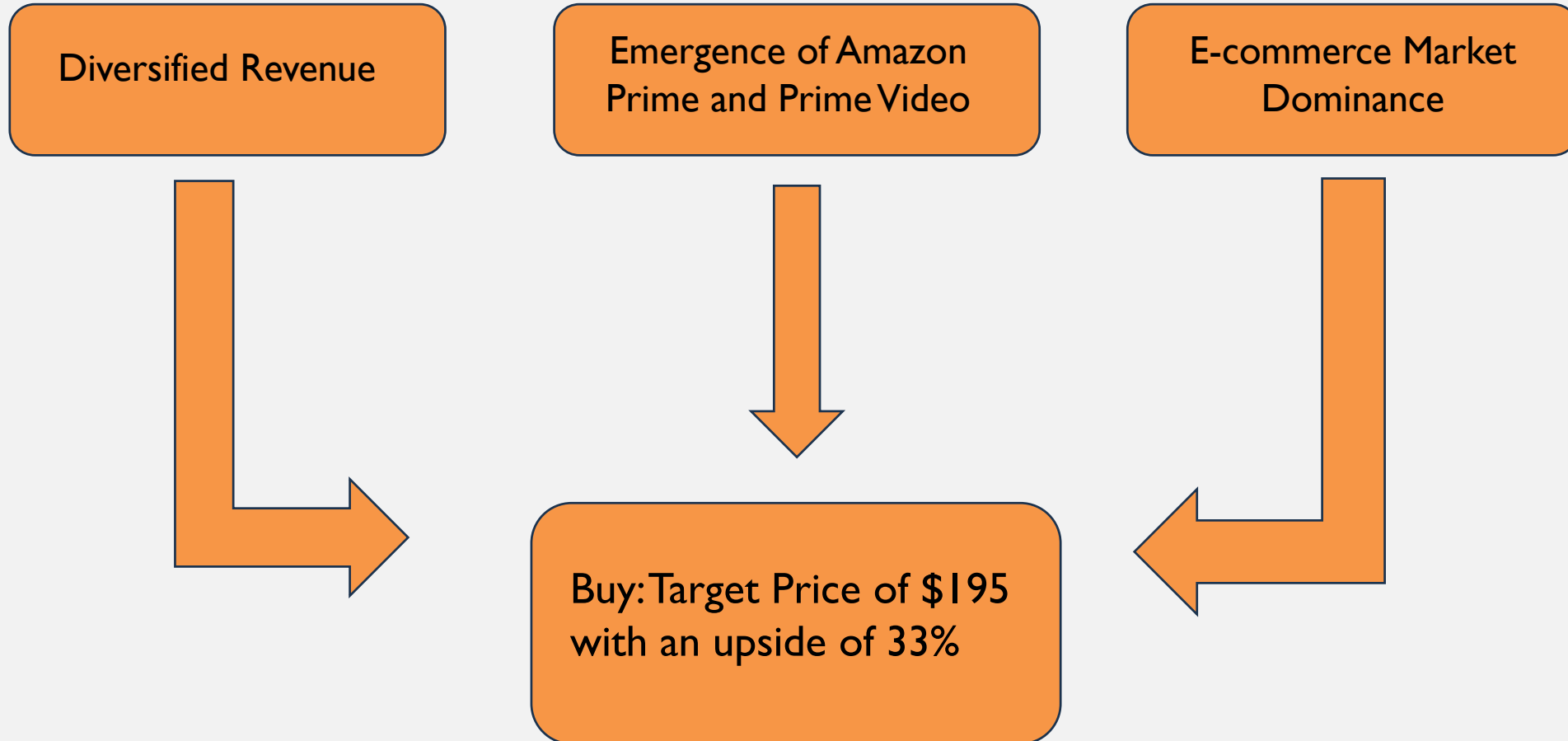




Senior Analyst- Nick Cutaia

Junior Analysts- Jack Colyer, Patrick Gil, Jameson Wong, Leena Asim, Nick
Dignazio, Will Orozco, Kevin Yang

Investment Thesis



A blue-tinted background image showing a person's hands opening a cardboard box with the Amazon logo on it. The box is sitting on a doormat that says "hello".

American-based Online Retail Company

Amazon owns roughly 41 subsidiaries and brands

E-commerce, Streaming, Cloud Services, and More



Jeff Bezos



Andy Jassy

Principles



Revenue Streams



Online Stores



Third Party Selling



AWS



Subscription Services



Physical Stores



Primary Industry: Online retail shopping services



Start of the holiday season so expect large sales volume



Ecommerce is modern day preference of shopping (Cyber Monday, Black Friday Online Sales)



\$141.3 billion in third-quarter sales

Expected EPS Growth in next 5 years: 11.25%



Mergers and Acquisitions



2017- \$13.7B

2021- \$8.45B

Date of Merger

2022- \$3.9B

2023- \$1.06B



Competitor Analysis

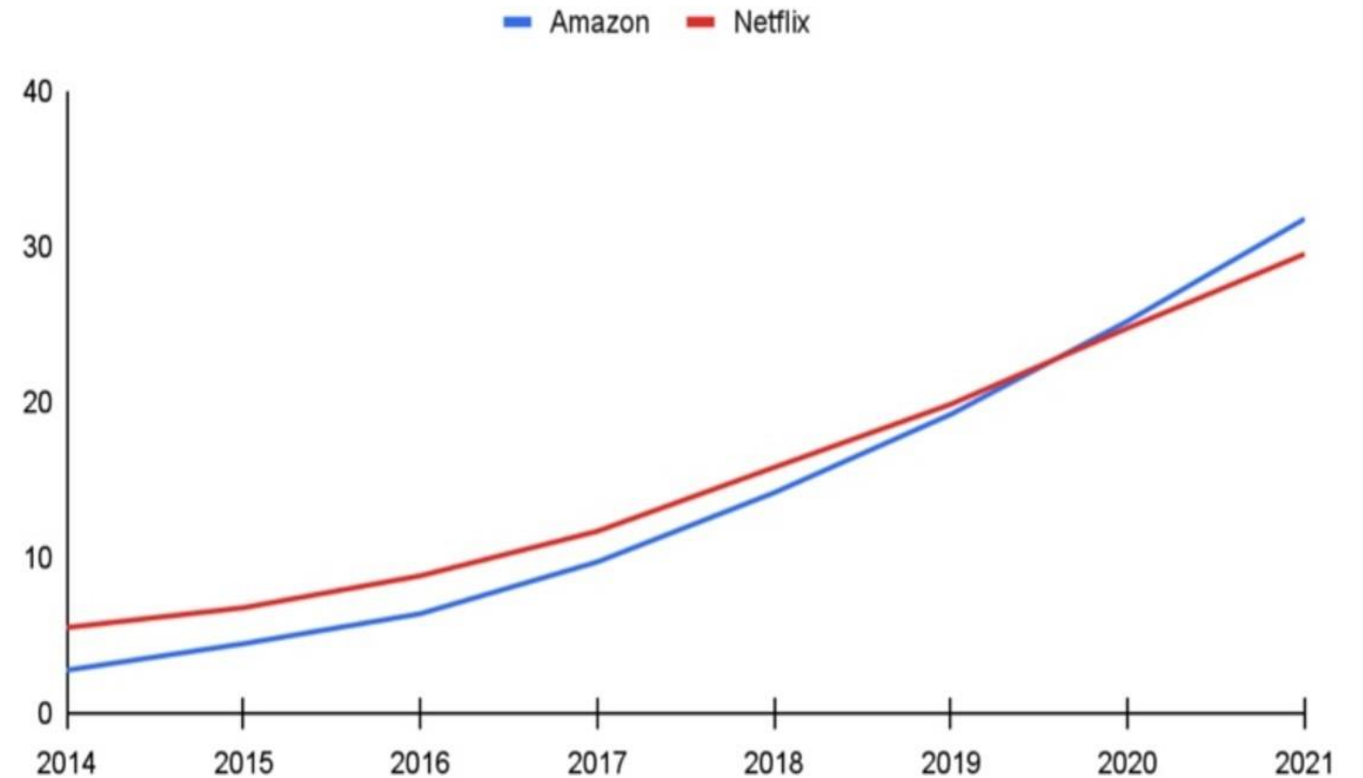


Name	Share Price	P/E	Market Cap	EPS	Enterprise Value
Amazon	144.82	75.55	1.51T	1.92	1.58T
EBAY	40.38	8.12	21.09B	4.98	20.78B
Alibaba	74.28	10.39	190.02B	7.16	132.50B
Walmart	155.44	25.86	420.10B	6.01	467.63B

Amazon Prime and Prime Video



Revenues Generated by Subscription Services (in billions)



SWOT Analysis



Strengths

Brand Recognition

**Technological
Innovation**

**Inventory
Variety**

Weaknesses

**Thin
Profit Margins**

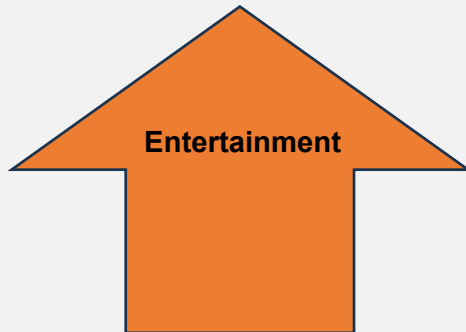
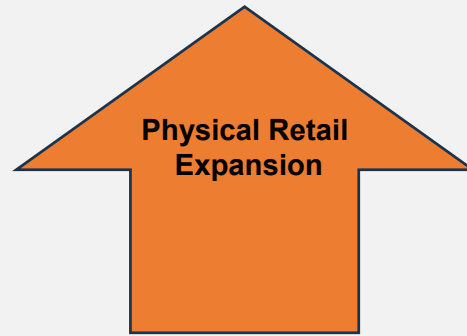
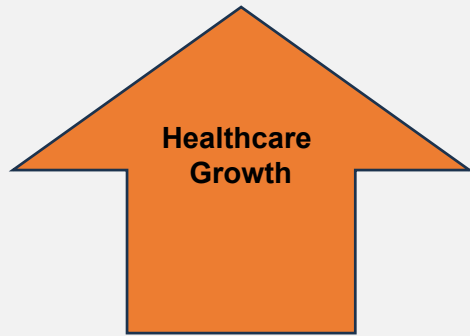
**Legal and
PR
Scandals**

Labor Relations

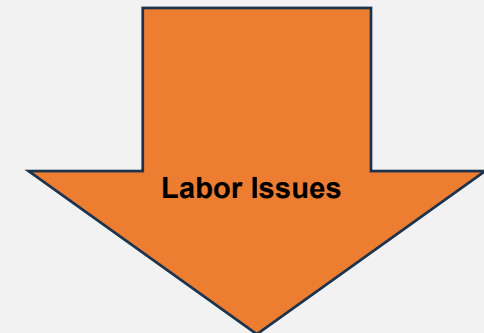
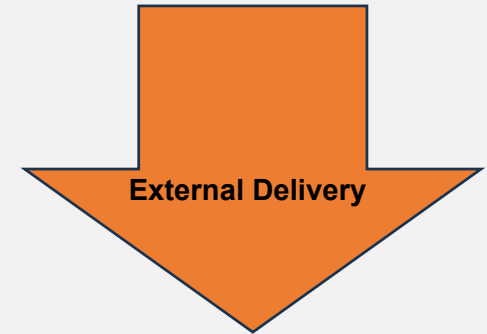
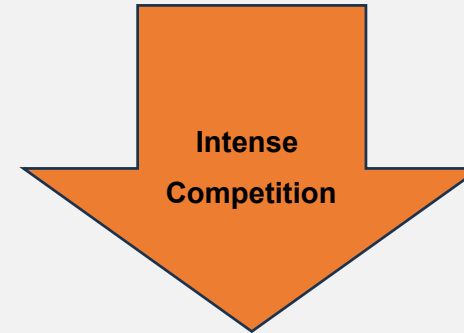
SWOT Analysis



Opportunities



Threats





Environment

On path to power their operations with 100% renewable energy by 2025 as part of their goal to reach net-zero carbon.



Social

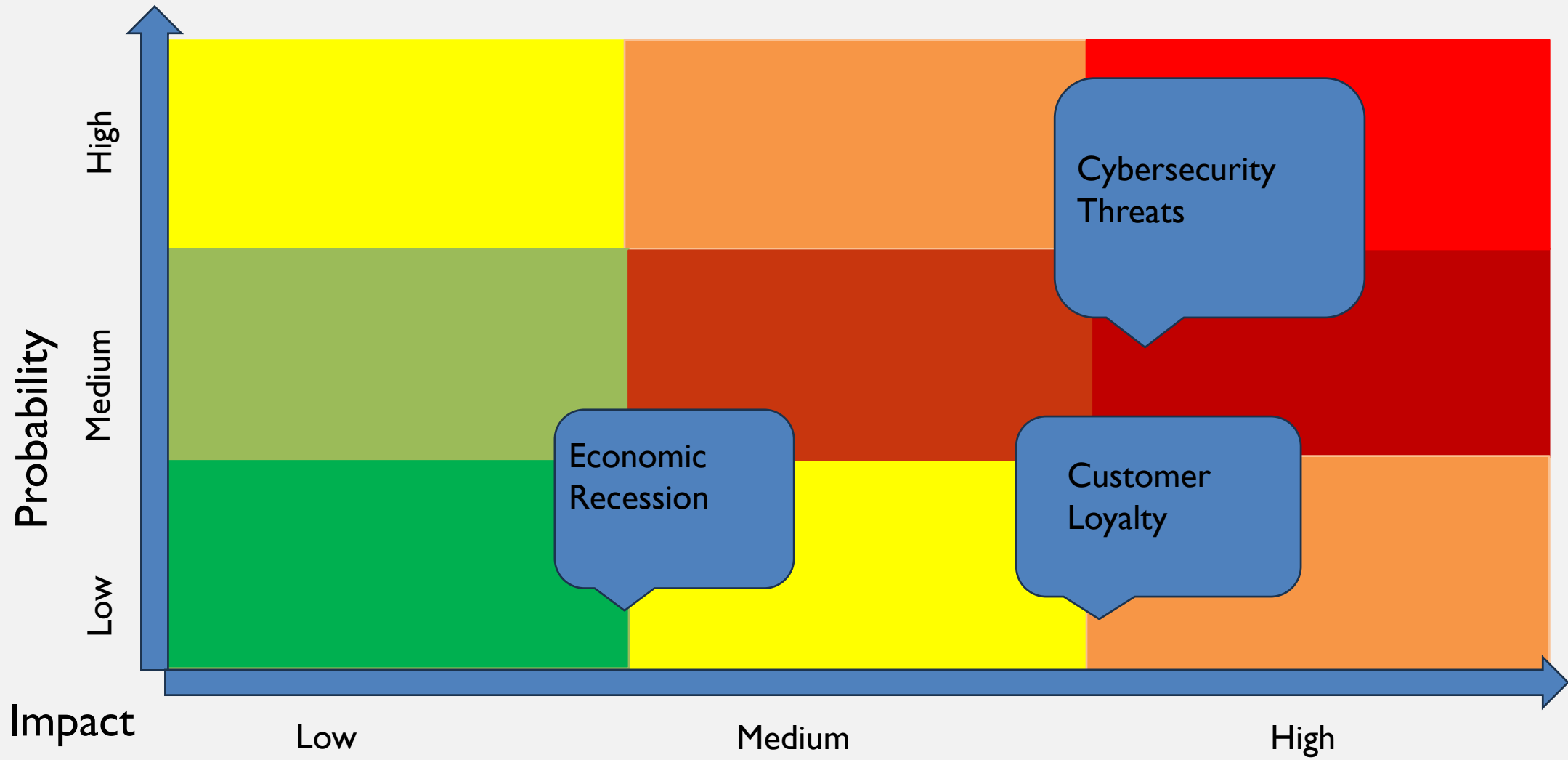
Committed more than \$75 million in support to address immediate and long-term needs in Ukraine.



Governance

They plan to distribute \$40 million in cloud computing credits and technical expertise

Risks



Sector Outlook on the CTC Portfolio

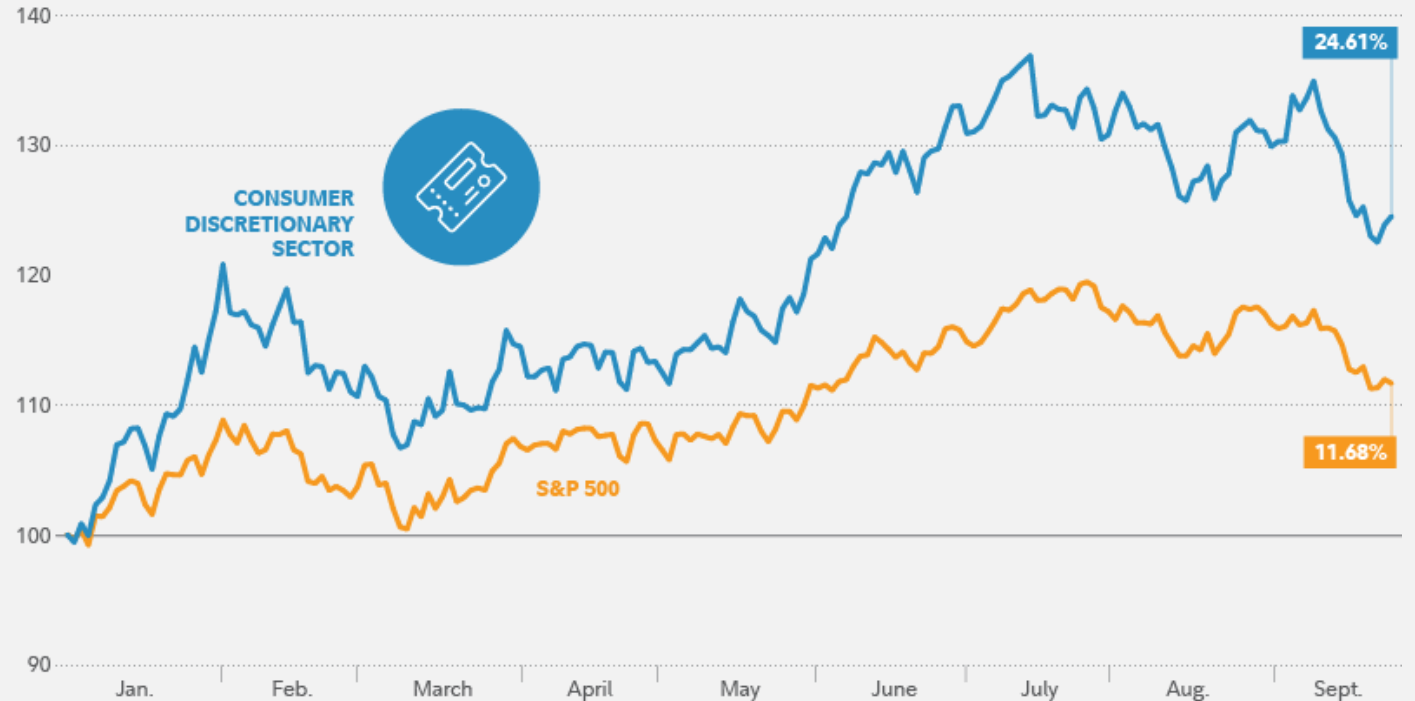


Portfolio Guidelines / Changes

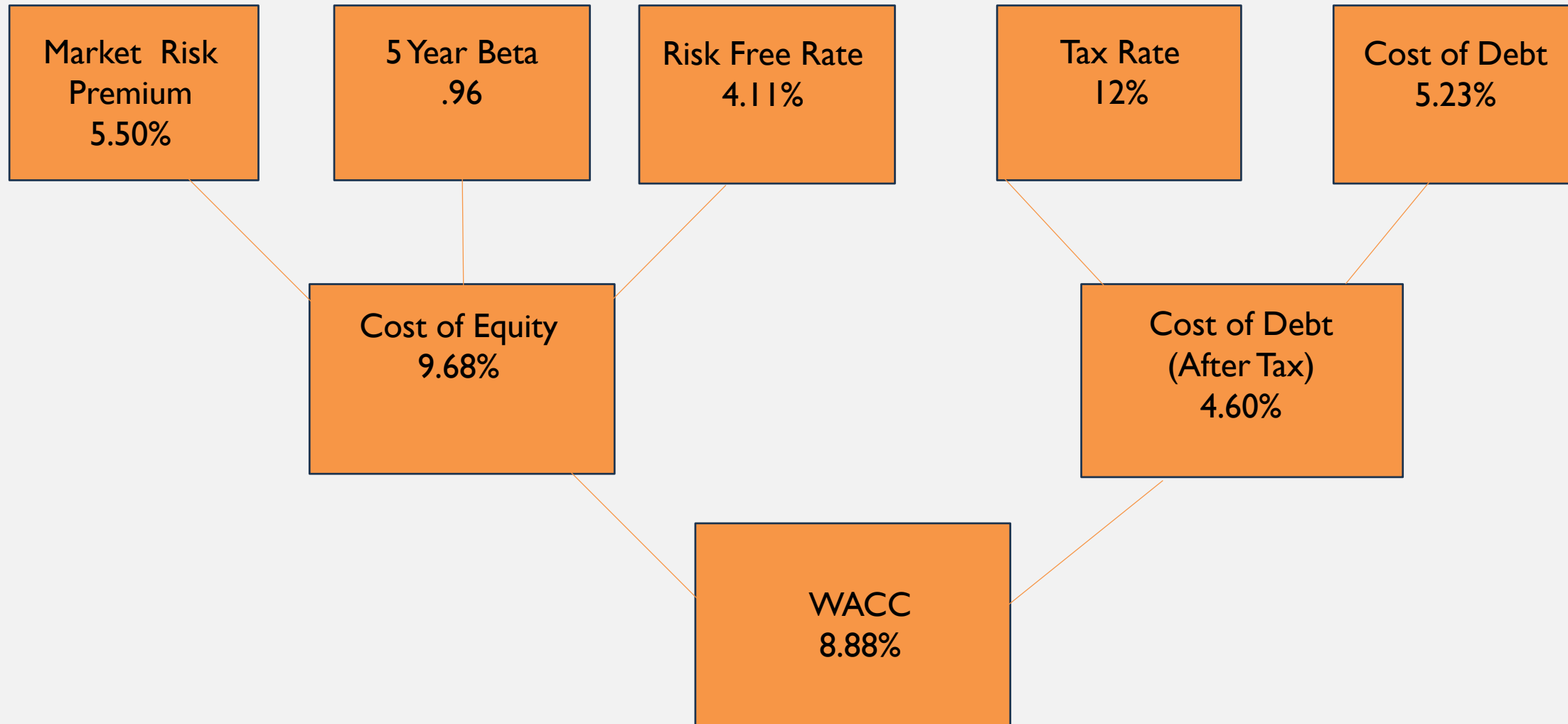
South Hill Fund CTC Sector Allocation (As of 08/25/2023)

	CTC Portfolio	Russell 1000	+ / -
Health Care	19.3	13.4	5.9
Information Technology	30.3	26.5	3.8
Utilities	5.5	2.4	3.1
Industrials	10.1	8.5	1.6
Real Estate	2.1	2.7	-0.6
Materials	2	2.6	-0.6
Communication	6.9	8.3	-1.4
Consumer Discretionary	8.8	10.8	-2
Consumer Staples	4.2	6.2	-2
Energy	0.9	4.4	-3.5
Financials	9.4	13	-3.6

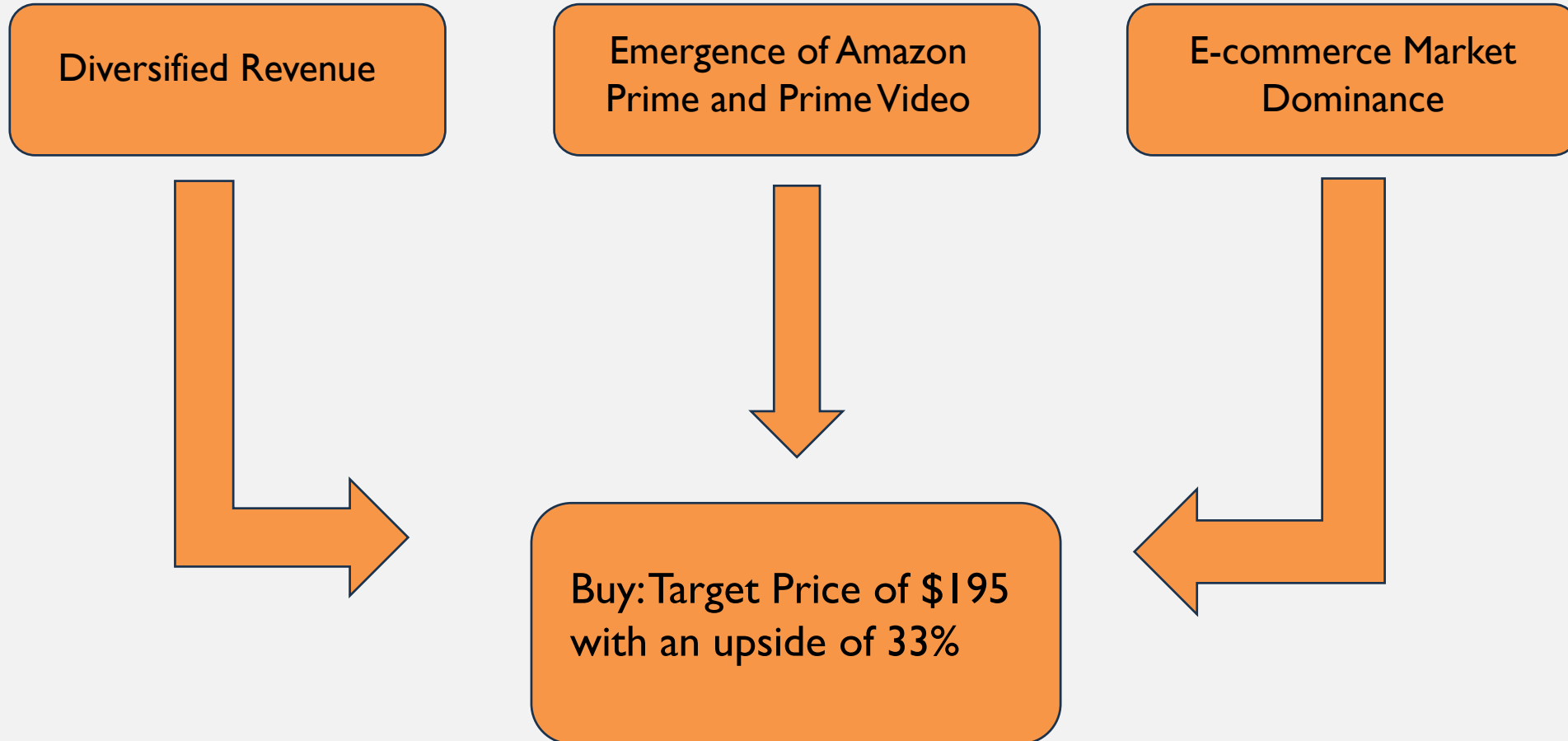
Year-to-date price return
Indexed value



WACC



Investment Thesis



APPENDIX

APPENDIX A (REV BUILD)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1															
2	Revenue														
3	Fiscal Year	2020	2021	2022	2023	2024	2025	2026	2027						
4	Fiscal Year End Date	12//31/20	12/31/2021	12/31/2022	12/31/2023	12/31/2024	12/31/2025	12/31/2026	12/31/2027						
5	Revenue By Channel														
6	Online Stores	197,346	222,075	220,004	242,004	266,205	292,825	322,108	354,319						
7	Physical Stores	16,227	17,075	18,963	20,859	22,945	25,240	27,764	30,540						
8	Third-Party Seller Services	80,461	103,366	117,716	141,259	163,995	193,592	226,641	266,438						
9	Subscription Services	25,207	31,768	35,218	40,580	45,656	51,988	58,844	66,805						
10	Advertising Services	19,773	31,160	37,739	47,924	58,568	72,976	90,056	111,671						
11	AWS	45,370	62,202	80,096	97,717	119,215	145,442	177,439	216,476						
12	Other	1,680	2,176	4,247	5,733	7,740	10,449	14,106	19,044						
13	Total Revenue	386,064	469,822	513,983	596,077	684,325	792,512	916,959	1,065,293						
14	Online Stores % Growth		11.14%	-0.94%	10.00%	10.00%	10.00%	10.00%	10.00%						
15	Physical Stores % Growth		4.97%	9.96%	10.00%	10.00%	10.00%	10.00%	10.00%						
16	Third- Party Sellers % Growth		22.16%	12.19%	20.00%	16.10%	18.05%	17.07%	17.56%						
17	Subscription Services % Growth		20.65%	9.80%	15.22%	12.51%	13.87%	13.19%	13.53%						
18	Advertising Services % Growth		36.54%	17.43%	26.99%	22.21%	24.60%	23.41%	24.00%						
19	AWS % Growth		27.06%	22.34%	22.00%	22.00%	22.00%	22.00%	22.00%						
20	Other % Growth		22.79%	48.76%	35.00%	35.00%	35.00%	35.00%	35.00%						
21	Total Revenue Growth		17.83%	8.59%	13.77%	12.90%	13.65%	13.57%	13.92%						
22															
23	Revenue Build														
24	Fiscal year	2020A	2021A	2022A	2023E	2024E	2025E	2026E	2027E						
25	Fiscal year end date	3/26/20	3/30/21	3/29/22	3/30/23	3/30/24	3/30/25	3/30/26	3/30/27						
26	Revenue by Segment														
27	Net Product Sales	213,573	239,150	238,967	262,864	289,150	318,065	349,872	384,859						
28	Net Service Sales	172,491	230,672	275,016	333,214	395,175	474,447	567,087	680,434						
29	Total Revenue	386,064	469,822	513,983	596,077	684,325	792,512	916,959	1,065,293						
30															

APPENDIX B (FSM PART I)

	A	B	C	D	E	F	H	I	J	K	L
22											
23		Expenses									
24		Cost of Sales	(233,307)	(272,344)	(288,831)	(346,906)	(453,967)	(528,577)	(612,117)		
25		Sales and Marketing	(22,008)	(32,551)	(42,238)	(41,421)	(59,522)	(66,707)	(78,656)		
26		General and Administrative	(6,668)	(8,823)	(11,891)	(11,760)	(16,751)	(18,771)	(22,071)		
27		Fulfillment	(58,517)	(75,111)	(84,299)	(94,469)	(127,670)	(146,826)	(171,160)		
28		Technology and Content	(42,740)	(56,052)	(73,213)	(74,004)	(104,407)	(117,532)	(137,973)		
29		Other Operating Income/expense	75	(62)	(1,263)	(1,263)	(1,263)	(1,263)	(1,263)		
30		Interest Expense	(1,647)	(1,809)	(2,367)	(3,161)	(3,743)	(4,359)	(4,872)		
31		Interest Income	555	448	989	989	989	989	989		
32		Other Income/expense-net	2,371	14,633	(16,806)	66	66	66	66		
33		Earnings before Taxes	24,178	38,151	(5,936)	24,148	26,243	33,978	38,235		
34											
35		Taxes and Other Expenses									
36		Provision for Income Tax	(2,863)	(4,791)	3,217	(2,898)	(3,149)	(4,077)	(4,588)		
37		Equity-method Investment Activity, Net of Tax	16	4	(3)	(3)	(3)	(3)	(3)		
38		Net Income (Loss)	21,331	33,364	(2,722)	21,248	23,091	29,898	33,644		
39											
40		EBIT	22,899	24,879	12,248	27,517	30,194	38,546	43,315		
41		Depreciation and Amortization	25,180	34,433	41,921	51,298	75,398	90,564	110,821		
42		EBITDA	48,079	59,312	54,169	78,815	105,592	129,109	154,136		
43											
44		Supplementary Info									
45		Operating Income (Loss)	22,899	24,879	12,248	27,517	30,194	38,546	43,315		
46		Basic EPS - Continuing Operations	2.13	3.30	(0.27)	2.09	2.27	2.93	3.30		
47		Diluted EPS - Continuing Operations	2.09	3.24	(0.27)	2.09	2.27	2.93	3.30		
48		Basic weighted-average number of shares	10,005	10,117	10,189	10,189	10,189	10,189	10,189		
49		Diluted weighted-average number of shares	10,198	10,296	10,189	10,189	10,189	10,189	10,189		
50											

< > ≡ Key Stats Ratios Cover RevBuild **FSM** 5 Year Beta WACC DCF +

	B	C	D	E	F	H	I	J
Company name	AMAZON.COM, INC. (XNAS:AMZN)							
Ticker	AMZN							
Circ break 1=off, 0=on	1							
Latest closing share price	#FIELD!							
Latest closing share price date	12/6/2023							
Latest fiscal year end date	12/31/22							
Shares outstanding	#FIELD!							
Select an operating scenario	—							
Income Statement								
Fiscal Year	2020	2021	2022	2023E	2025E	2026E	2027E	
Fiscal Year End Date	12/31/2020	12/31/2021	12/31/2022	12/31/2023	12/31/2025	12/31/2026	12/31/2027	
Revenues								
Net Product Sales	213,573	239,150	238,967	262,864	318,065	349,872	384,859	
Net Service Sales	172,491	230,672	275,016	333,214	474,447	567,087	680,434	
Total Revenues	386,064	469,822	513,983	596,077	792,512	916,959	1,065,293	
Expenses								
Cost of Sales	(233,307)	(272,344)	(288,831)	(346,906)	(453,967)	(528,577)	(612,117)	
Sales and Marketing	(22,008)	(32,551)	(42,238)	(41,421)	(59,522)	(66,707)	(78,656)	
General and Administrative	(6,668)	(8,823)	(11,891)	(11,760)	(16,751)	(18,771)	(22,071)	
Fulfillment	(58,517)	(75,111)	(84,299)	(94,469)	(127,670)	(146,826)	(171,160)	
Technology and Content	(42,740)	(56,052)	(73,213)	(74,004)	(104,407)	(117,532)	(137,973)	
Other Operating Income/expense	75	(62)	(1,263)	(1,263)	(1,263)	(1,263)	(1,263)	
Interest Expense	(1,647)	(1,809)	(2,367)	(3,161)	(3,743)	(4,359)	(4,872)	
Interest Income	555	448	989	989	989	989	989	
Other Income/expense-net	2,371	14,633	(16,806)	66	66	66	66	
Earnings before Taxes	24,178	38,151	(5,936)	24,148	26,243	33,978	38,235	

> ≡ Key Stats Ratios Cover RevBuild **FSM** 5 Year Beta WACC DCF +

APPENDIX C (FSM PART 2)

	A	B	C	D	E	F	H	I	J	K
51		<u>Growth Rates and Margins</u>								
52		Revenue Growth		17.83%	8.59%	13.77%	13.65%	13.57%	13.92%	
53		Gross Profit Margin	39.57%	42.03%	43.81%	44%	45%	46%	46%	
54		Tax Rate	11.84%	12.56%	54.19%	12.00%	12.00%	12.00%	12.00%	
55		D&A Growth Rate		26.87%	17.86%	22.37%	20.11%	22.37%		
56		G&A as a % of revenue	1.73%	1.88%	2.31%	1.97%	2.11%	2.05%	2.07%	
57		COS as a % of revenue	60.43%	57.97%	56.19%	58.20%	57.28%	57.64%	57.46%	
58		Fulfillment as a % of revenue	15.16%	15.99%	16.40%	15.85%	16.11%	16.01%	16.07%	
59		Sales and Marketing as a % of revenue	5.70%	6.93%	8.22%	6.95%	7.51%	7.27%	7.38%	
60		Technology and Content as a % of Revenue	11.07%	11.93%	14.24%	12.42%	13.17%	12.82%	12.95%	
61										
62										
63		Balance Sheet								
64		<i>Fiscal Year</i>	2020	2021	2022	2023	2025	2026	2027	
65		Fiscal Year End Date	12/31/2020	12/31/2021	12/31/2022	12/31/2023	12/31/2025	12/31/2026	12/31/2027	
66										
67		Current Assets								
68		Cash and Cash Equivalents	42,122	36,220	53,888	36,721	96,227	142,706	213,847	
69		Marketable Securities	42,274	59,829	16,138	39,414	31,337	36,404	35,400	
70		Accounts Receivable, Net and Other Current Assets	24,542	32,891	42,360	48,194	61,836	70,229	80,007	
71		Inventories	23,795	32,640	34,405	39,143	50,224	57,040	64,982	
72		Total Current Assets	132,733	161,580	146,791	163,472	239,624	306,378	394,237	
73										
74		Non Current Assets								
75		Operating Leases	37,553	56,082	66,123	75,230	96,525	109,625	124,890	
76		Fixed Assets-net	113,114	160,281	186,715	198,492	184,430	157,947	115,819	
77		Goodwill	15,017	15,371	20,288	20,288	20,288	20,288	20,288	
78		Other Assets	22,778	27,235	42,758	48,647	62,417	70,888	80,759	
79		Total Assets	321,195	420,549	462,675	506,129	603,285	665,127	735,992	

	B	C	D	E	F	H	I	J	K	L	M	N	O
Operating Leases		37,553	56,082	66,123	75,230	96,525	109,625	124,890					
Fixed Assets-net		113,114	160,281	186,715	198,492	184,430	157,947	115,819					
Goodwill		15,017	15,371	20,288	20,288	20,288	20,288	20,288					
Other Assets		22,778	27,235	42,758	48,647	62,417	70,888	80,759					
Total Assets		321,195	420,549	462,675	506,129	603,285	665,127	735,992					
Current Liabilities													
Accounts Payable		72,539	78,664	79,600	79,600	79,600	79,600	79,600					
Accrued Expenses and Other Current Liabilities		44,138	51,775	62,566	62,566	62,566	62,566	62,566					
Unearned Revenue		9,708	11,827	13,227	13,227	13,227	13,227	13,227					
Total Current Liabilities		126,385	142,266	155,393	155,393	155,393	155,393	155,393					
Non Current Liabilities													
Long-term Debt		31,816	48,744	67,150	76,398	98,024	111,328	126,829					
Long-term Lease Obligations		52,573	67,651	72,968	83,017	106,517	120,974	137,818					
Other Long-term Liabilities		17,017	23,643	21,121	24,030	30,832	35,016	39,892					
Total Non Current Liabilities		101,406	140,038	161,239	183,446	235,374	267,318	304,540					
Total Liabilities		227,791	282,304	316,632	338,839	390,767	422,711	459,933					
Shareholders' Equity													
Common Stock - Par Value		5	106	108	108	108	108	108					
Additional Paid in Capital		42,865	55,437	75,066	75,066	75,066	75,066	75,066					
Treasury Stock - Common		(1,837)	(1,837)	(7,837)	(7,837)	(7,837)	(7,837)	(7,837)					
Retained Earnings (Accumulated Deficit)		52,551	85,915	83,193	104,441	149,668	179,566	213,210					
Accumulated Other Comprehensive Income (Loss)		(180)	(1,376)	(4,487)	(4,487)	(4,487)	(4,487)	(4,487)					
Total Shareholders Equity		93,404	138,245	146,043	167,291	212,518	242,416	276,060					
Total Liabilities & Shareholders Equity		321,195	420,549	462,675	506,129	603,285	665,127	735,992					
Balance Check		0	0	0	0	0	0	0					

< > ≡ Key Stats Ratios Cover RevBuild FSM 5 Year Beta WACC DCF +

≡ Key Stats Ratios Cover RevBuild FSM 5 Year Beta WACC DCF +

APPENDIX D (FSM PART 3)

[illegible]

	B	C	D	E	F	H	I	J	K	L	M
Statement of Retained Earnings											
Fiscal Year		2021	2022	2023	2025	2026	2027				
Beginning of Period				83,193	126,577	149,668	179,566				
Plus Net Income				21,248	23,091	29,898	33,644				
Plus Income Tax Receivable			-	-	-	-					
Less Dividends			-	-	-	-					
Less Repurchases			-	-	-	-					
Less Redemption of Preferred Stock			-	-	-	-					
Ending Balance				104,441	149,668	179,566	213,210				
Long Term Debt											
Fiscal Year		2021	2022	2023	2025	2026	2027				
Ending Balance		31,816	48,744	67,150	76,398	98,024	111,328	126,829			
WA Interest Rate		5.18%	3.71%	3.52%	4.14%	3.82%	3.92%	3.84%			
Interest Expense		(1,647)	(1,809)	(2,367)	(3,161)	(3,743)	(4,359)	(4,872)			
PP&E											
Fiscal Year		2021	2022	2023	2025	2026	2027				
Beginning of Period		113,114	160,281	186,715	197,684	184,430	157,947				
Add: CAPEX		81,600	68,355	63,075	62,144	64,081	68,693				
Less: Depreciation		34,433	41,921	51,298	75,398	90,564	110,821				
Ending Balance		113,114	160,281	186,715	198,492	184,430	157,947	115,819			
D&A as a % of Capex			72.14%	61.33%	81.33%	121.33%	141.33%	161.33%			

APPENDIX E (5-YEAR BETA)

[illegible]

APPENDIX F (WACC)

[illegible]

APPENDIX G (DCF)