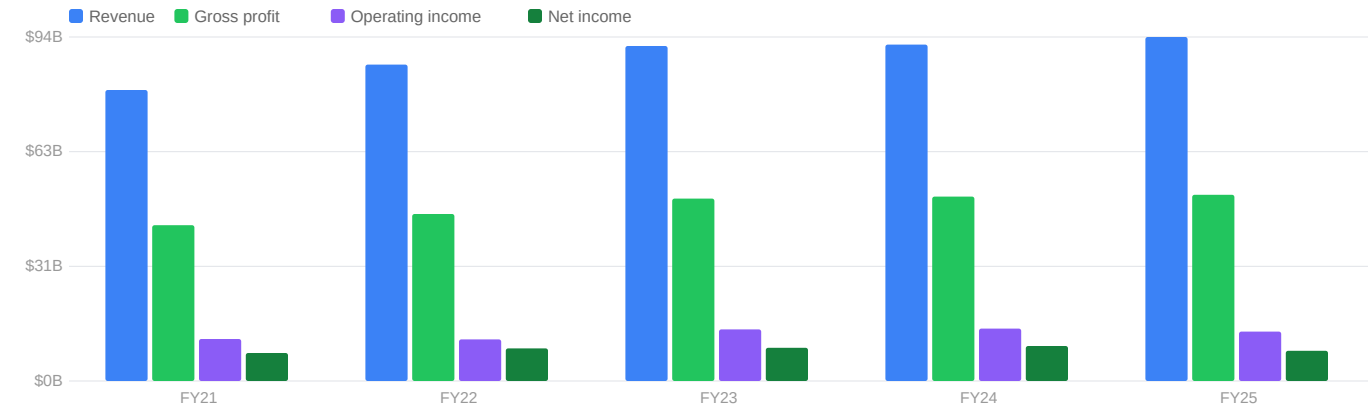
BEAT RATE —% 0 of 0 quarters	CURRENT STREAK 0 longest 0	AVG EPS SURPRISE —% median —%	SURPRISE TREND — last 4 vs prior 4
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PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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Announcement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

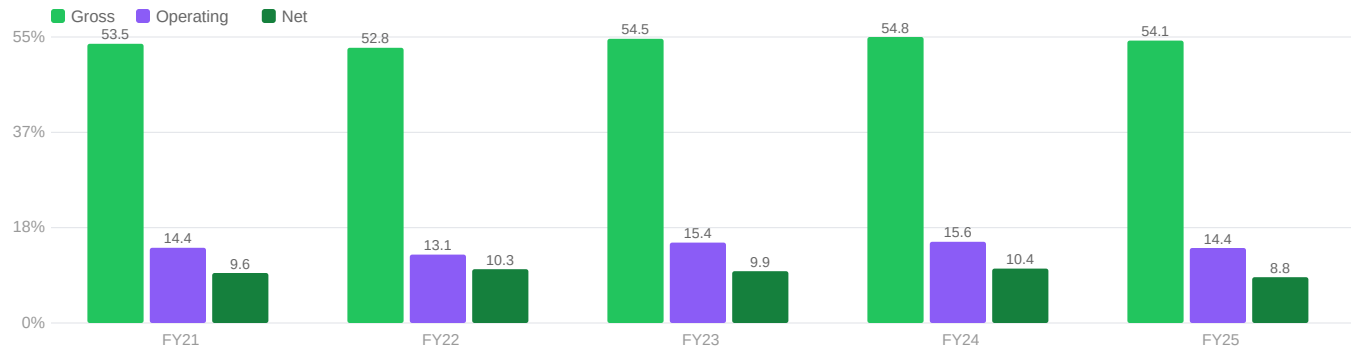
INCOME TRENDS — 5 YEAR

live financials

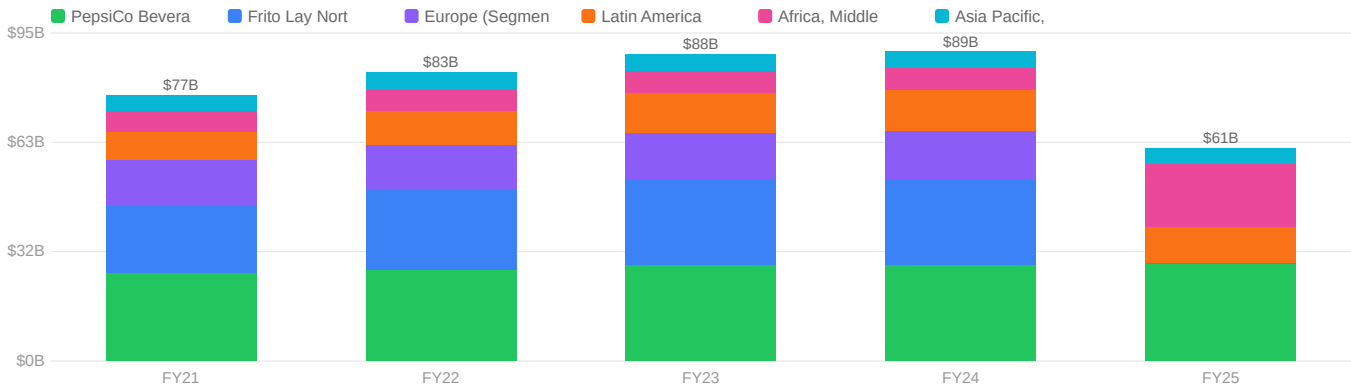


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Profit Margins (%)



Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY21	FY22	FY23	FY24	FY25
Revenue	+12.9%	+8.7%	+5.9%	+0.4%	+2.3%
Gross profit	+10.2%	+7.2%	+9.3%	+1.1%	+1.0%
Operating income	+10.0%	-1.0%	+24.2%	+1.5%	-5.6%
Net income	+7.0%	+17.0%	+1.8%	+5.6%	-14.0%

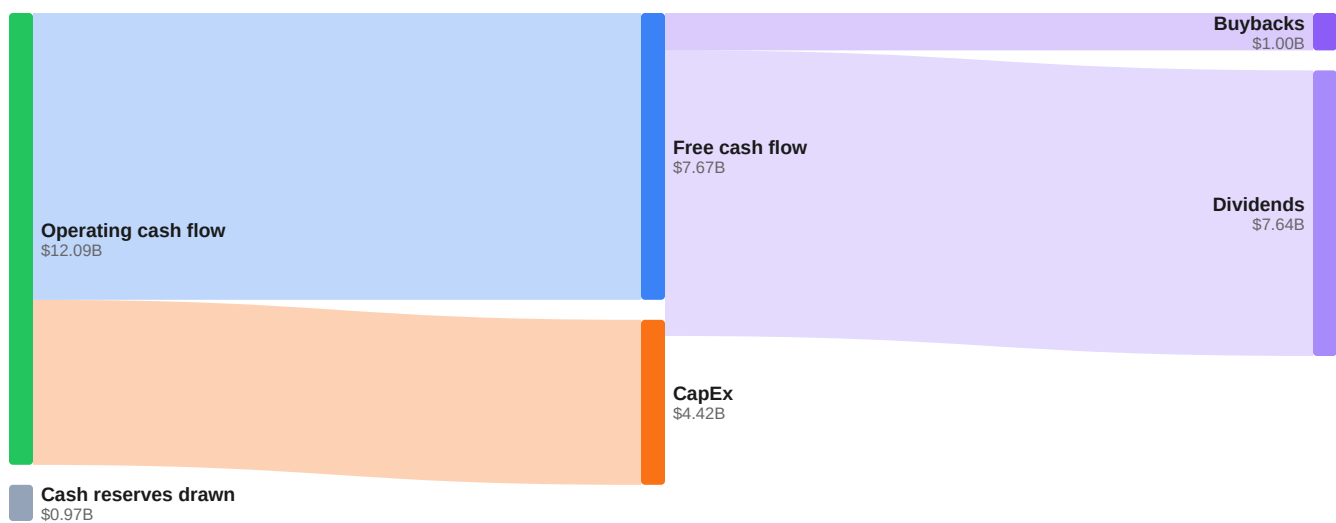
23 INCOME STATEMENT — FULL						live financials
\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	79.5	86.4	91.5	91.9	93.9	
Cost of revenue	36.9	40.8	41.6	41.5	43.1	
Gross profit	42.5	45.6	49.8	50.4	50.9	
R&D expense	0.8	0.8	0.8	0.8	0.0	
SG&A expense	30.3	33.5	34.9	35.3	37.4	
Operating income	11.5	11.3	14.1	14.3	13.5	
EBITDA	14.3	14.2	15.2	16.7	15.5	
D&A	2.7	2.8	2.9	3.8	4.2	
Pretax income	9.8	10.7	11.4	11.9	10.2	
Income tax	2.1	1.7	2.3	2.3	1.9	
Net income	7.6	8.9	9.1	9.6	8.2	
Diluted EPS (\$)	5.48	6.42	6.56	6.95	6.00	
Diluted shares (M)	1,389	1,387	1,383	1,378	1,373	

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CASH FLOW TRENDS live data



WHERE THE CASH WENT — FY2025 cash Sankey, live data



Balance Sheet — Full

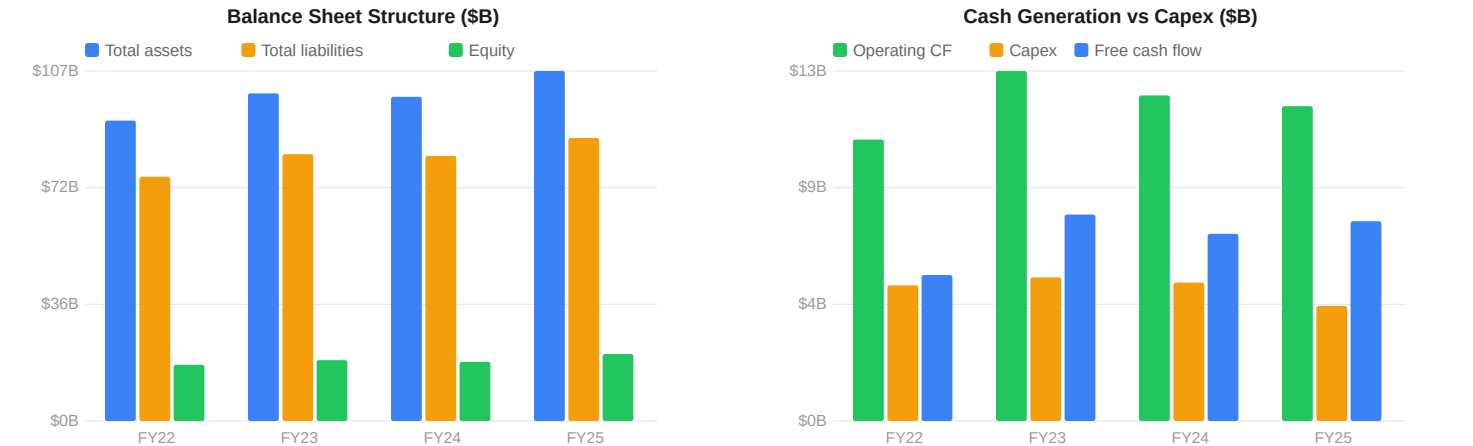
\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	5.0	9.7	8.5	9.2	
ST investments	0.4	0.3	0.8	0.4	
Receivables (net)	10.2	10.8	10.3	11.5	
Total current assets	21.5	27.0	25.8	27.9	
PP&E (net)	26.7	29.9	31.4	33.6	
Goodwill + intangibles	33.8	32.7	32.3	34.0	
Total assets	92.2	100.5	99.5	107.4	
Accounts payable	10.7	11.6	11.0	11.7	
Short-term debt	3.4	6.5	7.1	6.9	
Deferred revenue	0.0	0.0	0.0	0.0	
Total current liabilities	26.8	31.6	31.5	32.8	
Long-term debt	35.7	37.6	37.2	42.3	
Total liabilities	74.9	81.9	81.3	86.9	
Shareholders' equity	17.3	18.6	18.2	20.5	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	9.0	9.1	9.6	8.3	
D&A	3.3	3.5	3.8	4.2	
Stock-based compensation	0.3	0.4	0.4	0.3	
Working capital change	(0.9)	(1.1)	(1.7)	(1.6)	
Operating cash flow	10.8	13.4	12.5	12.1	
Capital expenditures	(5.2)	(5.5)	(5.3)	(4.4)	
Investing cash flow	(2.4)	(5.5)	(5.5)	(6.9)	
Buybacks	(1.5)	(1.0)	(1.0)	(1.0)	
Dividends paid	(6.2)	(6.7)	(7.2)	(7.6)	
Debt issuance / (repay)	(0.8)	4.8	0.7	3.7	
Financing cash flow	(8.5)	(3.0)	(7.6)	(5.0)	
Free cash flow	5.6	7.9	7.2	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	51.7%	53.7%	50.9%	52.4%	42.9%	51%	
ROA	8.2%	9.7%	9.4%	9.6%	8.0%	9.7%	
ROIC	17.6%	19.0%	21.1%	21.3%	18.5%	13.9%	
Gross margin	53.5%	52.8%	54.5%	54.8%	54.1%	54.2%	
Operating margin	14.4%	13.1%	15.4%	15.6%	14.4%	15.3%	
Net margin	9.6%	10.3%	9.9%	10.4%	8.8%	11.1%	
EBITDA margin	18.0%	16.5%	16.6%	18.2%	16.5%	19.6%	
FCF margin	8.8%	6.5%	8.7%	7.8%	8.2%	—	
VALUATION							
P/E	27.96	25.43	24.08	21.04	23.92	16.5	
P/B	13.28	13.21	11.81	11.17	9.66	8.0	
P/S	2.68	2.62	2.39	2.19	2.10	1.82	
P/FCF	30.47	40.44	27.58	28.03	25.69	17.1	
EV/EBITDA	17.28	18.13	15.38	14.19	15.24	11.4	
EV/Revenue	3.12	3.02	2.77	2.58	2.53	2.2	
Earnings yield	3.6%	3.9%	4.2%	4.8%	4.2%	6.08%	
FCF yield	3.3%	2.5%	3.6%	3.6%	3.9%	5.84%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	0.83	0.80	0.85	0.82	0.85	0.94	
Quick ratio	0.66	0.61	0.68	0.65	0.67	0.76	
Debt / equity	2.54	2.31	2.41	2.49	2.45	2.33	
Debt / assets	44.1%	42.9%	44.4%	45.2%	46.5%	46.3%	
Net debt / EBITDA	2.43	2.38	2.11	2.13	2.59	2.14	
Interest coverage	6.24	12.38	14.94	14.03	10.18	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	0.86	0.94	0.95	0.92	0.91	0.88	
Receivables turnover	11.59	11.47	11.06	11.05	10.94	7.2	
DSO (days)	31	32	33	33	33	51	
DPO (days)	92	93	98	100	96	205	
Cash conversion cycle	-19	-18	-19	-20	-16	-102	
GROWTH (YoY)							
Revenue growth	12.9%	8.7%	5.9%	0.4%	2.3%	—	
Net income growth	7.0%	17.0%	1.8%	5.6%	-14.0%	—	
EPS growth	6.8%	17.4%	2.1%	5.8%	-13.5%	—	
FCF growth	9.7%	-19.8%	41.4%	-9.3%	6.7%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	5.48	6.43	6.57	6.95	6.01	8.00	
Book value / share	11.54	12.38	13.40	13.09	14.88	16.49	
Revenue / share	57.17	62.38	66.23	66.66	68.51	72.02	
FCF / share	5.03	4.05	5.74	5.22	5.60	7.68	
Cash / share	4.31	3.86	7.24	6.72	6.95	8.18	
SHAREHOLDER RETURN & SCORES							
Buyback yield	0.1%	0.7%	0.5%	0.5%	0.5%	0.52%	
Altman Z-Score	3.88	4.13	3.83	3.79	3.48	3.4	
Piotroski F-Score	6	7	7	6	6	8/9	
Beneish M-Score	-2.64	-2.45	-2.65	-2.67	-2.52	-2.57	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	8 / 9	Strong		
Altman Z-Score	3.4	Safe (>2.99)	Safe	
Income quality	1.33	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.57	Non-manipulator	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.79	Revenue stability	0.86
Interest burden		0.93	Earnings stability	0.09
Operating margin		15.1%	Earnings persistence	0.50
Asset turnover		0.90×	Revenue CAGR 3y	2.3%
Financial leverage		5.24×	EPS CAGR 3y	10.0%
= ROE		52%	FCF CAGR 3y	14.7%

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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 0.52%	DIVIDEND YIELD 4.41%	TOTAL SHAREHOLDER RETURN 4.65% cash yield	SBC / REVENUE 0.3% 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
MNST	\$89.6B	42.0	26%	23.0%	+20.4%	7/9	+30.4%
KO	\$404.0B	28.2	44%	33.1%	+6.5%	9/9	+39.8%
KDP	\$47.1B	34.8	6%	1.9%	+27.5%	3/9	+24.9%
FMX	\$43.1B	23.0	31%	2.4%	-70.9%	4/9	+32.6%
BUD	\$163.3B	13.9	19%	19.8%	+2.9%	8/9	—
MO	\$125.4B	15.8	-269%	42.9%	+8.0%	7/9	—
PM	\$319.8B	29.5	-106%	25.2%	+9.1%	8/9	—
PG	\$370.0B	23.6	30%	14.1%	+3.3%	6/9	—

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

29 ANALYST CONSENSUS & ESTIMATES live consensus

Hold

46 Analysts



MEAN TARGET (QTR) \$142.85 13 targets	TARGET VS. PRICE +8.6% last-quarter mean	NEXT REPORT 2027-02-02 street \$2.24
--	---	---

CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$99.30B	\$99.65B / \$98.94B	\$8.41	\$8.62 / \$8.30	11
FY2026	\$97.54B	\$99.20B / \$96.27B	\$8.57	\$8.65 / \$8.40	10
FY2027	\$101.75B	\$102.48B / \$101.34B	\$8.59	\$9.10 / \$8.24	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	\$142.92	+8.7%	12
Last Quarter	\$142.85	+8.6%	13
Last Year	\$156.43	+19.0%	47
All Time	\$169.12	+28.6%	101

Rolling mean of published targets vs. last close \$131.49. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

B+

DCF

3/5

ROE

5/5

ROA

5/5

DEBT/EQ

1/5

P/E

3/5

P/B

1/5

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



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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	\$127.78	+3.71	+2.90%	Above
SMA 50	\$134.20	-2.71	-2.02%	Below
SMA 200	\$146.09	-14.60	-9.99%	Below
EMA 9	\$128.32	+3.17	+2.47%	Above
EMA 21	\$129.11	+2.38	+1.84%	Above
EMA 50	\$132.74	-1.25	-0.94%	Below
EMA 200	\$141.43	-9.94	-7.03%	Below

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 · 69/100 composite

TECHNICAL VERDICT

BULLISH

Power Score +38

17 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

50

91

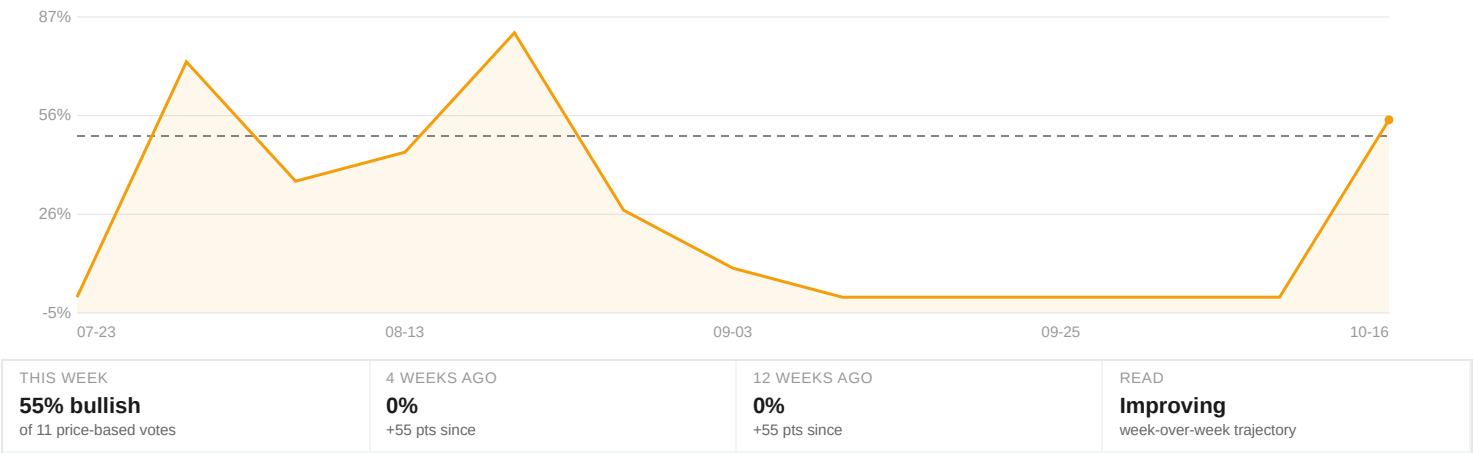
94

50

50

BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



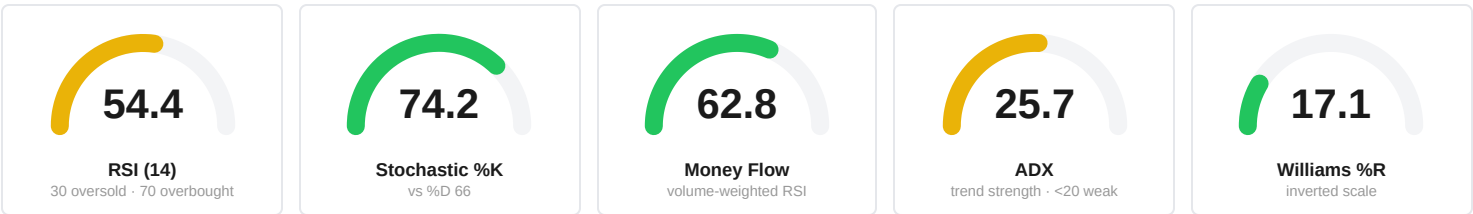
INDICATOR VOTE GRID

17 bull / 5 bear

● Price vs SMA 20	\$127.78	● Price vs SMA 50	\$134.20	● Price vs SMA 200	\$146.09
● EMA 9/21 Cross	128.3/129.1	● SMA 50/200	Death	● ADX Direction	ADX 26
● Supertrend	\$132	● Parabolic SAR	\$124	● SMA Slope	0.090
● RSI	54.4	● Stochastic K/D	74/66	● StochRSI K/D	97/96
● Williams %R	-17	● CCI	128	● TSI vs Signal	-18.6
● CMO	8.8	● ROC	4.45%	● OBV Signal	Accum
● Chaikin MF	0.110	● MFI	63	● Force Index	8M
● Elder Ray Bull	2.48				

INDICATOR GAUGES

site technicals-tab style



33 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$129.60 / \$131.93 / \$135.48	S1 / S2	\$126.05 / \$123.72
Bollinger (20,2)	\$123.81 – \$131.76	Squeeze	ON
52-wk range	\$123.47 – \$171.48	Off 52-wk high	-23.3%
ATR (14)	\$2.72 (2.1%)	Historical vol	22.1%

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34 SEASONALITY — 20-YEAR AVERAGES											live model · win rates shown
-0.7%	-0.4%	+2.5%	+0.9%	+0.7%	+0.7%	+2.0%	+0.6%	-0.2%	+0.4%	+1.8%	-0.0%
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
45%	50%	76%	65%	60%	65%	85%	60%	55%	50%	55%	45%

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

35 RISK INDICATORS			computed from live price history
COMPUTED FROM LIVE WEEKLY PRICES		PEP	S&P 500
Weekly volatility (σ , 1y)		3.35%	1.83%
Best / worst week (1y)		+11.9% / -7.0%	—
Max drawdown (5y, monthly)		-28.3%	—
1-week VaR (95%)		-4.8%	—
Beta (5y)		0.36	1.00

36

EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

PEP EQUITY WEATHER (LIVE)

CLOUDY · -3

Trend

-44

Momentum

+31

Volume

+48

Volatility

-30

Breadth

-22

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 · Cloudy

OVERALL -2.5 +2.7 vs industry	TREND -44.3 -36.8 vs industry	MOMENTUM +31.4 +28.3 vs industry	VOLUME +48.1 +33.1 vs industry
--	--	---	---

READING	PEP	BEVERAGES - NON-ALCOHOLIC N=191	CONSUMER DEFENSIVE N=3,080	ALL US SYMBOLS N=70,435
Overall	-2.5	-5.3	-15.7	-20.5
Trend	-44.3	-7.5	-19.0	-21.3
Momentum	+31.4	+3.1	-6.2	-15.8
Volume	+48.1	+15.0	-5.0	-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

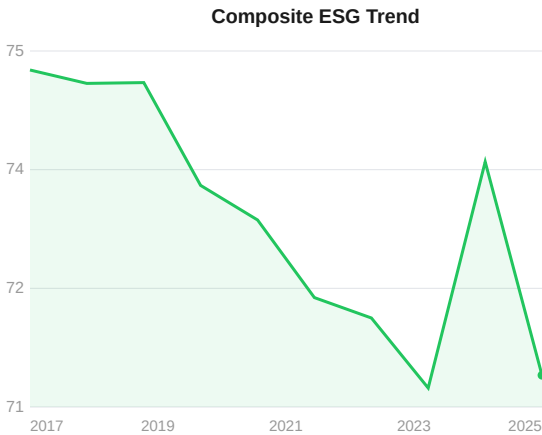
live proxy data · FY2025

EXECUTIVE	TOTAL COMP	STRUCTURE
Ramon L. Laguarta Chairman of the Board and	\$23.9M	72% equity+incentive
Steve Schmitt EVP and CFO	\$10.2M	79% equity+incentive
Steven Williams CEO, NA	\$7.8M	68% equity+incentive
Silviu Popovici CEO, EMEA	\$6.4M	62% equity+incentive
Becky Schmitt EVP and CPO	\$5.7M	53% equity+incentive

40 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	68
Social	72
Governance	73
Composite ESG	71



41 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-10-16	Other Events; Exhibits	8.01,9.01
2026-10-08	Earnings Release; Exhibits	2.02,9.01
2026-09-17	Officer/Director Change	5.02
2026-07-09	Earnings Release; Exhibits	2.02,9.01
2026-05-22	Other Events; Exhibits	8.01,9.01
2026-05-08	Shareholder Vote	5.07
2026-04-16	Earnings Release; Exhibits	2.02,9.01
2026-02-11	Other Events; Financial Statements and Exhibits	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 · 2020-10-01 to 2026-10-08
Analyst estimates	dim/forward_estimates	3 rows · 2026-12-27 to 2027-12-27
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	124 rows · 1987 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-10-01 to 2026-10-14
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	2 rows · 2025-06-05 to 2026-04-29
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.