

# Equity Research Report: Alphabet Inc.

## Business Overview

Founded in 1998, Alphabet Inc. is a multinational conglomerate that provides a diverse range of technology services, primarily through its subsidiary, Google. The company operates in the digital advertising, cloud computing, and consumer electronics sectors. Core strengths include its strong brand recognition, advanced AI capabilities, and a vast ecosystem of products such as Google Search, YouTube, and Google Cloud. Alphabet enjoys a leading market position with significant market share in online advertising and cloud services. Current trends include the shift toward AI-driven solutions, increasing demand for cloud services, and growing competition in digital advertising. Strategic initiatives include the launch of AI models like Gemini, expansion in cloud offerings, and a focus on sustainability. In response to market conditions, Alphabet has optimized its workforce and invested heavily in R&D, positioning itself for future growth. In summary, Alphabet Inc. is a leading tech conglomerate focused on AI and cloud services, leveraging its strong brand and product ecosystem to capitalize on emerging market trends while addressing competitive pressures.

## Market Position

Google Services generated \$272.5 billion in revenue, marking an 8% increase from the previous year. This growth was primarily driven by increased advertising revenues from Google Search and YouTube, despite some declines in Google Network revenues. Google Cloud achieved \$33.1 billion in revenue, reflecting a remarkable 26% increase year-over-year. The growth was fueled by strong demand for both Google Cloud Platform and Google Workspace offerings, showcasing the company's commitment to expanding its cloud services. Other Bets generated \$1.5 billion in revenue, which is an increase from the prior year. This segment, while still in the early stages of commercialization, has shown potential with growth in healthcare-related services and internet services. Overall, Alphabet Inc. reported consolidated revenues of \$307.4 billion, a 9% increase from the previous year, driven by strong performances in both Google Services and Google Cloud. This highlights Alphabet's ability to adapt and grow amidst a rapidly changing digital landscape.

## Operating Results

In the latest fiscal year, Alphabet generated \$101.7 billion in operating cash flow, reflecting a robust increase from \$91.5 billion in 2022, indicating strong core business profitability. However, investing activities resulted in a net outflow of \$27.1 billion, up from \$20.3 billion, largely due to increased capital expenditures for technical infrastructure. Financing activities also saw a higher outflow of \$72.1 billion, primarily driven by share repurchases. Overall, while cash inflows from operations are strong, the significant cash outflows in investing and financing activities raise liquidity concerns. The company's cash management appears effective, yet the elevated spending levels may challenge future growth if not balanced with revenue increases.

## Financial Metrics

FY (USD mn)	2021	2022	2023	2024	2025
Revenue	257637	282836	307394	350018	402963
Revenue Growth	-8.9%	-8.0%	-12.2%	-13.1%	56.4%
Gross Revenue	146698	156633	174062	203712	240428
Gross Margin	0.57	0.55	0.57	0.58	0.6
EBITDA	103521	85160	97971	135394	179962
EBITDA Margin	0.4	0.3	0.32	0.39	0.45
FCF	91652	91495	101746	125299	164713
FCF Conversion	1.21	1.53	1.38	1.25	1.25
ROIC	22.2%	21.1%	22.4%	25.8%	21.8%
EV/EBITDA	18.76	13.63	18.04	17.24	21.3
PE Ratio	25.44	19.22	23.91	23.29	28.69
PB Ratio	7.69	4.5	6.23	7.17	9.13

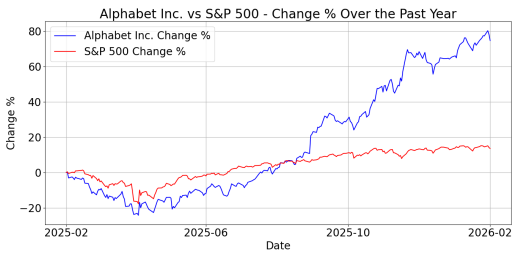
## FinRobot

<https://ai4finance.org/>  
<https://github.com/AI4Finance-Foundation/FinRobot>  
Report date: 2026-02-05

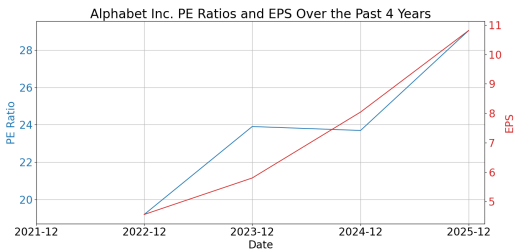
## Key data

Rating	buy
Target Price	59 - 600 (md. 252.5)
6m avg daily vol (USDmn)	34.81
Closing Price (USD)	333.04
Market Cap (USDmn)	3999181.25
52 Week Price Range (USD)	148.54 - 337.47
BVPS (USD)	34.27

## Share Performance



## PE & EPS



# Risk Assessment

Alphabet Inc. faces several significant risks, but the top three key risks identified from the 10-K report include reliance on advertising revenue, intense competition, and regulatory scrutiny. The first key risk is the company's heavy reliance on advertising revenue, which constitutes over 75% of its total revenues. In comparison to other industries, the digital advertising sector is characterized by high volatility and rapid changes in consumer behavior, making it inherently risky. The industry's regulatory landscape is also evolving, with increasing scrutiny over data privacy and advertising practices, which adds to the uncertainty. The cyclical nature of the advertising industry is pronounced; during economic downturns, advertisers typically reduce spending, which can lead to significant revenue declines for Alphabet. For instance, during previous recessions, digital advertising budgets were among the first to be cut. The quantification of this risk is evident in Alphabet's past performance during economic downturns, where revenue growth slowed considerably. The company has some downside protections in place, such as diversification into cloud services and hardware, which can provide alternative revenue streams during downturns in advertising. The second key risk is intense competition within the technology and digital services sector. This industry is marked by rapid innovation and a plethora of competitors ranging from established giants to agile startups. Compared to other sectors, the technology industry experiences a faster pace of change, requiring companies to continuously innovate to maintain market share. The cyclical nature of this risk is less pronounced, but it can be influenced by broader economic conditions that affect consumer spending and business investment in technology. The quantification of competitive risk can be seen in the increasing costs of research and development, as Alphabet invests heavily to stay ahead of competitors. The company has established some downside protections, including strong brand loyalty and a vast user base, which can help mitigate the effects of competition. The third key risk involves regulatory scrutiny, which encompasses a wide array of laws and regulations impacting data privacy, competition, and content moderation. The technology sector is facing increasing regulatory pressure globally, making it one of the more heavily regulated industries. The cyclical nature of this risk is linked to political climates and public sentiment towards large tech companies, which can shift rapidly. Quantifying regulatory risk is complex, but Alphabet faces ongoing antitrust investigations and potential fines, as evidenced by the recent antitrust verdict against it. Downside protections include the company's proactive approach to compliance and investment in legal resources to navigate these challenges, but the unpredictable nature of regulatory developments remains a concern. In conclusion, Alphabet Inc. operates in a risk landscape shaped by its dependence on advertising revenue, intense competition, and regulatory scrutiny. While the company has implemented various strategies to mitigate these risks, the inherent volatility of the digital advertising market, the rapid pace of technological change, and the evolving regulatory environment pose significant challenges. The interplay of these risks creates a complex environment that requires continuous adaptation and strategic foresight to navigate effectively.

# Competitors Analysis

In this analysis, we will focus on GOOGL and its competitors, MSFT, META, and AAPL, examining their financial metrics over the years from 2023 (year 3) to 2020 (year 0). The metrics of interest include EBITDA Margin, EV/EBITDA, FCF Conversion, Gross Margin, ROIC, Revenue, and Revenue Growth. Starting with GOOGL, the EBITDA Margin has shown a downward trend from year 3 to year 0, decreasing from 0.39 in 2023 to 0.45 in 2020. This decline suggests a reduction in profitability, particularly when compared to its competitors. MSFT has consistently maintained a higher EBITDA Margin, peaking at 0.57 in 2023, indicating stronger profitability. META showed a slight decrease in its EBITDA Margin from 0.53 in 2022 to 0.52 in 2023, while AAPL has remained relatively stable, fluctuating around 0.34. Thus, GOOGL's profitability has lagged behind MSFT and has not significantly outperformed META or AAPL in recent years. Examining the EV/EBITDA ratio, GOOGL's valuation has fluctuated, peaking at 21.3 in 2020 and declining to 17.24 in 2023. This trend indicates that GOOGL may be viewed as becoming less overvalued compared to its competitors, particularly as MSFT's EV/EBITDA has remained higher at 23.27 in 2023. META, with an EV/EBITDA of 16.38, suggests it is undervalued relative to GOOGL, while AAPL's valuation has been the highest at 26.97 in 2020, indicating a premium market valuation. In terms of cash flow efficiency, GOOGL's FCF Conversion has remained stable, averaging around 1.25, which is commendable but not the highest among its competitors. MSFT has shown a slightly better performance with a peak of 1.35 in 2023, while META has demonstrated the best efficiency, peaking at 1.92. AAPL, on the other hand, has seen a decline in FCF Conversion to 1.0 in 2023, indicating a potential area of concern. The Gross Margin for GOOGL has shown slight fluctuations but has generally been competitive, peaking at 0.6 in 2020. MSFT has consistently outperformed with a Gross Margin of 0.69 in 2023, while META has also excelled with a Gross Margin of 0.82. AAPL has struggled in this area, with a margin of 0.47 in 2020, but has shown slight improvements over the years. When assessing ROIC, GOOGL has experienced a decline from 25.8% in 2022 to 21.1% in 2023, indicating a decrease in efficiency in generating returns from its investments. MSFT has remained competitive with a ROIC of 22.6% in 2023, while META's ROIC has also declined to 14.6%, suggesting challenges in capital efficiency. AAPL, however, has shown resilience with a high ROIC of 52.0%, indicating exceptional performance in generating returns. Finally, regarding Revenue and Revenue Growth, GOOGL's revenue has decreased from 402,963 in 2020 to 350,018 in 2023, indicating a concerning decline in revenue generation. MSFT has also seen a decline in revenue but has maintained a stronger position overall, while META's revenue has decreased significantly, reflecting the challenges faced by the company. AAPL's revenue has been the most stable, with a slight increase over the years, indicating solid growth performance. In conclusion, GOOGL has faced several challenges over the years, particularly in profitability, revenue generation, and return on invested capital. While the company remains competitive in certain areas, its performance relative to competitors like MSFT and AAPL raises questions about its current market valuation. The decline in key metrics such as EBITDA Margin and ROIC, combined with a decrease in revenue, suggests that GOOGL may not justify its valuation as indicated by its EV/EBITDA ratio. This analysis highlights the need for GOOGL to address these areas to enhance its financial health and market position.