

Title: The Split Dividend: GameStop's goal and understanding the average retail investor

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If you have any non-DRSed shares sitting in a portfolio you're essentially only holding an IOU. So if/when the split dividend is initiated your broker is basically going to "ask" whoever they lent it out to "hey are you still good for returning the original share plus the extra 7 shares that come with it if needed" and they'll of course respond "sureeeeeee"... now you've got 8 IOUs sitting in your portfolio. Now you may be asking yourself if this is the case for all those shares not DRSed because of the FUD and the major disinformation campaign happening to make us look like conspiracy theorists, what is GameStop's true goal then? Simple, lower the price without lowering the value. I know you whales out there have no problem buying a share above \$100 but for all us working class retail investors that's a lofty percentage of our weekly income. Use me for example, I work ~48 hours per week at \$19/hr, after tax I'm bringing in ~\$750/wk. At a price of \$150, 1 share would be 20% of my weekly income. Now don't get me wrong it's 100% worth it and why I've slowly grown my position to 50 shares now, but imagine how many people will finally be more comfortable buying a share when the price is in the \$20-\$50 range. A \$20/\$50 to \$100/\$250 run up just seems more plausible to me than a \$200 to \$1000 run up for our particular group of retail investors. Here's a simpler way to put it for all you smooth brains... You're running a lemonade stand in your neighborhood where you charge a \$1 per cup, you decide one day to research what the allowance is of all the kids and figure out the average is \$0.75 a day. That means the average kid can only buy a cup every other day. So what do you do? You stop selling cups for a \$1 and start selling half cups for \$0.50, no change in the overall value of the lemonade just the portion size. Uh oh! You're now swarmed everyday with kids buying lemonade. Selling that many lemonades a day is hard work so you bump up the price to \$0.75. That's the still the average allowance so there's no change in kids buying. Congratulations you just increased the overall value of the lemonade by 50% from \$1 a cup to \$1.50 a cup. Now little Kenny up the street who has been "borrowing" lemonades for weeks insisting "I'll just pay you back whatever the cup value is at the end of the month" is now screwed because he doesn't have enough allowance.

TL;DR Hedgies r Fukd, DRS your shares, the people running our favorite company are brilliant, I need a vacation, and little Kenny's parents are going to be pissed

We're going to the moon apes!