

Affirm Holdings (AFRM)

Sizing the potential impact of the loss of the Walmart relationship

AFRM 12m Price

12m Price Target: **\$50.00**

Price: \$50.08

Downside: 0.2%

On 3/17/2025, Affirm's partner Walmart, announced that OnePay, in partnership with a competitor to Affirm, will be the exclusive provider of Buy-Now-Pay-Later solutions online and in-store. As a reminder, Affirm has long led with a partnership distribution model, and has had notable partnerships with top U.S. retailers, including Amazon, Shopify, Walmart, and others. As a result, 48% of AFRM's GMV in 2024 came from its top 5 partners, including ~25% from Amazon (runrate). While AFRM does not disclose the volume associated with Walmart, inside this report, we estimate that Walmart's contribution to CY2024 GMV to be roughly ~\$2.2bn (7% of total). On a prospective basis, considering the growth in AFRM's business, and the rapid (20%+) growth of Walmart's E-commerce business, we estimate that Walmart likely would have contributed \$2.4-4.7bn (~8% of current Visible Alpha Consensus Data GMV) to CY2026 estimates (the first calendar year in which the partnership will have transitioned). In this note we update our expectations for AFRM as a result of this partnership loss, as well as discuss the ramifications for the company and the industry.

■ Financial implications for AFRM: We note that AFRM shares underperformed in April 2024 when the press reported that WMT was looking to offer BNPL through its majority owned fintech startup OnePay. On the back of today's announcement, we expect AFRM shares to underperform, and reduce our estimates and price target to reflect the loss of the Walmart relationship. In particular, we note that AFRM has extremely high incremental margins on RLTC as a result of its fixed cost base. Since FY2023, runrate opex has declined by 6% (through FY2025E) while GMV (prior to Walmart loss) is expected to have grown by 30%+ through 2025E. As a result, we expect the loss of this portfolio, which we estimate to comprise roughly ~5-10%

Will Nance

+1(212)357-7438 | will.nance@gs.com Goldman Sachs & Co. LLC

Rajul Bothra

+1(917)343-6326 | rajul.bothra@gs.com Goldman Sachs & Co. LLC

Jack Evans

+1(212)357-3560 | jack.evans@gs.com Goldman Sachs & Co. LLC

Katie Huffert

+1(801)744-0801 | katie.huffert@gs.com Goldman Sachs & Co. LLC

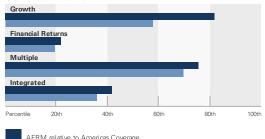
Key Data

Market cap: \$17.3bn Enterprise value: \$16.2bn 3m ADTV: \$438.6mn United States Americas Payments and Financial Technology M&A Rank: 3

GS Forecast

Revenue (\$ mn) New Revenue (\$ mn) Old EBITDA (\$ mn) EBIT (\$ mn) EPS (\$) New EPS (\$) Old P/E (X) Dividend yield (%) Net debt/EBITDA (X)	6/24	6/25E	6/26E	6/27E
Revenue (\$ mn) New	2,323.0	3,183.1	3,693.0	4,365.9
Revenue (\$ mn) Old	2,323.0	3,183.1	3,869.5	4,783.3
EBITDA (\$ mn)	551.5	963.0	1,076.6	1,262.9
EBIT (\$ mn)	381.0	745.4	853.9	1,040.1
EPS (\$) New	0.04	0.94	0.95	1.27
EPS (\$) Old	0.04	0.94	1.11	1.71
P/E (X)	NM	53.0	53.0	39.5
Dividend yield (%)	0.0	0.0	0.0	0.0
Net debt/EBITDA (X)	(2.0)	(1.1)	(1.6)	(2.0)
	9/24	12/24E	3/25E	6/25E
EPS (\$)	0.09	0.45	0.16	0.23

GS Factor Profile



AFRM relative to Americas Coverage

AFRM relative to Americas Payments and Financial Technology

Source: Company data, Goldman Sachs Research estimates. See disclosures for details.

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Affirm Holdings (AFRM)

Rating since Jun 24, 2024

Ratios & Valuation ___

	6/24	6/25E	6/26E	6/27E
P/E (X)	NM	53.0	53.0	39.5
EV/EBITDA (X)	14.7	16.5	14.7	12.2
EV/sales (X)	3.5	5.0	4.3	3.5
FCF yield (%)	3.2	2.9	3.7	4.5
EV/DACF (X)	18.9	23.6	18.7	14.9
CROCI (%)	6.0	7.9	8.6	9.0
ROE (%)	0.5	11.2	10.1	11.3
Net debt/EBITDA (X)	(2.0)	(1.1)	(1.6)	(2.0)
Net debt/equity (%)	187.4	201.3	178.1	166.6
Interest cover (X)	NM	NM	NM	NM
Inventory days	NM	NM	NM	NM
Receivable days	43.4	45.9	46.8	46.3
Days payable outstanding	9.6	9.9	10.3	10.3

Growth & Margins (%)

	6/24	6/25E	6/26E	6/27E
Total revenue growth	46.3	37.0	16.0	18.2
EBITDA growth	805.7	74.6	11.8	17.3
EPS growth	103.7	2,062.6	0.1	34.0
DPS growth	NM	NM	NM	NM
Gross margin	43.0	45.6	44.0	43.1
EBIT margin	16.4	23.4	23.1	23.8

Price Performance __



	3m	6m	12m
Absolute	(29.2)%	13.8%	49.9%
Rel. to the S&P 500	(24.0)%	13.5%	36.9%
	Source: FactSet	. Price as of 14 Ma	r 2025 close.

Income Statement (\$ mn)

,	6/24	6/25E	6/26E	6/27E
Total revenue	2,323.0	3,183.1	3,693.0	4,365.9
Cost of goods sold	(1,325.0)	(1,732.6)	(2,067.4)	(2,483.7)
SG&A	(617.0)	(705.1)	(771.8)	(842.0)
R&D	_	_	_	-
Other operating inc./(exp.)	_	_	_	-
EBITDA	551.5	963.0	1,076.6	1,262.9
Depreciation & amortization	(170.6)	(217.6)	(222.7)	(222.7)
EBIT	381.0	745.4	853.9	1,040.1
Net interest inc./(exp.)	_	_	_	-
Income/(loss) from associates	_	_	_	-
Pre-tax profit	30.8	405.5	420.7	574.6
Provision for taxes	(17.2)	(85.2)	(88.3)	(120.7)
Minority interest	_	_	_	-
Preferred dividends	_	_	_	-
Net inc. (pre-exceptionals)	13.5	320.3	332.3	453.9
Net inc. (post-exceptionals)	(517.8)	44.9	186.9	306.9
EPS (basic, pre-except) (\$)	0.04	0.94	0.95	1.27
EPS (diluted, pre-except) (\$)	0.04	0.94	0.95	1.27
EPS (ex-ESO exp., dil.) (\$)				
DPS (\$)	_	_	_	-
Div. payout ratio (%)	0.0	0.0	0.0	0.0
Wtd avg shares out. (basic) (mn)	309.9	339.2	351.5	358.2
Wtd avg shares out. (diluted) (mn)	309.9	339.2	351.5	358.2

	6/24	6/25E	6/26E	6/27E
Cash & cash equivalents	1,295.4	1,811.8	2,471.0	3,278.8
Accounts receivable	353.0	448.0	499.6	609.1
Inventory	_	_	_	-
Other current assets	1,131.6	666.7	666.7	666.7
Total current assets	2,780.1	2,926.4	3,637.2	4,554.5
Net PP&E	427.7	485.0	442.2	399.5
Net intangibles	546.9	533.9	533.9	533.9
Total investments	5,361.0	6,938.8	8,023.3	9,762.5
Other long-term assets	403.9	383.0	383.0	383.0
Total assets	9,519.6	11,267.1	13,019.7	15,633.5
Accounts payable	41.0	53.3	62.9	77.0
Short-term debt	_	_	_	-
Current lease liabilities	_	_	_	-
Other current liabilities	331.4	419.1	450.4	501.8
Total current liabilities	372.4	472.4	513.3	578.8
Long-term debt	6,415.2	7,813.2	8,897.7	10,636.9
Non-current lease liabilities	_	_	_	-
Other long-term liabilities	_	_	_	-
Total long-term liabilities	6,415.2	7,813.2	8,897.7	10,636.9
Total liabilities	6,787.6	8,285.6	9,411.0	11,215.8
Preferred shares	_	_	-	-
Total common equity	2,732.0	2,981.5	3,608.7	4,417.7
Minority interest	_	_	_	-
Total liabilities & equity	9,519.6	11,267.1	13,019.7	15,633.5
BVPS (\$)	8.82	8.79	10.27	12.33

Cash Flow (\$ mn) _

	6/24	6/25E	6/26E	6/27E
AL				
Net income	(517.8)	44.9	186.9	306.9
D&A add-back	147.9	213.0	222.7	222.7
Minority interest add-back	-	-	-	-
Net (inc)/dec working capital	21.4	(1.7)	(10.7)	(44.0)
Others	798.6	417.3	440.3	502.1
Cash flow from operations	450.1	673.5	839.2	987.8
Capital expenditures	(159.3)	(178.1)	(180.0)	(180.0)
Acquisitions	_	_	_	-
Divestitures	_	_	_	-
Others	(1,165.9)	(1,082.5)	(1,084.5)	(1,739.2)
Cash flow from investing	(1,325.1)	(1,260.5)	(1,264.5)	(1,919.2)
Dividends paid	-	_	-	-
Share issuance/(repurchase)	33.1	(210.6)	-	-
Inc/(dec) in debt	1,107.2	1,605.4	1,084.5	1,739.2
Others	(229.9)	(291.4)	-	-
Cash flow from financing	910.5	1,103.4	1,084.5	1,739.2
Total cash flow	35.5	516.4	659.2	807.8
Free cash flow	290.8	495.4	659.2	807.8
Free cash flow per share (basic) (\$)	0.94	1.46	1.88	2.26

Source: Company data, Goldman Sachs Research estimates.

of our prior FY2026E GMV, to result in a roughly ~10-20% reduction in adjusted operating income and an ~16-32% reduction in EPS. We note this assumes that the Walmart portfolio volume contributes at a 4.2% RLTC margin. We note that this could underestimate the RLTC margin impact if the portfolio skews interest bearing, which we estimate typically has above average (4-5%+) RLTC margins. Additionally, we believe AFRM's multiple could compress in the near term as investors question whether the loss of this partnership weakens its distribution strategy and exposes a weaker competitive moat than previously thought.

- Evaluating remaining partner risk: We note that AFRM recently renewed and extended its longstanding partnership with Shopify, where AFRM is the exclusive white label provider for Shopify installments. The agreement was renewed with an initial 3-year term through 2028. Additionally, we note that both Shopify and Amazon (which we believe to be AFRM's most important and two largest partners) both have long-term warrants for AFRM shares, which we believe signals a closer long-term relationship than in AFRM's previous partnership with Walmart, which appeared to be more arms length.
- Why we remain Buy rated: We continue to view AFRM as the strongest underwriter of subprime and near-prime credit in the modern consumer finance space, with underwriting abilities on par with best-in-class incumbents such as Capital One. We believe AFRM's consumer friendly approach to fees (no late fees or compounding interest), its innovative product portfolio (including the AFRM card), and its distribution-centric approach to penetrating the e-commerce TAM (which admittedly is likely to be questioned in the near term) will drive significant market share gains from incumbent lenders. We also believe AFRM will continue to benefit from the secular share gains of BNPL as a category within e-commerce. We expect this to be augmented by 1) younger generation's affinity for non-card installment financing, 2) the shift towards e-commerce, where scaling barriers are lower in payments and 3) the product structure benefits of BNPL, which allow for more surgical, transaction-specific credit extension vs the one-size-fits-all approach taken for credit cards.
- Readthroughs to the broader industry: In the short history of BNPL, we have not seen as many instances of large exclusivity losses and aggressive competition for existing books of business. However, this has been a relatively common occurrence in the traditional co-branded and private label credit card market. Examples include the win of the U.S. Costco cobranded credit card portfolio by Citi from American Express in 2016, and the win of the Gap private label card portfolio from Synchrony to Barclays US in 2022. However, Walmart in particular has a notable history of switching credit providers, and in general, has been a vocal force in the industry against incumbent payment service providers (including Visa and Mastercard). We note that this is the third major partner change Walmart has made over the last 7 years. In 2018, Walmart exited its >18 year private label credit card relationship with Synchrony, opting for Capital One instead. Subsequently, in 2024, Walmart ended its relationship with Capital One, a process resulting in litigation between the two companies. With this history, we believe that 1) investors will likely be more attuned to the partner concentration risks and competitive intensity in the industry going

forward and 2) investors are likely to view this instance as somewhat idiosyncratic, given Walmart's particular history of aggressive auction processes for consumer credit providers.

Sizing the impact to AFRM: We estimate ~5-10% of GMV and ~10-20% adj OI reduction by CY2026

In <u>Exhibit 1</u> we have put together an estimate of the current size of Walmart to Affirm and the implied volume within our prior model. We have leveraged key customer concentration statistics provided by company management to triangulate the rough volumes for Walmart.

- Amazon Volumes (largest partner): Affirm provides disclosures on the amount of volume Amazon contributes given it is the largest single customer of Affirm. In 2024, Amazon made up roughly 25% of Affirm's GMV, or ~\$7.8bn. We note this implies roughly 2% penetration on Amazon North American sales volume.
- Shopify Installments Volume (we estimate 2nd or 3rd largest partner): We estimate Affirm's exposure to Shopify by assuming a similar penetration of Shopify Payments volume that we calculate for Amazon. This could put CY24 Shopify in the \$2.2bn range, or roughly 7% of CY2024 GMV.
- Walmart estimates: Affirm provides regular disclosures on their Top 5 merchant concentration, which in CY24 was nearly \$15bn. We attempt to size the WMT relationship by backing out our estimates of Amazon/Shopify and sensitize Walmart's share of the remaining amount (~\$4.9bn in CY24). Given the size of these merchants, we believe WMT is likely to be the 2nd or the third largest merchant, and we suspect that the concentration begins to fall off after the top 3. Assuming 30-60% of the remaining volume is attributable to Walmart implies CY2024 Walmart volumes of \$1.5-3bn, or roughly 5-9% of AFRM volumes. This would imply ~2% of WMT NA e-commerce volumes. On a prospective basis, similar assumptions would imply that Walmart could represent between \$2.4 to \$4.7bn of our C2026 estimates.

Exhibit 1: We estimate Walmart could represent ~5-10% of our C2026 volume estimates

			Affirm: Walmar	t Volume impact E	stimation		
	12/31/2023	12/31/2024	12/31/2025	12/31/2026	12/31/2027	12/31/2028	Comment
Total GMV, Affirm	23,271	31,200	39,962	49,120	59,650	71,495	Company disclosures
% yoy	27%	34%	28%	23%	21%	20%	
Affirm Top 5 GMV	10,060	14,894	19,077	23,448	28,475	34,129	
% Top 5	43%	48%	48%	48%	48%	48%	Company disclosures
Amazon Estimates:							
Amazon GMV, Affirm	4,887	7,800					Company disclosures
% Affirm GMV over Amazon	21%	25%					Company disclosures, GS Runrate
Amazon NA Net Sales	352,828	387,497					Company disclosures
Affirm Penetration of Amazon	1.4%	2.0%					
Shopify Estimates:							
SHOP GMV	235,900	292,300					
SHOP Pay Volume	77,847	111,074					
% SHOP Pay	33%	38%					
SHOP Installments, AFRM	1,557	2,236	2,864	3,520	4,275	5,123	
% SHOP Install	2%	2%					Leveraging Affirm Penetration of Amazo
AFRM PIF Volume	3,722	4,469	5,271	6,084	6,997	8,046	Company disclosures
SHOP % of PIF	42%	50%					. ,
Affirm Top 5 Volume:							
Amazon	4,887	7,800	9,991	12,280	14,912	17,874	
% total GMV	21%	25%	25%	25%	25%	25%	
SHOP (GSe)	1,557	2,236	2,864	3,520	4,275	5,123	
% total GMV	7%	7%	7%	7%	7%	7%	
Other (incl. Walmart)	3,616	4,858	6,222	7,648	9,288	11,132	
% total GMV	16%	16%	16%	16%	16%	16%	
Fotal Top 5	10,060	14,894	19,077	23,448	28,475	34,129	
% total GMV	43%	48%	48%	48%	48%	48%	
Walmart Sensitivity							
Walmart NA E-commerce	65,400	79,300					FY as est.
% yoy	22%	21%					
Walmart GMV, AFRM:							
High	2,170	2,939	3,796	4,704	5,758	6,958	
% of CY26 Other Top 5	60%	61%	61%	62%	62%	63%	Assuming 50bps share gain
% AFRM Volume	9.3%	9.4%	9.5%	9.6%	9.7%	9.7%	
% WMT E-com	3.3%	3.7%					
Medium	1,627	2,210	2,862	3,556	4,365	5,288	
% of CY26 Other Top 5	45%	46%	46%	47%	47%	48%	Assuming 50bps share gain
% AFRM Volume	7.0%	7.1%	7.2%	7.2%	7.3%	7.4%	
% WMT E-com	2.5%	2.8%					
Low	1,085	1,482	1,929	2,409	2,972	3,618	
% of CY26 Other Top 5	30%	31%	31%	32%	32%	33%	Assuming 50bps share gain
% AFRM Volume	4.7%	4.7%	4.8%	4.9%	5.0%	5.1%	
% WMT E-com	1.7%	1.9%					

Source: Company data, Goldman Sachs Global Investment Research

In Exhibit 2 we estimate the potential impact from the lost Walmart volumes, leveraging sensitivity in Exhibit 1, assuming ~4.2% RLTC margins (in line with Affirm's FY2H25 guidance). We then assume the RLTC impact falls fully down to operating income and subsequently PTI with no expense offsets. Putting it all together, we estimate the Walmart loss could reduce our non-GAAP EPS estimates by 16-32%.

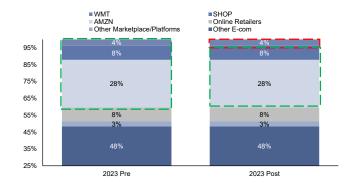
Exhibit 2: The loss of Walmart could reduce our '26 Non-GAAP EPS estimates by ~16 to 32%

Walmart Sensitivity												
Walmart GMV, AFRM	2,409	3,174	3,939	4,704								
Walmart RLTC, AFRM	101.19	133.31	165.43	197.56								
% Margin	4.2%	4.2%	4.2%	4.2%								
AFRM Impact:												
Affirm RLTC, Pre Walmart	1,870	1,870	1,870	1,870								
Lost Walmart RLTC	-101	-133	-165	-198								
Affirm RLTC, Post Walmart	1,769	1,737	1,705	1,673								
% Change	-5%	-7%	-9%	-11%								
Affirm OI, Pre Walmart	1,065	1,065	1,065	1,065								
Lost Walmart OI	-101	-133	-165	-198								
Affirm OI, Post Walmart	964	932	899	867								
% Change	-10%	-13%	-16%	-19%								
Affirm NI, Pre Walmart	486	486	486	486								
Lost Walmart NI (tax adj)	-80	-105	-131	-156								
Affirm NI, Post Walmart	406	381	355	330								
% Change	-16%	-22%	-27%	-32%								
Affirm EPS, GSe, Pre Walmart	\$1.37	\$1.37	\$1.37	\$1.37								
Lost Walmart EPS (tax adj)	(\$0.23)	(\$0.30)	(\$0.37)	(\$0.44)								
Affirm EPS, GSe, Post Walmart	\$1.14	\$1.07	\$1.00	\$0.93								
% Change	-16%	-22%	-27%	-32%								

Assumes 21% tax rate on lost OI

Source: Goldman Sachs Global Investment Research

Exhibit 3: The loss of WMT means that 4% of U.S. E-commerce will be unaddressible



Source: Company data, Goldman Sachs Global Investment Research

Valuation

Exhibit 4: GSe FY New vs. Old

			FY-25			FY-26			FY-27	
AFRM new vs. o	ld	GS est.	Old	vs cons	GS est		vs cons	GS est.	Old	vs cons
		2025E	2025E	% Δ	2026E	2026E	% Δ	2027E	2027E	% Δ
	Core 0%	4,180	4,180	0%	4,891	4,891	0%	5,625	5,625	0%
	Pay-in-Four	4,837	4,837	0%	5,632	5,632	0%	6,477	6,477	0%
	Interest Bearing	26,254	26,254	0%	31,465	33,721	-7%	37,732	41,814	-10%
	Gross Merchandise Volume	35,271	35,271	0%	41,988	44,244	-5%	49,834	53,916	-8%
	Transactions	124	124	0%	145	153	-5%	169	182	-8%
	GMV per Txn	284	284	0%	289	290	0%	295	296	0%
KPIs	Active Customers	21	21	0%	23	23	0%	25	25	0%
	Txns per Customer	6.03	6.03	0%	6.41	6.75	-5%	6.78	7.33	-8%
	Active Merchants	348	348	0%	383	383	0%	422	422	0%
	Platform Portfolio	15.23	15.23	0%	17.43	18.70	-7%	20.97	22.89	-8%
	Equity Capital Req.	0	0	0,10	0	0		0	0	0.0
	% Platform Portfolio	0.0%	0.0%		0.0%	0.0%		0.0%	0.0%	
	Avg BS Loans	6,582	6,582	0%	7,779	8,027	-3%	9,319	10,037	-7%
	% yield	99.43%	99.43%	0,0	98.24%		0,0	97.86%	101.74%	
	Merchant network revenue	834	834	0%	1002	1042	-4%	1188	1259	-6%
	Take rate	2.4%	034 2.4%	0 bps	2.4%	2.4%	-4% 4 bps	2.4%	2.3%	-6% 5 bps
	Card network revenue	209	209	0 bps 0%	2.470	2.4 70	-4%	288	306	-6%
Revenue	Interest Income	1636	1636	0%	1910	2010	-5%	2280	2553	-11%
	Other Revenue	504	504	0%	533	562	-5%	610	665	-8%
	Net Revenue	3,183	3,183	0%	3,693	3,870	-5%	4,366	4,783	-9%
	Net take rate	9.02%	9.02%	0 bps	8.80%	8.75%	5 bps	8.76%	8.87%	-11 bps
	Loss on Loan purch commitment	246	246	0%	293	311	-6%	351	384	-9%
	% GMV	0.7%	0.7%	0 bps	0.7%	0.7%	0 bps	0.7%	0.7%	-1 bps
	Provisions % BS loans	622	622	0%	760	809	-6%	922	1012	-9%
	% GMV	37.8% 1.8%	37.8% 1.8%	0 bps 0 bps	39.1% 1.8%	40.3% 1.8%	-122 bps -2 bps	39.6% 1.9%	40.3% 1.9%	-73 bps -3 bps
	Funding Costs	432	432	0 bps 0%	490	506	-2 bps	585	630	-3 bps
Transaction	% BS loans	26.2%	26.2%	0 bps	25.2%	25.2%	1 bps	25.1%	25.1%	1 bps
Profit	% GMV	1.2%	1.2%	0 bps	1.2%	1.1%	3 bps	1.2%	1.2%	0 bps
	Processing and Servicing	434	434	0%	524	547	-4%	626	677	-8%
	Other Transaction Costs / Adj	0	0	0%	0	0	NA	0	0	NA
	Transaction Costs	1,733	1,733	0%	2,067	2,173	-5%	2,484	2,703	-8%
	% GMV Revenue less txn costs	4.9% 1,451	4.9% 1,451	0 bps 0%	4.9% 1,626	4.9% 1,697	1 bps -4%	5.0% 1,882	5.0% 2,081	-3 bps -10%
	% margin GMV	4.1%	4.1%	0 bps	3.9%	3.8%	3 bps	3.8%	3.9%	-8 bps
				·			·			·
	Tech and data analytics	275	275	0%	296	296	0%	316	316	0%
	Sales and marketing General & administrative	98 332	98 332	0% 0%	119 357	119 357	0% 0%	147 379	147 379	0% 0%
	Other	0	0	NA	0	0	NA	0	0	NA
Operating	Non-GAAP operating expenses	705	705	0%	772	772	0.0%	842	842	0%
Income	Non-GAAP Operating Income	745	745	0%	854	925	-8%	1,040	1,239	-16%
	% margin	23%	23%	0 bps	23%	24%	-79 bps	24%	26%	-208 bps
	Non-GAAP adjustments	850.38	850.38	0%	717.30		0%	731.65	731.65	0%
	GAAP Operating Income	-105	-105	0%	137	208	-34%	308	507	-39%
	% margin	-3%	-3%	0 bps	4%	5%	-167 bps	7%	11%	-353 bps
	Other income (expense)	171	171	0%	100	100	0%	80	80	0%
Pre-tax	Pre-tax income	66	66	0%	237	308	-23%	388	587	-34%
	Adjustments	234	234		321	392		495	693	
	Adj.Pre-tax income	405	405		421	492		575	773	
Taxes	Taxes	22	22	0%	50	65	-23%	82	123	-34%
	% GAAP tax rate	32.5%	32.5%	0 bps	21.0%		0 bps	21.0%	21.0%	0 bps
	Non-GAAP Taxes	85	85		88	103		121	162	
	% Non-GAAP tax rate	21%	21%		21%	21%		21%	21%	
Net income	Net income	45	45	0%	187	243	-23%	307	464	-34%
	Adjustments	275	275	00/	145	145	450/	147	147	000/
	Adjusted net income	320	320	0%	332	389	-15%	454	611	-26%
Shares	Diluted shares	339	339	0%	352	352	0%	358	358	0%
	Diluted EPS	0.13	0.13	0%	0.53	0.69	-23%	0.86	1.29	-34%
EPS	Adjustments	0.81	0.81	001	0.41	0.41	450/	0.41	0.41	000/
	Adj Diluted EPS	0.94	0.94	0%	0.95	1.11	-15%	1.27	1.71	-26%

Source: Goldman Sachs Global Investment Research

Exhibit 5: Valuation Table

Valuation methodology	aluation methodology													
	Q5-Q8						2	2025				2	2026	
\$ mn	GP	EBITDA	EBITDA - SBC	EPS		GP	EBITDA	EBITDA - SBC	EPS		GP	EBITDA	EBITDA - SBC	EPS
Multiple	9.3x	18x	29.0x	48.0x		10.1x	19.2x	33.7x	55.8x		8.9x	16.8x	27.8x	48.0x
Valuation KPI	\$1,723	\$918	\$553	\$1.04		\$1,562	\$822	\$469	\$0.90		\$1,723	\$918	\$553	\$1.04
Implied EV	\$16,053	\$16,150	\$16,053	\$16,053		\$15,798	\$15,798	\$15,798	\$15,798		\$15,377	\$15,377	\$15,377	\$15,377
Less: Q5E Net debt	(\$1,565)	(\$1,565)	(\$1,565)	(\$1,565)		(\$1,615)	(\$1,615)	(\$1,615)	(\$1,615)		(\$2,364)	(\$2,364)	(\$2,364)	(\$2,364)
Market cap	\$17,617	\$17,714	\$17,617	\$17,617		\$17,414	\$17,414	\$17,414	\$17,414		\$17,741	\$17,741	\$17,741	\$17,741
Diluted shares outstanding	352.35	\$352	\$352	352.3		\$348	348.3	348.3	348.3		\$355	354.8	354.8	354.8
12-month Price target	\$50.00	\$50.00	\$50.00	\$50.00		\$50.00	\$50.00	\$50.00	\$50.00		\$50.00	\$50.00	\$50.00	\$50.00

Source: Goldman Sachs Global Investment Research

We update our 12-month price target for AFRM to \$50 from \$90 based on 18x EBIT multiple (down from 28x on competition, estimate visibility, and lower peer multiples) on our Q5-Q8 estimates. Key downside risks include worsening macro environment, increasing competition, and unfavorable regulation.

Disclosure Appendix

Reg AC

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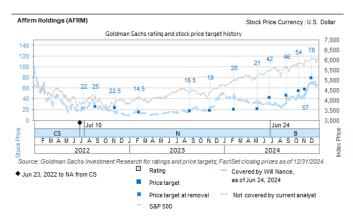
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