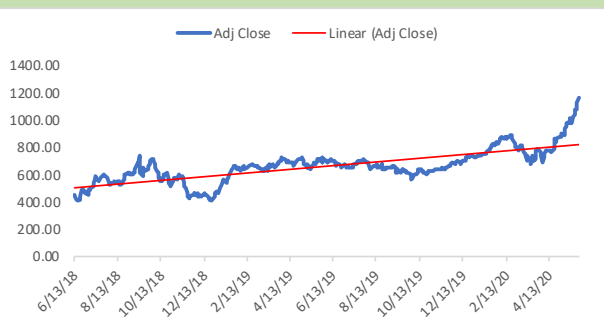


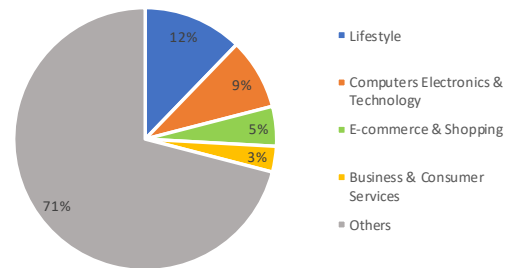
Dashboard

adyen

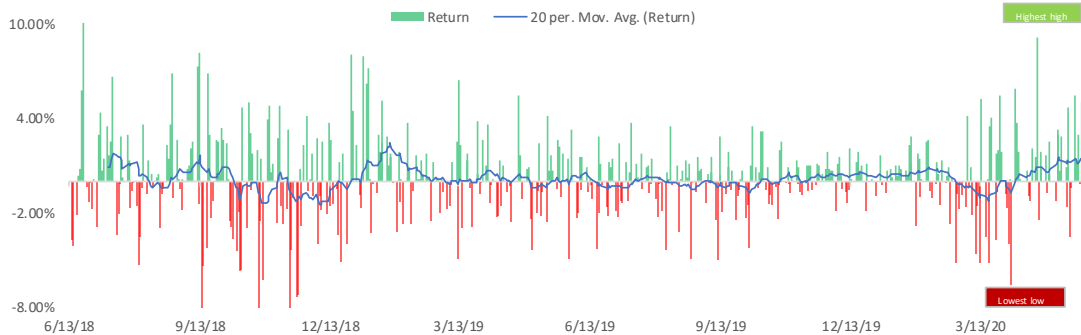
Adjusted Closing Price



Top Industry Verticals: Industry verticals where Adyen is used



Return by date (in days) for 2019-20



Key insights & Statistics

Market Capitalization in 2020: \$37.53 (€33.8)
It grew with 70.5% compared to Sep. 2019

Current Price per Share: \$26.20 (05/30/2020)

Market

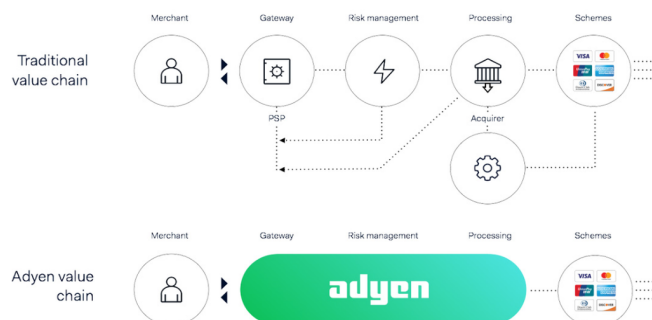
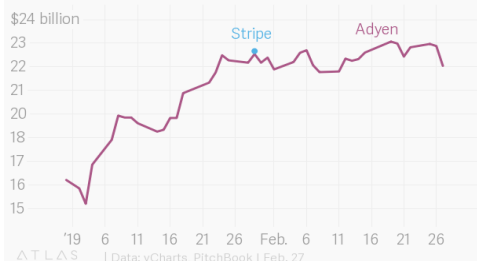
Main competitors	Lending model	Market Cap
Stripe	% of daily sales	\$35 Billion
Paypal	% of daily sales	\$181 Billion
Klarna	% of daily sales	\$5.5 Billion
Square	% of daily sales	\$35.6 Billion
Adyen	Fees&Commission	\$37.5 Billion

Recommendations & Insights:

According to their Annual Report in 2018 and Country-factsheet Folder, Adyen is planning for intense market expansion in Asia. They intend to do that with their "\$600 million plan". I think the future is bright for Adyen. Not just because they have good market share in the American Fintech Industry but also their "safety net" as they are spread across various verticals. This means that if one vertical would face a crisis, the company would still be able to push pass their revenue threshold and avoid extreme losses.

Additional: External sources & data

Market values for Adyen and Stripe





Industry Vertical	Popularity
Lifestyle	12.23%
Computers Electronics & Tech	8.75%
E-commerce & Shopping	4.90%
Business & Consumer Services	3.16%
Others	70.96%

