



Balfour Capital Group Alphabet Inc.

Alphabet Inc. is Google's parent holding company, operating a global technology conglomerate. Its core businesses include online advertising via Google Search, YouTube, and Google Network Membership; alongside ventures in cloud computing, hardware, AI, Waymo autonomous vehicles, life sciences, and more via subsidiaries like Verily, GV, and Waymo. It's one of the Big Five tech giants and ranks among the top revenue-generating companies worldwide.

1. Top 5 Competitors

Key competitors across Alphabet's diverse business segments include:

- Microsoft (cloud, AI, search)
- Apple (hardware, services, mobile OS)
- Meta (social media, digital advertising)
- Amazon (cloud computing via AWS; advertising)
- IBM (enterprise software, AI, cloud services)

2. Largest Institutional Shareholders

As of Q1 2025, the largest institutional holders of GOOGL include:

- Vanguard Group (~7.6%)
- BlackRock (~6.6%)
- State Street Global Advisors (~3.4%)
- Geode Capital Management (~2.0%)
- T. Rowe Price (~1.45%)

Additional top holders: Morgan Stanley, Price T Rowe Associates, Northern Trust, etc.

3. Management Team

Key executive team:

- Sundar Pichai – CEO of Alphabet and Google
- Ruth Porat – President & Chief Investment Officer
- Anat Ashkenazi – CFO (since July 31, 2024)

Other senior leaders include Juan Rajlin (Treasurer), Pilar Manchón Portillo (Chief Tech/R&D), Robert Andreatta (Controller).

Board of Directors: Includes Pichai, founders Larry Page and Sergey Brin, and Chair John L. Hennessy.



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4. Revenue

- FY 2024 revenue: \$350.018 billion, up ~13.9% YoY
- Q1 2025 (12 months trailing): \$359.713 billion, 13.1% growth YoY
- Q1 2025 quarterly revenue: \$90.234 billion, +12% YoY

5. Institutions with Buy Recommendations:

- Analysts' consensus: BUY, based on 68 estimates; average price target ~\$201–\$201.47
- TipRanks: classified as “Strong Buy” (38 analysts)
- MarketBeat: Moderate Buy consensus; 30 buys, 10 holds, 4 strong buys among 40 analysts

Institutions issuing buy ratings include major brokerages (e.g., Rosenblatt, Tigress, WestPark) as per April–May 2025 notes

6. Analyst Sentiment Summary

Overall sentiment is bullish, with a “BUY/Strong Buy” consensus from ~68 analysts

- Average price target: ~\$198–\$201, indicating ~12–13% upside
- Price targets range: Low ~\$160, High ~\$240

7. Insider Buying and Selling (Last 24 Months)

Insider purchases (last 6 mo): ~5.69 M shares; sales: ~241 k; net ~+5.45 M shares purchased

- Note: Yahoo Finance tracks for GOOG class; similar for GOOGL.
- NASDAQ data (12 months): buys ~8.37 M shares; sells ~10.57 M; net negative
- MarketBeat (24 mo) shows total insider sales of ~1.45 M shares worth ~\$214 M
- Recent activity: CEO Sundar Pichai sold >\$10 M worth on June 4 & May 21, 2025