

Title: Motley Fool article having a total meltdown today. DO NOT BUY GAMESTOP STOCK UNDER ANY CIRCUMSTANCES. They mad lol.

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## This is no reason to buy GameStop stock

The stock split does not change that GameStop is in a declining business. The core of its business is buying and selling physical video games, while gamers are buying games digitally. Over its last four fiscal years, GameStop has generated a loss per share of \$6.59, \$5.38, \$3.31, and \$5.25 in 2019, 2020, 2021, and 2022, respectively. Meanwhile, sales have declined from \$8.3 billion to \$6 billion in that same time.

Enthusiasts will argue that the company is making investments to [turn things around](#) and changing the business model to better align with today's gamers. However, there is no certainty that the shift will be successful, and the company still has thousands of brick-and-mortar stores selling physical copies of games.

To make the stock even less appealing, it is trading more expensively because of the meme stock frenzy. GameStop is selling at a higher price to sales than **Walmart**, **Target**, **Costco**, and **Lowe's**, which are brick-and-mortar businesses with better prospects on the top and bottom lines in the near and long terms.

To answer the question in the headline: No, investors should not buy GameStop [stock](#) after it announced a stock split.