

Title: Yahoo Finance Justifying GME price drop on Microsoft's Aquisition

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[Direct Link to Full Article](<https://finance.yahoo.com/news/microsoft-buying-activision-blizzard-could-really-hurt-game-stop-analyst-112343875.html>)

"Microsoft's acquisition of Activision Blizzard changes the scope of key inputs into our prospective GameStop model. Both companies are key vendors to GameStop. A combo fortifies power over the retailer; could reshape volumes for Activision titles if made exclusive to Xbox; and portends a more rapid transition to cloud-driven IP gaming," said Jefferies analyst Stephanie Wissink.

Wissink lowered her price target on GameStop

([GME](<https://finance.yahoo.com/quote/GME?p=GME&.tsrc=fin-srch>)) to \$100. Shares of the game retailer were unchanged in pre-market trading Wednesday at \$109.