

# Analyst A

Amazon.com Inc.

Q2 2025 Earnings Update (FY-end 31 December 2025)

**Announcement date: 25/07/2025**

Holdings Information	
Original Book Cost (USD)	2,800,000
MTM vs Ori (% / USD)	+21.5% / +602,000
MTM vs Imp	+13.2%
YTD Price Performance	+15.7%
Dividend Yield (Cost)	N/A (No dividend)

Current Price (22 July 2025)	\$205.00
Internal Analyst PT (Price Target)	\$225.00
<i>Upside</i>	+9.8%
External PT (Bloomberg)	\$220.00
<i>Upside</i>	+7.3%

## RESULTS REVIEW:

Amazon delivered a strong Q2 FY2025, with total revenue reaching \$167.7 billion, up +13.0% YoY, beating consensus by ~2%. Growth was broad-based, with particular strength in AWS, advertising, and international retail.

### Key Financial Metrics:

Metric	Q2 FY2025	Q3 FY2025 (E)	Q4 FY2025 (E)
Total Revenue	\$167.7 billion	\$176.8 billion	\$195.0 billion
Revenue Growth (YoY)	+13.0%	+12.5%	+12.0%
EBITDA	\$33.0 billion	\$34.5 billion	\$39.5 billion
EBITDA Margin	19.7%	19.5%	20.3%
Net Income	\$18.2 billion	\$18.7 billion	\$21.5 billion
Profit Margin	10.9%	10.6%	11.0%
Operating Margin	11.4%	11.3%	11.6%
Basic EPS	\$1.68	\$1.73	\$1.99
Basic Avg Shares Outstanding	10.79 billion	10.79 billion	10.79 billion
Dividend Rate	N/A	N/A	N/A
Dividend Yield	N/A	N/A	N/A

AWS grew revenue by an estimated +14% YoY, recovering from earlier deceleration as enterprise cloud demand rebounded. The Advertising segment saw double-digit growth, benefiting from improved targeting and Prime Video ad monetization.

Margins improved across the board, supported by AWS mix shift, automation in fulfillment centers, and improving international operations. EBITDA margin rose to 17.2%, up from ~15% a year ago, while operating margin crossed 9% for the first time in a Q2 period.