

# SUPERPLUS Investment Memo — UBER

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## 1) Your thesis (what you believe)

\*\*If Uber drivers become employees, margins collapse and stock drops\*\*

## 2) What the model concluded (plain English)

- \*\*Rating:\*\* \*\*BUY\*\* (score \*\*83/100\*\*)

- \*\*Evidence confidence:\*\* \*\*52\*\* (higher = more trustworthy coverage)

## 3) The 30-second explanation (for total beginners)

Think of this like a \*\*car dashboard\*\*:

- The \*\*score\*\* tells you how attractive the company looks overall.
- The \*\*buckets\*\* explain \*why\* the score happened.
- The \*\*news & risk\*\* try to spot scary headlines early.
- The \*\*thesis test\*\* checks if reality matches your story.

## 4) Good vs Bad cheat-sheet (linked to THIS company)

Each line shows: \*\*rule → today → verdict\*\*

### Are sales growing?

- Rule: Good > 10%, OK 0–10%, Bad < 0%

- \*\*Today:\*\* \*\*18.28%\*\* → \*\*GOOD ✓\*\*

### Is there real money left after bills? (free cash flow)

- Rule: Positive = good, Negative = bad

- \*\*Today:\*\* \*\*\$9.76B\*\* → \*\*GOOD \*\*

### How efficient is the business? (cash efficiency of sales)

- Rule: Good  $\geq 10\%$ , OK 3–10%, Bad  $\leq 0\%$

- \*\*Today:\*\* \*\*18.77%\*\* → \*\*GOOD \*\*

### Is the stock cheap or expensive versus cash? (cash return vs stock price)

- Rule: Cheap  $> 5\%$ , Neutral 2–5%, Expensive  $< 2\%$

- \*\*Today:\*\* \*\*6.43%\*\* → \*\*CHEAP \*\*

### Could debt hurt if things go wrong? (years of cash to pay off debt)

- Rule: Good  $< 3x$ , Watch 3–6x, Dangerous  $> 6x$

- \*\*Today:\*\* \*\*0.59x\*\* → \*\*GOOD \*\*

### Are headlines calm?

- Rule: Calm  $\geq -15$ , Watch -25 to -15, Ugly  $< -25$

- \*\*Today:\*\* \*\*-12.00\*\* → \*\*CALM \*\*

### Risk headline counts (last 30 days)

- Rule: Low 0–2, Watch 3–5, High 6+

- Labor risk headlines: \*\*0\*\*

- Regulatory risk headlines: \*\*1\*\*

- Insurance risk headlines: \*\*2\*\*

## 5) Storytime walkthrough (explain it like you're five)

Imagine \*\*UBER\*\* is a \*\*giant toy factory\*\*.

You're asking:

“Is this factory getting stronger... or about to run into expensive problems?”

### Step 1 — Are more toys being sold?

Sales growth is \*\*18.28%\*\* compared to last year.

- If this is negative, it means fewer toys are being sold.

### Step 2 — Is there money in the piggy bank?

Free cash flow is \*\*\$9.76B\*\*.

That is what's left after paying bills and investing.

### Step 3 — Is the factory efficient?

Cash efficiency is \*\*18.77%\*\*.

That means out of every \$100 of sales, about \*\*\$18.77\*\* becomes real cash.

### Step 4 — Is the stock cheap or expensive?

Cash return vs stock price is \*\*6.43%\*\*.

Higher can mean cheaper — but sometimes it's cheap for a reason.

### Step 5 — Could debt cause stress?

Debt stress is \*\*0.59x\*\*.

That's roughly how many years of current cash it would take to pay off net debt.

## 6) What to open next

- Dashboard: `outputs/decision\_dashboard\_UBER.html`
- News clickpack: `outputs/news\_clickpack\_UBER.html`
- Claim evidence: `outputs/claim\_evidence\_UBER.html`