



Balfour Capital Group Amazon.com, Inc.

Amazon is a global technology company headquartered in Seattle, Washington. It operates across multiple sectors, including e-commerce, cloud computing, digital streaming, and artificial intelligence. Founded by Jeff Bezos in 1994, Amazon began as an online bookstore and has since evolved into one of the world's largest online retailers and cloud service providers. Its core businesses encompass:

- Online Retail: Offering a vast selection of products through its online marketplace.
- Amazon Web Services (AWS): Providing cloud computing services to businesses and governments.
- Digital Streaming: Operating platforms like Amazon Prime Video.
- Artificial Intelligence: Developing AI technologies for various applications.

Amazon's mission is to be Earth's most customer-centric company, best employer, and safest place to work.

1. Top 5 Competitors

Amazon faces competition across its diverse business segments:

1. Walmart: A major competitor in both online and physical retail spaces.
2. eBay: Competes in the online marketplace sector.
3. Alibaba Group: A significant player in global e-commerce, especially in Asia.
4. Target: Competes in retail, both online and through physical stores.
5. Microsoft: A key competitor in cloud services through its Azure platform.

Other notable competitors include Flipkart, JD.com, and Netflix, depending on the specific market segment.

2. Largest Institutional Shareholders

As of December 31, 2024, the top institutional shareholders of Amazon include:

- The Vanguard Group, Inc.: Holding approximately 7.76% of shares.
- BlackRock, Inc.: Holding approximately 6.48% of shares.
- State Street Global Advisors, Inc.: Holding approximately 3.44% of shares.
- FMR LLC: Holding approximately 2.86% of shares.
- Capital Research and Management Company: Holding approximately 2.02% of shares.



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3. Management Team

Amazon's senior leadership team, known as the "S-team," comprises key executives responsible for the company's strategic direction:

- Andy Jassy: President and CEO.
- Brian Olsavsky: Senior Vice President and Chief Financial Officer.
- Beth Galetti: Senior Vice President, People Experience and Technology.
- David Zapolsky: Chief Global Affairs & Legal Officer.
- Douglas Herrington: CEO of Worldwide Amazon Stores.
- Matt Garman: CEO of AWS.

The S-team includes 29 members overseeing various aspects of Amazon's global operations.

4. Revenue

In 2024, Amazon reported total net sales of \$638 billion, marking an 11% increase from the previous year. Segment-wise revenue breakdown:

- North America: \$387 billion (10% YoY growth).
- International: \$143 billion (9% YoY growth).
- AWS: \$108 billion (19% YoY growth).

5. Institutions with Buy Recommendations:

Several major financial institutions have maintained or initiated "Buy" ratings for Amazon stock:

- Wedbush: Maintained "Buy" rating with a price target of \$235.
- UBS: Maintained "Buy" rating with a price target of \$249.
- Bank of America: Maintained "Buy" rating with a price target of \$230.
- JPMorgan: Maintained "Buy" rating with a price target of \$225.

These institutions express confidence in Amazon's long-term growth prospects, despite short-term uncertainties.

6. Summary of Analyst Sentiment:

Analyst sentiment towards Amazon remains predominantly positive:

- All 26 analysts tracked by Visible Alpha classify the stock as a "Buy."
- Analysts cite Amazon's diversified business model, strong AWS performance, and strategic investments in AI as key growth drivers.
- Despite a cautious Q2 outlook due to tariff concerns, the consensus price target aligns closely with the Visible Alpha consensus of \$233.64.



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7. Insider Buying and Selling (Last 24 Months)

Over the past 24 months:

- Insider Sales: Approximately 46 million shares sold, totaling over \$8 billion.
- Insider Purchases: Minimal, with net insider selling of about 13.5 million shares.
- Notable executives involved in sales include CEO Andy Jassy, Douglas Herrington, and David Zapolsky.

