

Title: "Unsophisticated" huh..they mad cauz we still unsophisticatedly hodling to lose our life savings.
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A meme stock splits

In a world of financial parlor tricks, it was only a matter of time that GameStop—which was trading at \$158 a share as of July 20 and remains laser-focused on appealing to its retail investor base—pulled this sleight of hand.

As Bloomberg columnist Matt Levine [noted](#): “Options contracts still trade in units of 100 shares, and if you cut the share price by 75% then more people can afford to buy call options, which is the preferred meme-stock way to push the stock up.”

Michael Pachter, analyst at Wedbush Securities, said a split is simply meat for GameStop’s retail army. “That’s the reason,” he told us via email. “Giving unsophisticated retail investors a lower entry point to lose their life savings.”



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MEME STOCK SPLIT

Why investors love GameStop's stock split

By [Scott Nover](#) · July 21, 2022

