

# MA Mastercard Inc.



ROIC (Current): 47.40%



WACC: 8.80%



Net Profit Margin: 45.70%

## MOAT ANALYSIS & COMPETITIVE STRENGTHS

### NETWORK EFFECT (Payment Processing)



Similar to Visa, Mastercard's network value grows exponentially as more consumers and merchants join, creating a powerful, self-reinforcing cycle of acceptance.

### INTANGIBLE ASSETS (Brand & Trust)



Globally recognized brand synonymous with security, reliability, and ubiquitous acceptance, driving high consumer confidence and loyalty.

## ADDITIONAL KEY INSIGHTS

- Global Duopoly:** Dominant player alongside Visa in the global payment processing industry, benefiting from significant scale and high barriers to entry.
- Digital Payments Growth:** Strongly positioned to capitalize on the secular shift from cash and check to digital, contactless, and e-commerce payments.
- B2B & Fintech Innovation:** Expanding beyond consumer payments with a focus on B2B solutions, open banking, and partnerships with fintech companies.