


Title: Motley Fool at it again, lol ■
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Why the Heck Is GameStop Splitting Its Stock?

By Rich Duprey - Apr 5, 2022 at 8:45AM

KEY POINTS

- Stock splits don't change the value of a stock, just how many shares you own at a reduced price.
- GameStop is also looking to change how it compensates its executives.
- There are too many unknowns in the filing to justify the jump in stock price.

Motley Fool Issues Rare "All In" Buy Alert

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The move doesn't seem to really benefit shareholders.

If you had **GameStop** (**GME -2.60%**) on your bingo card as the stock that follows **Alphabet** and **Tesla** in splitting its stock. congratulations!



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Rich Duprey

TMFCop

Rich has been a Fool since 1998 and writing for the site since 2004. After 20 years of patrolling the mean streets of suburbia, he hung up his badge and gun to take up a pen full time. Having made the streets safe for Truth, Justice, and Krispy Kreme donuts, he now patrols the markets looking for companies he can lock up as long-term holdings in a portfolio.

His coverage reflects his passion for motorcycles, booze, and guns (though not enjoyed all at the same time...usually), but his writing also covers the broader sectors of consumer goods, technology, and industrials. So follow along as he tries to break down complex topics to make them more understandable and useful to the average investor.

Have a story idea? [Contact Rich here](#). I may not be able to respond to every suggestion, but I do read them all! Think an article needs a correction? [Reach Rich here](#).