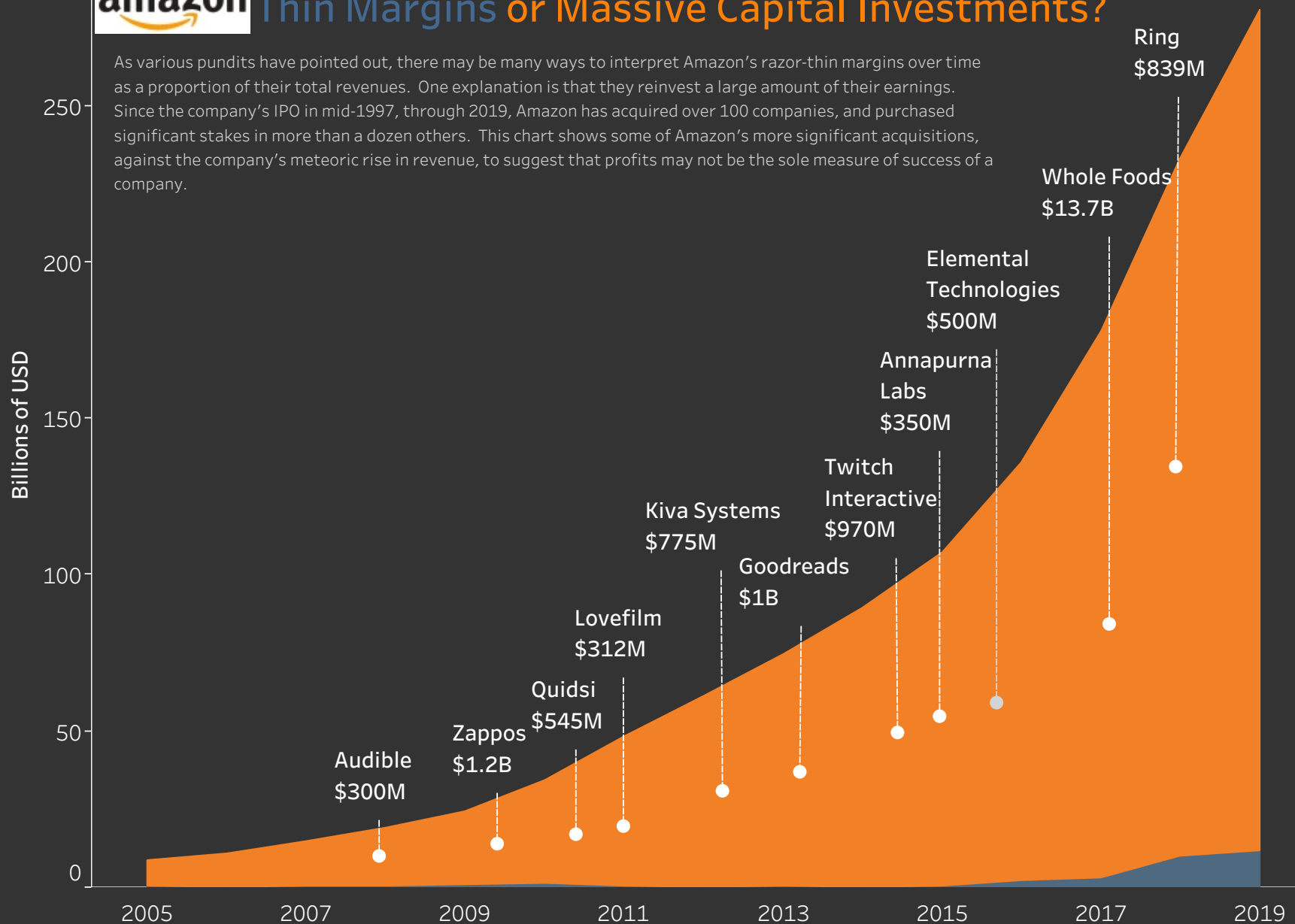




Thin Margins or Massive Capital Investments?

As various pundits have pointed out, there may be many ways to interpret Amazon's razor-thin margins over time as a proportion of their total revenues. One explanation is that they reinvest a large amount of their earnings. Since the company's IPO in mid-1997, through 2019, Amazon has acquired over 100 companies, and purchased significant stakes in more than a dozen others. This chart shows some of Amazon's more significant acquisitions, against the company's meteoric rise in revenue, to suggest that profits may not be the sole measure of success of a company.



Data Sources: macro trends.net; Wikipedia (List of mergers and acquisitions by Amazon)

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