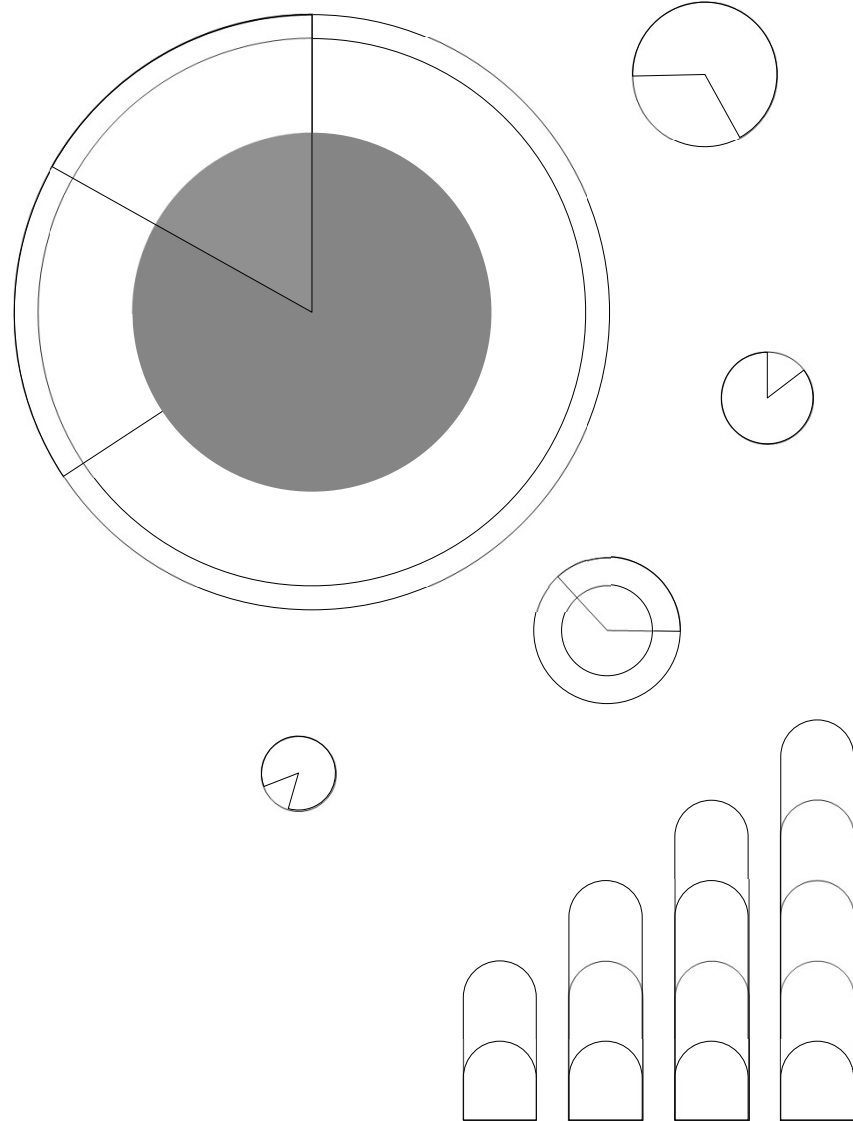


Alphabet Inc.

Ryan Farhab





The Company

- Previously Google Inc.
- Restructured in October 2015
- Ticker Symbol: GOOGL (Class A), GOOG (Class C)
- Credit Rating: AA+ (S&P), Aa2 (Moody's)
- Consists of Google and Other Bets
- Fortune 100 company
- World's third largest tech company by revenue (\$182.5 bn in 2020)
- Founders: Larry Page and Sergey Brin
- Traded on NASDAQ
- Headquartered in Mountain View, California

Alphabet

Google*

Google
ventures



Google^[x]

Google fiber

Google
capital

Google
CALICO



YouTube



Google Analytics



Google
AdWords





Economic Moat

- Google Search
- Android
- YouTube
- Chrome



[illegible]

- Industry: Ads, Search, Software, AI, Autonomous Vehicles, Biotech, Cloud Computing, Corporate VC, Hardware, Healthcare, Robotics
- Primary competition: Microsoft's Bing, Facebook Ads, Apple, AWS
- Industry Rank: #2 by revenue, #1 in Search, #3 in Desktop OS, #1 Mobile OS, #1 in Ads, #3 in Cloud Computing
- Risks to Competitive Position:
 - FTC
 - Global Regulators
 - Apple's increasing market share



Opportunities for Growth

- Wearables market
- Android OS
- Google Glasses and Google Play
- Cloud Services
- Remote Work
- Expand Services to Emerging Markets
- Non-advertising revenue



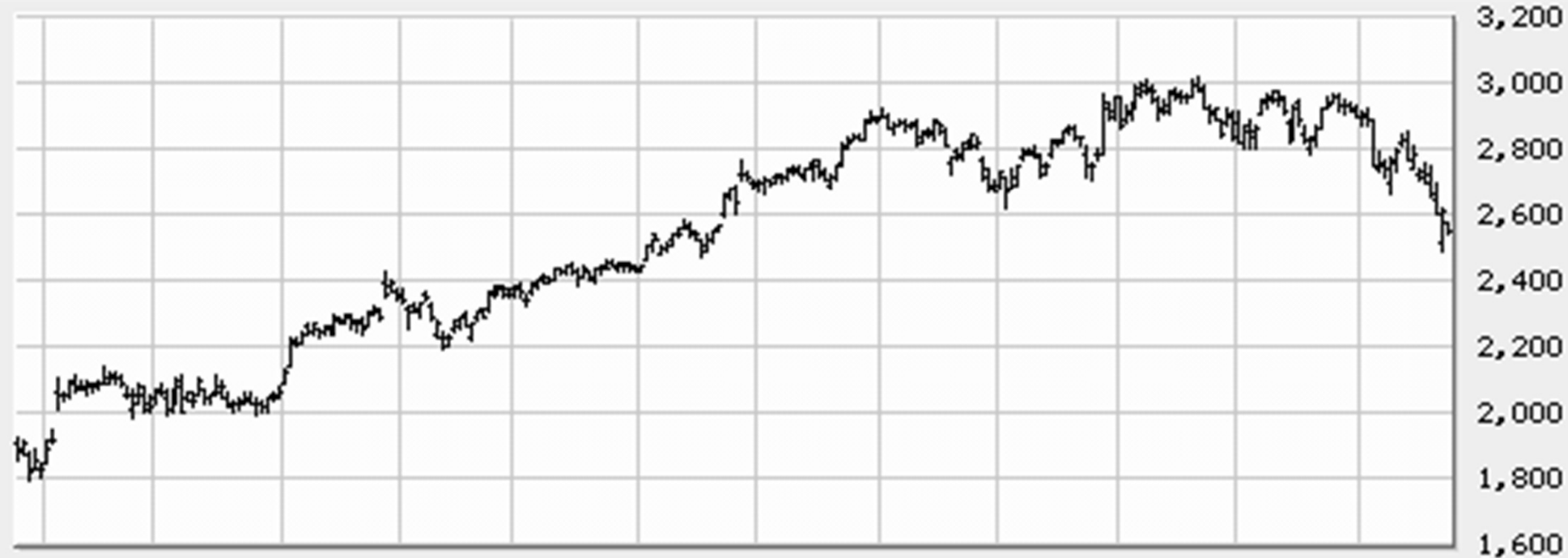


Conclusion

- Google has been an industry leader for more than the past decade
- Intrinsic value per share: \$2,740.26
- Current price: \$2,546.50
- BUY Recommendation

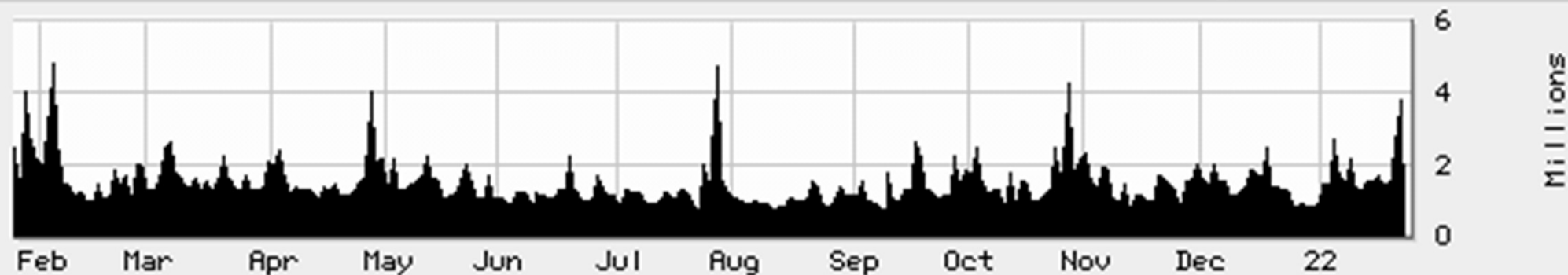
GOOGL Daily

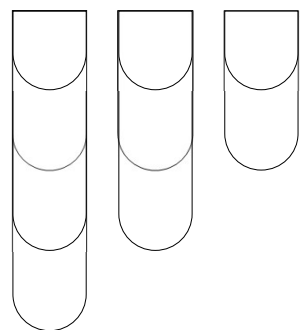
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Volume

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**Thank you for listening.
Questions?**

