



## Peloton Interactive, Inc. Profile

441 9TH Ave FL 6  
New York, NY 10001-1663 United States  
Phone: 1-929-567-0006  
<http://www.onepeloton.com>

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# Company Overview

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Phone: 1-929-567-0006  
<http://www.onepeloton.com>

Peloton Interactive is a leading global fitness company with a highly engaged community of over 6.4 million members, which it defines as any individual who has a Peloton account through a paid Connected Fitness Subscription or a paid Peloton App membership. The company provides members with expert instruction and world-class content to create impactful and entertaining workout experiences for anyone, anywhere, and at any stage in their fitness journey. With tens of thousands of classes available across many fitness modalities, members can access Peloton content via its hardware or the Peloton App, on their phone, tablet, or TV. Its world-class instructors teach classes across a variety of fitness and wellness disciplines, including indoor cycling, indoor/outdoor running and walking, boot camp, yoga, strength training, and stretching, among others.

## Key Information

DUNS Number	079196212
Location Type	Parent/Headquarters
Subsidiary Status	No
Manufacturer	No
Company Type	Publicly Traded Company - Corporation
Plant/Facility Size (Square Feet)	336,000.00
Owns/Rents	Leases
Accountant	EY
Total Employees	2,656
Employee Growth (1-3 years)	-73%
Employees At This Location	436
Year of Founding or Change in Control	2012
Primary Industry	
Primary SIC Code	39490000: Sporting and athletic goods, nec
Primary NAICS Code	
Tradestyle	Peloton
Latitude/Longitude	40.75382 / -73.99622

## Key Financials

Fiscal Year-End	June
2025 Sales (Actual)	\$2,490.80M
1-Year Sales Growth	(7.76)%
Net Income	\$(118,900,000.00)
1-Year Net Income Growth	0.00%
Total Assets	\$2,125.30M
Market Value	\$3,031.73M
Prescreen Score	Low Risk

# Company Rankings

989 in Fortune 1000 Revenue Rank (2025)

## Key People

Name	Title
PETER STERN	President, Chief Executive Officer
ELIZABETH F CODDINGTON	Chief Financial Officer
SAQIB BAIG	Officer

# Company Description

Peloton has two reportable segments: Subscription and Connected Fitness Products, which account for nearly 65% and more than 35% of the company's revenue, respectively.

The Subscription segment derives revenue from monthly subscription fees from Connected Fitness subscription and Peloton App subscription. The company's subscriptions are offered on a month-to-month or prepaid basis and provide access to Peloton content in its library of live and on-demand fitness classes.

The Connected Fitness Products segment derives revenue from the sale of the company's portfolio of Connected Fitness Products and related accessories, as well as Precor branded fitness products, delivery and installation services, rental lease arrangements, extended warranty agreements, branded apparel, and commercial service contracts. The segment includes the Peloton Bike, Peloton Bike+, Peloton Tread, Peloton Tread+, Peloton Guide, and Peloton Row products.

Peloton content is accessed via membership, and it provides members with expert instruction and world-class content to create impactful and entertaining workout experiences for anyone, anywhere, and at any stage in their fitness journey. Its membership option includes all-access membership, Peloton App membership (Peloton App+ and Peloton App One), and Guide membership, which includes App+ membership and content exclusively for Guide. Peloton App+ provides unlimited access to Peloton's entire library of content, excluding Lanebreak and Scenic classes. Peloton App One is designed for members who want unlimited access to thousands of classes across Strength, Yoga, Outdoor Running, HIIT, and more.

The company's revenue has been declining in the last few years, following the increase in 2021. Still, it has an overall increase of 48% between 2020 and 2024.

In 2024, the company had a total revenue of \$2.7 billion, a 4% decrease from the previous year's total revenue year.

Net loss in 2024 was \$551.9 million, a 56% decrease from the previous year's net loss of \$1.3 million.

Cash held by the company at the end of fiscal 2024 was \$750.9 million. Operating activities used \$66.1 million, while investing activities generated \$26.8 million. Financing activities used another \$94.4 million, primarily for Principal repayment of term loan.

Peloton, based in New York City, operates retail properties in the US, Canada, the UK, Germany, and Australia. The company also has production studios in New York City and London, along with field operations and UK.

Overall, North America accounts for more than 90% of the company's revenue, while international markets account for the rest.

The company uses a combination of brand and product-specific performance marketing, which includes seasonal promotions to build brand awareness, generate sales of its Connected Fitness Products, and drive Paid App subscriptions. Its marketing tools include traditional television and online advertising, as well as third-party social media platforms such as Facebook, X, Instagram, and TikTok.

The company sells its products directly to customers through a multi-channel sales platform that includes e-commerce, inside sales (desktop and mobile websites), retail stores, and third-party retailers including Amazon, Dick's Sporting Goods, Fitshop, and John Lewis. Additionally, the company also offers a range of equipment and content-based solutions to enterprise clients across seven key verticals: hospitality, corporate wellness, multi-family residential, education, healthcare, gyms, and community wellness.

Its desktop and mobile websites provide an elevated brand experience where visitors can learn about its products and services and access product reviews. Its Inside sales team engages with customers by phone, email, and online chat on its websites, and offers one-on-one sales consultations seven days a week.

Peloton's advertising expenses were \$435.0 million, \$362.6 million, and \$637.3 million for the fiscal years ended June 30, 2024, 2023, and 2022, respectively.

## Industry Information

### Primary SIC Code

39490000: Sporting and athletic goods, nec

### Primary NAICS Code

# People

## Employees

Title	Name	Age	Salary	Bonus
President, Chief Executive Officer	PETER STERN	--	--	--
Chief Financial Officer	ELIZABETH F CODDINGTON	--	--	--
Officer	SAQIB BAIG	--	--	--

## Board Members

Title	Name	Age
Independent Chairman of the Board	MR. JAY HOAG	--
Chairman of the Board	JAY HOAG	--



## Biographies

### PETER STERN

President, Chief Executive Officer

### ELIZABETH F CODDINGTON

Chief Financial Officer

### SAQIB BAIG

Officer

# Company Financials

## Financial Summary

Company Type	Publicly Traded Company - Corporation NASDAQ:PTON Parent/Headquarters
Fiscal Year-End	June
2025 Sales (Actual)	\$2,490.80M
1-Year Sales Growth	(7.76)%
2025 Net Income	\$(118,900,000.00)
1-Year Net Income Growth	0.00%
Prescreen Score	Low Risk

## Annual Income Statement

All amounts in millions of US Dollars except per share amounts.

	Jun 2025	Jun 2024	Jun 2023	Jun 2022	Jun 2021
Revenue	2,490.80	2,700.40	2,800.30	3,582.20	4,021.80
Cost of Goods Sold	1,222.50	1,494.00	1,876.70	2,883.80	2,567.40
Gross Profit	1,268.30	1,206.50	923.50	698.40	1,454.40
Gross Profit Margin	50.92%	44.68%	32.98%	19.50%	36.16%
SG&A Expense	913.90	1,262.80	1,388.90	1,907.00	1,390.10
Depreciation and Amortization	35.00	47.10	57.40	75.30	--
Operating Income	61.70	(405.60)	(863.20)	(1,981.00)	(183.30)
Operating Margin	2.48%	(15.02%)	(30.83%)	(55.30%)	(4.56%)
Nonoperating Income	--	--	--	--	--
Nonoperating Expenses	--	--	--	--	--
Income Before Taxes	(115.60)	(552.10)	(1,258.00)	(2,808.10)	(198.20)
Income Taxes	3.40	(0.20)	3.70	19.60	(9.20)
Net Income After Taxes	(118.90)	(551.90)	(1,261.70)	(2,827.70)	(189.00)
Continuing Operations	(119.00)	(551.90)	(1,261.70)	(2,827.70)	(189.00)
Discontinued Operations	--	--	--	--	--
Total Operations	--	--	--	--	--
Total Net Income	(118.90)	(551.90)	(1,261.70)	(2,827.70)	(189.00)
Net Profit Margin	(4.77%)	(20.44%)	(45.06%)	(78.94%)	(4.70%)
Diluted EPS from Continuing Operations	--	--	--	--	--
Diluted EPS from Total Operations	--	--	--	--	--
Diluted EPS from Total Net Income	(0.30)	(1.51)	(3.64)	(8.77)	(0.64)
Dividends Per Share	--	--	--	--	--

## Quarterly Income Statement

All amounts in millions of US Dollars except per share amounts.

Quarter Ending	Jun 2025	Mar 2025	Dec 2024	Sep 2024	Jun 2024
Revenue	606.90	624.00	674.00	585.90	643.50
Cost of Goods Sold	278.80	306.00	355.60	282.20	331.60
Gross Profit	328.10	318.10	318.40	303.80	312.00
Gross Profit Margin	54.06%	50.98%	47.24%	51.85%	48.48%
SG&A Expense	170.60	257.90	274.90	201.40	251.20
Depreciation and Amortization	--	--	9.10	--	--
Operating Income	66.70	0.60	(25.90)	43.90	(55.50)
Operating Margin	10.99%	0.10%	(3.84%)	7.49%	(8.62%)
Nonoperating Income	--	--	--	--	--
Nonoperating Expenses	--	--	--	--	--
Income Before Taxes	22.60	(46.90)	(91.20)	0.00	(30.30)
Income Taxes	1.10	0.80	0.70	0.80	0.10
Net Income After Taxes	21.60	(47.70)	(92.00)	(0.90)	(30.50)
Continuing Operations	21.50	(47.70)	(91.90)	(0.80)	(30.40)
Discontinued Operations	--	--	--	--	--
Total Operations	--	--	--	--	--
Total Net Income	21.60	(47.70)	(92.00)	(0.90)	(30.50)
Net Profit Margin	3.56%	(7.64%)	(13.65%)	(0.15%)	(4.74%)
Diluted EPS from Continuing Operations	--	--	--	--	--
Diluted EPS from Total Operations	--	--	--	--	--
Diluted EPS from Total Net Income	0.05	(0.12)	(0.24)	0.00	(0.08)
Dividends Per Share	--	--	--	--	--

# Annual Balance Sheet

All amounts in millions of US Dollars except per share amounts.

## Assets

	Jun 2025	Jun 2024	Jun 2023	Jun 2022	Jun 2021
Cash	1,039.50	697.60	813.90	1,253.90	1,134.80
Net Receivables	101.20	103.60	97.20	83.60	71.40
Inventories	205.60	329.70	522.60	1,104.50	937.10
Other Current Assets	--	--	--	--	--
Total Current Assets	1,437.60	1,266.00	1,639.10	2,634.60	2,818.10
Net Fixed Assets	577.90	788.60	969.00	1,273.40	1,172.00
Other Noncurrent	--	--	--	--	--
Total Assets	2,125.30	2,185.20	2,769.10	4,028.50	4,485.60

## Shareholder's Equity

	Jun 2025	Jun 2024	Jun 2023	Jun 2022	Jun 2021
Preferred Stock Equity	--	--	--	--	--
Common Stock Equity	0.00	0.00	0.00	0.00	0.00
Total Equity	(413.70)	(519.20)	(295.20)	592.90	1,754.10
Shares Outstanding (M)	406.42	376.26	356.77	338.27	300.15

## Liabilities

	Jun 2025	Jun 2024	Jun 2023	Jun 2022	Jun 2021
Accounts Payable	66.70	85.40	76.50	93.00	364.40
Short-Term Debt	208.50	10.00	7.50	7.50	--
Other Current Liabilities	2.00	3.90	4.50	13.10	27.20
Total Current Liabilities	803.90	685.20	761.40	1,105.50	1,243.00
Long-Term Debt	1,290.50	1,490.10	1,678.90	1,554.00	829.80
Other Noncurrent	37.10	25.80	30.20	50.70	38.30
Total Liabilities	2,539.00	2,704.40	3,064.30	3,435.60	2,731.50

## Quarterly Balance Sheet

All amounts in millions of US Dollars except per share amounts.

<b>Assets</b>					
<b>Quarter Ending</b>	<b>Jun 2025</b>	<b>Mar 2025</b>	<b>Dec 2024</b>	<b>Sep 2024</b>	<b>Jun 2024</b>
Cash	1,039.50	914.30	829.00	722.30	697.60
Net Receivables	101.20	93.60	96.80	101.80	103.60
Inventories	205.60	213.50	257.80	333.30	329.70
Other Current Assets	--	--	--	--	--
Total Current Assets	1,437.60	1,340.30	1,307.50	1,285.10	1,266.00
Net Fixed Assets	577.90	608.90	681.90	747.40	788.60
Other Noncurrent	--	--	--	--	--
Total Assets	2,125.30	2,064.80	2,109.80	2,157.10	2,185.20
<b>Shareholder's Equity</b>					
<b>Quarter Ending</b>	<b>Jun 2025</b>	<b>Mar 2025</b>	<b>Dec 2024</b>	<b>Sep 2024</b>	<b>Jun 2024</b>
Preferred Stock Equity	--	--	--	--	--
Common Stock Equity	0.00	0.00	0.00	0.00	0.00
Total Equity	(413.70)	(491.30)	(497.20)	(480.40)	(519.20)
Shares Outstanding (M)	406.42	398.28	389.86	381.28	376.26
<b>Liabilities</b>					
<b>Quarter Ending</b>	<b>Jun 2025</b>	<b>Mar 2025</b>	<b>Dec 2024</b>	<b>Sep 2024</b>	<b>Jun 2024</b>
Accounts Payable	66.70	--	--	--	85.40
Short-Term Debt	208.50	208.20	10.00	10.00	10.00
Other Current Liabilities	2.00	0.90	4.30	2.90	3.90
Total Current Liabilities	803.90	811.70	634.70	640.20	685.20
Long-Term Debt	1,290.50	1,290.90	1,489.30	1,489.60	1,490.10
Other Noncurrent	37.10	31.30	25.90	25.70	25.80
Total Liabilities	2,539.00	2,556.10	2,607.00	2,637.50	2,704.40

## Annual Cash Flow

All amounts in millions of US Dollars except per share amounts.

	<b>Jun 2025</b>	<b>Jun 2024</b>	<b>Jun 2023</b>	<b>Jun 2022</b>	<b>Jun 2021</b>
Cash & Cash Equivalents at Beginning of Year	750.90	885.50	1,257.60	1,135.70	1,037.00
Net Cash Provided by Operating Activities	333.00	(66.20)	(387.80)	(2,019.80)	(239.80)
Net Cash Provided by Investing Activities	(5.10)	26.80	(70.00)	153.40	(585.10)
Net Cash Provided by Financing Activities	1.70	(94.40)	76.80	2,015.10	916.80
Net Increase/Decrease in Cash & Equivalents	329.60	(133.60)	(380.70)	148.40	92.00
Cash & Cash Equivalents at End of Year	1,085.80	750.90	885.50	1,257.60	1,135.70

## Quarterly Cash Flow

All amounts in millions of US Dollars except per share amounts.

<b>Quarter Ending</b>	<b>Jun 2025</b>	<b>Mar 2025</b>	<b>Dec 2024</b>	<b>Sep 2024</b>	<b>Jun 2024</b>
Cash & Cash Equivalents at Beginning of Year	961.90	876.90	772.10	750.90	848.70
Net Cash Provided by Operating Activities	117.30	96.50	106.70	12.50	32.70
Net Cash Provided by Investing Activities	(4.70)	(2.10)	(0.70)	2.40	(6.70)
Net Cash Provided by Financing Activities	(0.40)	(1.90)	(0.80)	4.80	(123.40)
Net Increase/Decrease in Cash & Equivalents	112.10	92.70	105.10	19.70	(97.30)
Cash & Cash Equivalents at End of Year	1,085.80	961.90	876.90	772.10	750.90



## Financial Market Data

### Current Information

Last Close (21-Nov-2025)	\$6.47	Price/Sales Ratio	1.14
52-Week High	\$10.90	Price/Book Ratio	--
52-Week Low	\$4.63	Price/Earnings Ratio	--
60-Month Beta	2.34	Price/Cash Flow Ratio	8.50
Market Cap	\$3,031.73M	Return on Assets	(5.52%)
Shares Outstanding	417.59M	Return on Equity	--
Dividend Rate	--	Current Ratio	1.79
Dividend Yield	--	Long-Term Debt/Equity	--
# of Institutional Holders	231	% Owned by Institutions	43.81%
Latest Short Interest Ratio	--	Latest Net Insider Transactions	1

Growth	12 Month	36 Month	60 Month
Revenue Growth	(7.76%)	(11.41%)	6.41%
EPS Growth	--	--	--
Dividend Growth	--	--	--

## Historical Financials

### Income Statement

Year	Revenue (\$M)	Net Income (\$M)	Net Profit Margin
Jun 2025	2,490.80	(118.90)	(4.77)%
Jun 2024	2,700.40	(551.90)	(20.44)%
Jun 2023	2,800.30	(1,261.70)	(45.06)%
Jun 2022	3,582.20	(2,827.70)	(78.94)%
Jun 2021	4,021.80	(189.00)	(4.70)%

### 2025 Year-End Financials

Debt Ratio	--
Return on Equity	--
Cash (\$M)	1,039.50
Current Ratio	1.79
Long-Term Debt (\$M)	1,290.50
Shares Outstanding (M)	417.59
Dividend Yield	--
Dividend Payout	--
Market Cap (\$M)	3,031.73

# Competitors List

Company	Gross Revenue	Employees
Acushnet Holdings Corp.	\$2,457.09M	7,300
Bowflex Inc.	\$205.96M	412
Chewy, Inc.	\$11,861.34M	18,000
Cybex International, Inc.	\$41.24M	563
DAILY MAIL AND GENERAL TRUST P L C	\$1,461.94M	
DICK'S Sporting Goods, Inc.	\$13,442.85M	56,100
DoorDash, Inc.	\$10,722.00M	23,700
Escalade, Incorporated	\$251.51M	935
Five Below, Inc.	\$3,876.53M	23,200
Groupon, Inc.	\$492.56M	2,079
iFit Inc.	\$182.67M	2,500
Johnson Outdoors Inc.	\$592.85M	1,200
Mindbody, Inc.	\$90.59M	1,800
Topgolf Callaway Brands Corp.	\$4,239.30M	30,000
Wayfair Inc.	\$11,851.00M	13,500
WW International, Inc.	\$785.92M	3,700

# Competitive Landscape

Companies listed are Top Competitors.

## Key Numbers

	Peloton
Annual Sales (\$M)	\$2,490.80M
Employees	2,656
Market Cap (\$M)	\$3,031.73M

## Profitability

	Peloton
Gross Profit Margin	50.92%
Pre-Tax Profit	(4.64%)
Net Profit Margin	(4.77%)
Return on Equity	--
Return on Assets	(5.52%)
Return on Invested Capital	--

## Valuation

	Peloton
Price/Sales Ratio	Interactive, 1.14
Price/Earnings Ratio	--
Price/Book Ratio	--
Price/Cash Flow	8.50

## Operations

	Peloton
Days of Sales Outstanding	Interactive, 15.0
Inventory Turnover	4.6
Days of Cost of Goods Sold in Inventory	79.9
Asset Turnover	1.2

Net Receivables Turnover Flow	24.3
Effective Tax Rate	--

<b>Financial</b>	<b>Peloton Interactive, Inc.</b>
Current Ratio	1.79
Quick Ratio	1.42
Leverage Ratio	--
Total Debt/Equity	--
Interest Coverage	0.14

<b>Per Share Data</b>	<b>Peloton Interactive, Inc.</b>
Earnings Per Share	\$0.80
Dividend Per Share	--
Cash Flow Per Share	\$0.85
Working Capital Per Share	\$1.52
Long-Term Debt Per Share	--
Book Value Per Share	-\$0.99
Total Assets Per Share	\$5.09

<b>Growth</b>	<b>Peloton Interactive, Inc.</b>
12-Month Revenue	(7.6%)
12-Month Net Income	--
12-Month EPS Growth	--
12-Month Dividend Growth	--
36-Month Revenue	(11.41%)
36-Month Net Income	--
36-Month EPS Growth	--
36-Month Dividend Growth	--

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