

November 21, 2016

## QUIC RESEARCH REPORT



### Amazon.com, Inc. Stock Pitch

An industry leader in cloud-computing and e-commerce

#### Introduction

**Amazon has led the growth in cloud computing and e-commerce. The opportunity to enter the leading player in two industries with strong secular tailwinds at a reasonable valuation is unparalleled.**

#### Investment Summary:

- 1. The management team at Amazon has a clear focus on the long-term potential of the business and does not try to boost quarterly earnings if it is not in the best interest of the business**
- 2. Amazon is best-positioned in the e-commerce industry and has invested significant capital to build the best platform for first-party and third-party e-commerce sales**
- 3. Amazon Web Services possesses the most complete cloud computing platform in the industry and operates at significantly higher margins than the e-commerce business, allowing Amazon to continue to reinvest its capital without significant risk**

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# QUIC Research Report

November 21, 2016

AMZN Stock Pitch



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## Industry Overview: E-Commerce

### What is E-Commerce?

The e-commerce industry is comprised of enterprises that sell goods and services over the internet. This industry has been made possible with the commercialization of the internet in the late 1990's as well as the establishment of secure online payment platforms. Within the e-commerce industry, there are four subsectors: business-to-business (ex. Intel), business-to-consumer (ex. McDonalds), business-to-employee (ex. Microsoft), and consumer-to-consumer (ex. PayPal). Consequently, the e-commerce industry can satisfy the transactional requirements of nearly all merchants.

### Industry Competition

In the industry, Amazon is the most dominant player with a market share of 20% in the United States. eBay is another major player, but controls a much smaller portion of the marketplace.

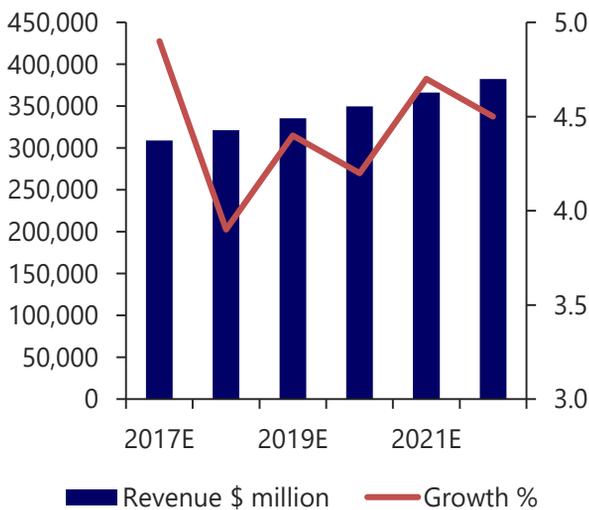
However, the majority of e-commerce activity is generated by retailers with physical stores such as Walmart, who recently acquired Jet.com to further increase their competitiveness in the e-commerce market. There has been an intense increase in the level of competition within the industry as the amount e-commerce enterprises are expected to grow at an annualized rate of 9.4%. E-commerce is expected to grow at a rate of 4.4% each year from 2016-2021.

### Key Success Factors

The key demand drivers in this industry are consumer disposable income, the world price of crude oil, and the number of mobile internet connections. The level of consumer disposable income is crucial when it comes to the success of the e-commerce industry because as disposable income rises, consumers will have more money to spend on discretionary goods typically purchased on e-commerce platforms.

EXHIBIT I

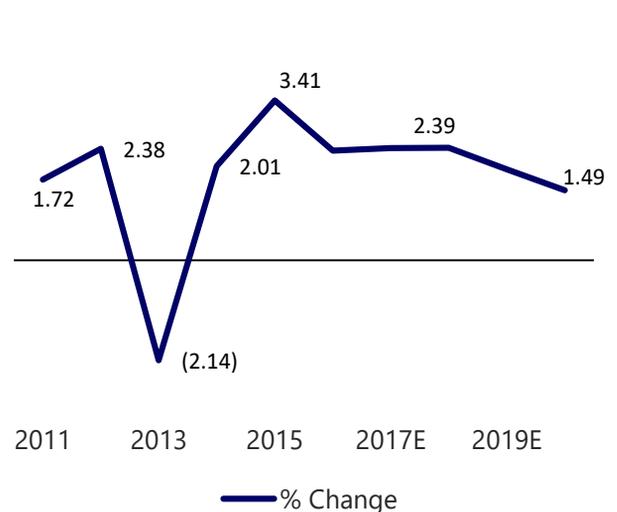
#### E-Commerce Revenue Outlook



Source: IBIS World

EXHIBIT II

#### Per Capita Disposable Income



Source: IBIS World

## Industry Overview: E-Commerce

Equally important, the number of mobile internet connections has a large impact on e-commerce sales. This correlation can be attributed to the greater accessibility consumers have to e-commerce platforms as they become more connected to the web. As most consumers already have multiple web-connected devices, the number of mobile internet connections will grow at a slower rate. Despite this saturation, the number of mobile internet connections is expected to demonstrate decent growth at a rate of 5.1% from 2017 to 2022.

### Enhanced Customer Experience

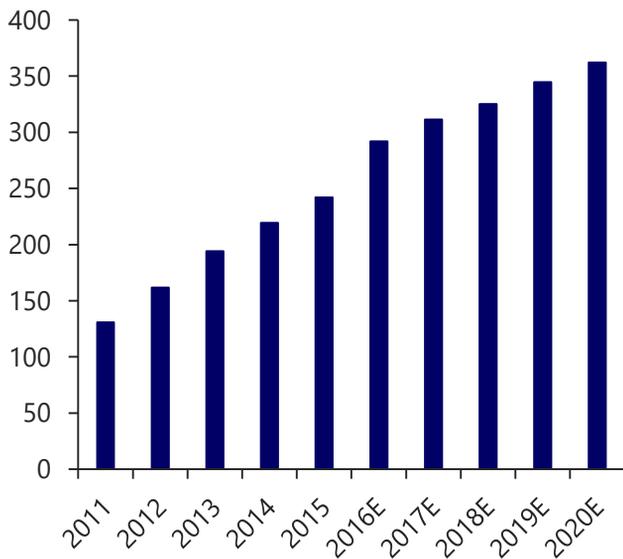
Though the concept of e-commerce has been around for over 15 years, there has been significant innovations in the industry that have recently emerged. Thus, the customer experience has vastly improved, meaning e-commerce is becoming an even more attractive alternative to the traditional brick-and-mortar retail experience.

into the shopping experience has lead to increased spending by consumers. Chatbot is a software that simulates a real person and interacts with the consumer in the form of voice or message communication. Essentially, chatbot acts as a resource that responds to any questions the customer may have, leading to greater conviction in buying decisions. Additionally, the use of data aggregation has allowed chatbot to further tailor to the customer, making suggestions that are based off their preferences.

Also, the availability of same-day delivery has greatly improved the consumer experience. Since shoppers can now make their purchase from the comfort of their own homes and receive it within the same day, there is little reason to make a visit to a retail store. Services such as Amazon Prime are already offering this to consumers in large cities across Canada and the United States.

EXHIBIT III

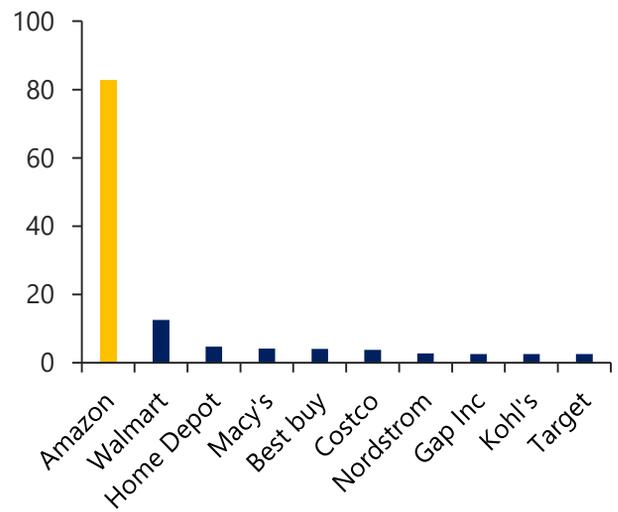
**Mobile Internet Connections (MM)**



Source: IBIS World

EXHIBIT IV

**E-Commerce Sales for Top Retailers (\$B)**



Source: eMarketer

## Company Overview

### Brief History

*"Take a long-term view, and the interests of customers and shareholders align." –Jeff Bezos*

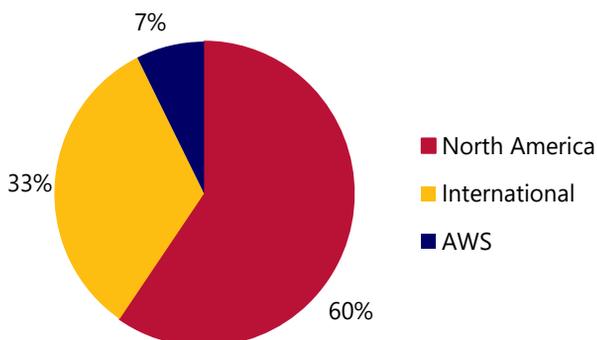
One of the pioneers of e-commerce was Jeff Bezos, founder of Amazon.com. In 1994, Jeff Bezos left his firm on Wall Street firm to start Amazon out of his garage in Seattle. Bezos decided that his venture would re-sell books online due to the low prices and large selection of titles available. In 1997, Amazon filed for an IPO, and later that year the company was the first e-commerce platform to reach 1 million customers.

In 1998, the company began to diversify its products and geography through acquisitions, expanding to music and video sales and reaching customers in Europe.

Moving into the 2000's, Amazon began to face scrutiny from shareholders for continuing to put market share gains ahead of profit gains. In 2001, Amazon recorded its first profit of \$5 million on revenues of more than \$1 billion. Since then, Amazon has continued to grow and diversify their product offerings.

### EXHIBIT V

#### Revenue Segmentation 2015A



Source: Company Reports

### Amazon Today

Today, Amazon is as much a technology company as it is an online retailer. The main goal for Amazon is to gain market share in multiple enterprises through organic growth and a large amount of acquisitions. Consumers, vendors, enterprises, and content creators all add to Amazon's revenue stream. The company sells:

- 1) Content and merchandise purchased for resale on its e-commerce platform.
- 2) Proprietary electronic devices including its Kindle e-readers, Fire tablets, Fire TV's, Echo, and Fire phones.
- 3) An online platform that allows authors to publish their books in the Kindle Store.
- 4) Programs which enable vendors to sell their products/content on their website
- 5) Cloud computing services labeled as Amazon Web Services (AWS)
- 6) The Amazon Prime membership which offers free 2-day shipping, unlimited content streaming, and other services

Amazon is also creating its own brands: Amazon Basics, Amazon Fresh, Amazon Studios, and Amazon Warehouse Deals.

### The Business Model

Low prices, large selection, and convenience have been the main drivers of the e-commerce store's success. More sellers meant greater convenience, larger selection, and lower prices which attracted more customers. In turn, more customers attracted more seller, and thus the ball began to roll. The digital platform enabled limitless inventory and high margins. At the same time, Amazon continues to invest in technology innovation to improve the customer experience and introduce efficiencies within their warehouses, attracting more customers.

## Investment Thesis I: Jeff Bezos, *The Outsider CEO*

In 2012, a book called *The Outsiders* was published, discussing eight unconventional CEOs and their radically rational blueprint for success. The book was praised by well-known business moguls (such as Warren Buffett) and even made a guest appearance in a QUIC CEO lesson from last year.

The book's author, William Thorndike, argues that most CEOs get to the top by excelling in areas not related to leading, and once given said position lack the most important component of being the boss – capital allocation. In addition, *The Outsiders* shared common views of long-term thinking, frugality, free cash flow and independent thinking. In contrast, the typical CEO focused on hitting quarterly earnings expectations, relationships with Wall Street analysts, their perception in the media and other aspects not pertaining to creating long-term shareholder value.

Jeff Bezos is an *Outsider CEO*. Bezos founded Amazon and has been with the firm since day one. He does not meet with Wall Street executives or lose sleep if the company's share price adjusts over the short run. Bezos also has a relentless focus on

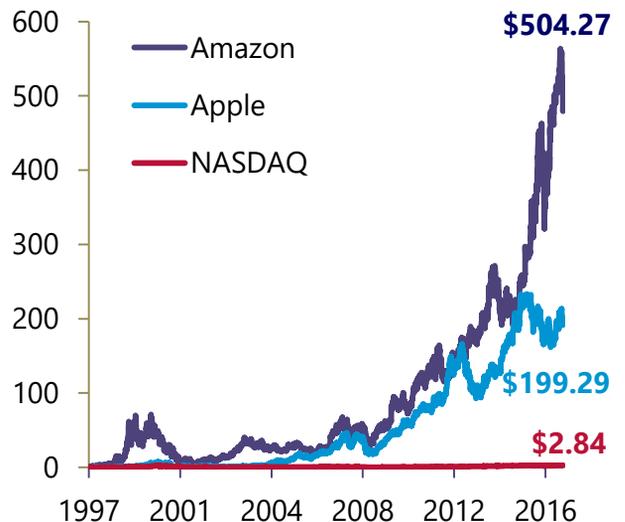
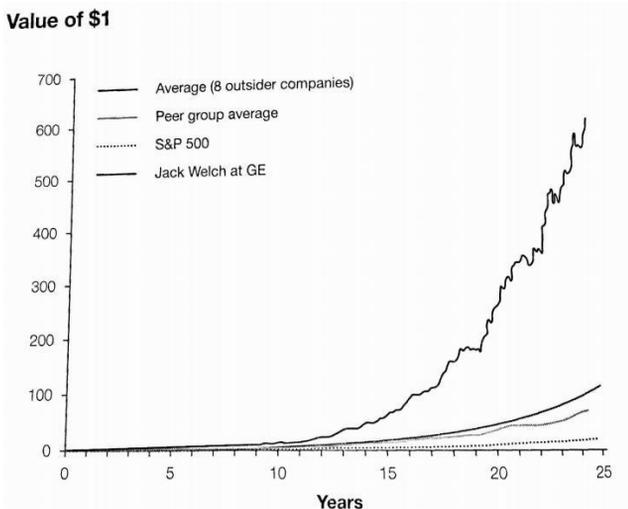
capturing free cash flow and understands that earnings can easily be manipulated. He is a master in capital allocation and has a strong focus on return on invested capital.

Bezos is also an original thinker. He notes that Amazon does things much differently than the average company and attributes much of Amazon's success to taking on big risks that paid off well. He has turned an online used book retailer into the largest retail company in the United States and has no plans on holding back on new opportunities to invest in.

Amazon's goal is to capture as much market share it can obtain in every endeavour the company takes on. He cites that the company's plans for growth moving forward will be expanding content offerings for Amazon Web Services, improving logistics of Amazon's retail delivery service and bolstering Amazon Prime to complete the Amazon "flywheel". We have great confidence that Bezos and his team will continue to put customers and shareholders first to continue to add value for years to come.

### EXHIBIT VI

#### Appreciation of a \$1 Investment



Source: *The Outsiders*, Company Filings

## Investment Thesis II: Well-Positioned in a Growth Industry

### 1. E-Commerce as a Growth Industry

Although in-store sales remain the largest retail channel, capturing ~88-89% of adjusted retail sales (ex-gas, food, & autos), the US e-commerce market is experiencing rapid growth that shows no signs of slowing down. US online shoppers will spend a total of ~\$350 billion in 2016, touting e-commerce sales growth of ~15% this year, slightly above the five-year historical average of 14%. Meanwhile, in-store retail sales grew slightly above 2% this year, below the five-year historical average of 2.9%.

We expect further growth in e-commerce sales due to several drivers. Firstly, smartphone shopping is projected grow by 70% during the time horizon of 2015-2017, and account for 50% of online sales by end of 2017. Secondly, the margin increases experienced by companies implementing big data and predictive analysis encourage the presence and investment into more e-commerce product strategies. Moreover, the normalization of omni-channel shopping facilitates e-commerce growth, as 85% of e-commerce shoppers use several platforms

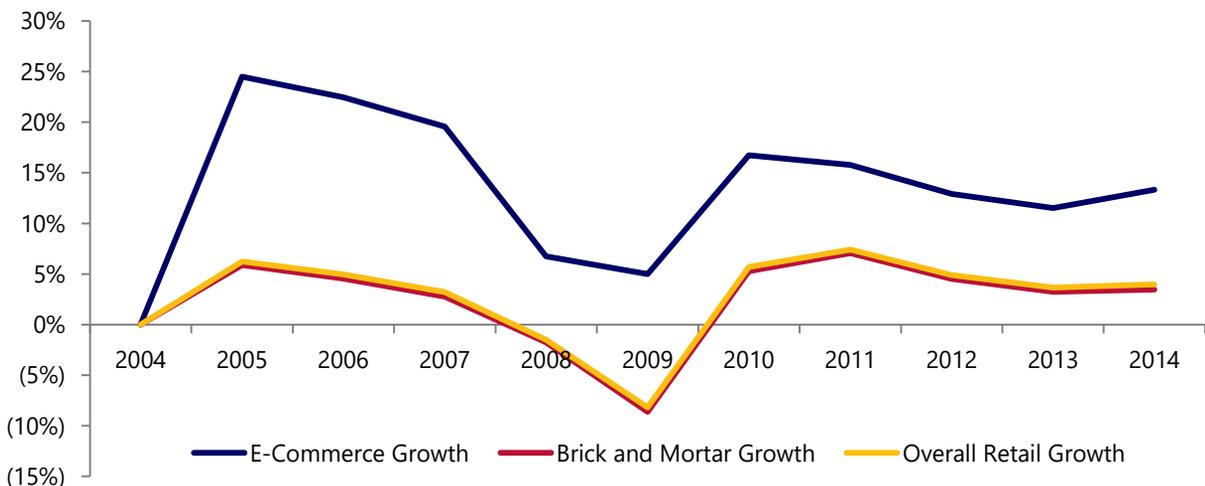
during the buying process, and omni-channel shoppers spend 2-3 times as much as regular shoppers. Lastly, advancements in supply chains and logistics will allow for faster and cheaper services, making e-commerce more convenient. Overall, e-commerce is still in its infancy stage with US e-commerce representing only ~11-12% of adjusted retail sales, which, according to JP Morgan research, will reach 14% by 2018 and will likely represent 30%+ over time.

### 2. Amazon's Positioning

Amazon's share of US e-commerce is between 35% and 40%, positioning it as a truly dominant force in this ~\$350B market, and more importantly, it's growing. While the overall US e-commerce market grows at 15%, Amazon continues to take share, growing its gross merchandise value (GMV) by ~35% in 2016. We believe Amazon will continue to gain e-commerce share, for four reasons: 1) Underlying secular growth, 2) Prime, 3) Early categories & 4) Moving closer to customers.

#### EXHIBIT VII

#### E-Commerce vs. Retail Growth



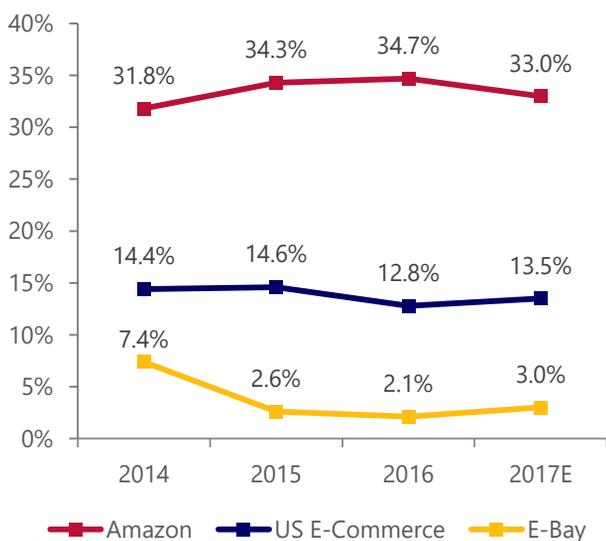
Source: US Department of Commerce

## Investment Thesis II: Well-Positioned in a Growth Industry

To begin, the rationale behind holding a company that is leading the charge in a growth-market is simple. The growth of the industry is not simply benefitting the firm, but arguably is, in fact, being influenced by the firm – inspiring confidence in the firm’s ability to continue to grow into the future.

### EXHIBIT VIII

#### US GMV Growth (YoY)



Source: Bain & Company

Next, Prime has managed to reach a scale and value that would be difficult to replace by any other company. Prime has an estimated 50M members worldwide, 30M+ of which are in the US. Prime members purchase ~3-6x times as much as non-Prime members and membership continues to grow at a fast pace, +51% in 2015 (incl. +47% in the US), and there is plenty of room for additional Prime growth. Ultimately, Prime delivers on such a massive scale and with so many features that it would be extremely difficult for any other company to replicate.

Furthermore, Amazon is still underpenetrated in many categories online. Apparel & Accessories would be an attractive near-term opportunity for Amazon, as only 10-15% of the ~\$650B retail spend was online in 2015, and Amazon only held an estimated 20% share of that.

Finally, Amazon has successfully positioned itself as the ultimate solution as consumer behaviour shifts towards a seamless, easy shopping experience across channels. Customers want what they want, when they want it, and, increasingly, they want it delivered for free and/or cheap. To address this, Amazon extends its Prime benefits, lowers prices for same-day delivery, and continues to expand its fulfillment network and sortation centers. The value of merchandise ordered via same-day delivery is expected to exceed \$4 billion by 2018, whereas it was only \$100 million in 2014. Amazon Prime sets the pace with its two-hour delivery for consumers in 27 US markets – an offer that would’ve otherwise been considered logistically impossible. Amazon creates the new standards of future retail, forcing other retailers to rapidly invest in their omnichannel supply chain capabilities just to keep up. Amazon’s continuous focus on a flexible, effective, and efficient supply chain allows it to not simply be a leader in delivery services, but often the first mover.

Overall, we believe by 2018 e-commerce will grow as a percent of the overall retail pie, from its current 11% to an estimated 14%, and Amazon will take a larger share of this growing market, expanding from 35-40% of the US e-commerce market to 50% by 2018.

## Investment Thesis III: Strong Momentum of AWS

Amazon launched its Amazon Web Services (AWS) business in 2006. The segment began as a group of cloud computing services that were positioned as an alternative to in-house server farms for business customers. In essence, AWS offers Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS) functionality, which form the basis of the cloud computing stack. AWS users can further build on AWS's functionality by designing Software-as-a-Service (SaaS) applications.

The AWS cloud infrastructure is built around 14 geographic regions and 38 availability zones. Each region contains multiple availability zones which consists of discrete data centres, plus redundancies, in separate facilities.

Amazon's cloud computing model offers several competitive advantages over traditional server farms. Under its usage-based pricing model, AWS gives corporations the opportunity to eliminate high fixed capital expenditures on physical server hardware. The size of AWS also lends to greater economies of scale, which yields lower operating

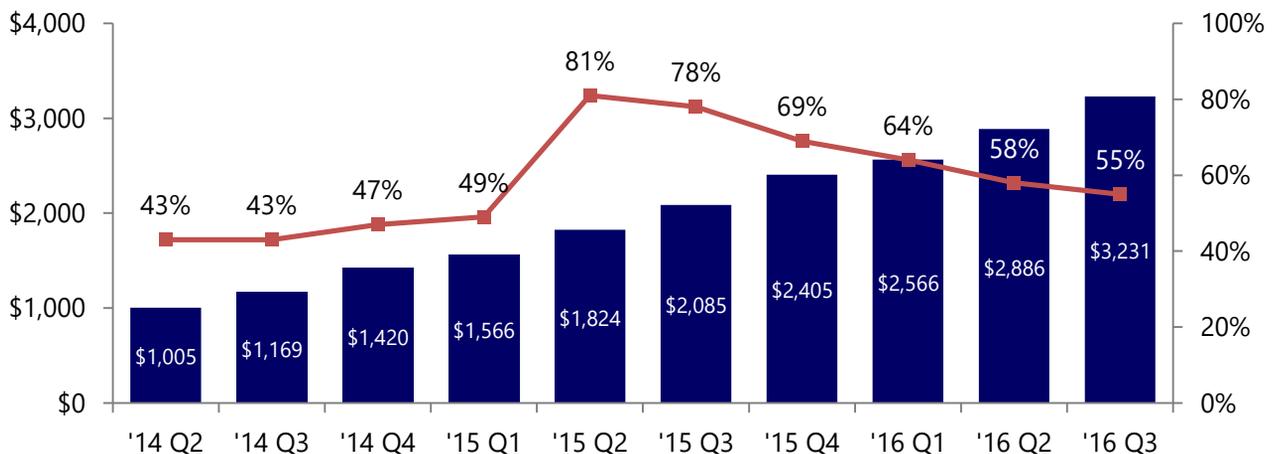
expenses for clients. Furthermore, AWS enables highly flexible capacity because virtual resources are easily scalable.

Today, AWS has 1 million active customers in 190 countries. The customer base spans numerous verticals, such as financial services, CPGs, government, media, internet, and healthcare. Netflix, Dow Jones, and the US Centers for Disease Control and Prevention are just some examples of AWS users.

The strong momentum of AWS is a key driver for parent company Amazon's overall growth in the near future. Companies are increasingly turning their attention to cloud computing investments, and AWS is well positioned to capitalize on this trend as the global leader in cloud computing. In its latest earnings release for Q3 of 2015, Amazon announced 55% Y/Y growth in revenue from AWS, making it a \$3.2 billion segment. This growth trajectory is particularly attractive because Amazon has repeatedly beat street estimates for several quarters.

### EXHIBIT IX

#### AWS Revenue (MM) and Y/Y Growth



Source: Company report

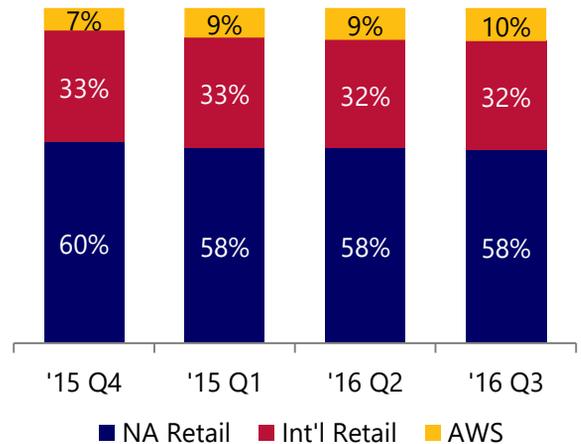
## Investment Thesis III: Strong Momentum of AWS

Compounding the strong momentum of AWS is its amplifying mix of Amazon's revenues. AWS presently comprises 10% of total revenue and is on track to expand further, which has substantial upside potential for Amazon's earnings. Notably, AWS generates a 27% operating margin compared to low single digits for Amazon's North America retail segment. Further shifts in the revenue mix toward the AWS segment will result in higher gross margins and an improved bottom line.

Although Microsoft and Alphabet are ramping up development in their own cloud services—Azure and Google Cloud, respectively—neither stack up to Amazon's in terms of market share, reach, and the extent of services available. The future outlook for AWS is also promising as Amazon has announced that it will opening 9 more availability zones and expanding to 4 more regions throughout the coming year.

### EXHIBIT X

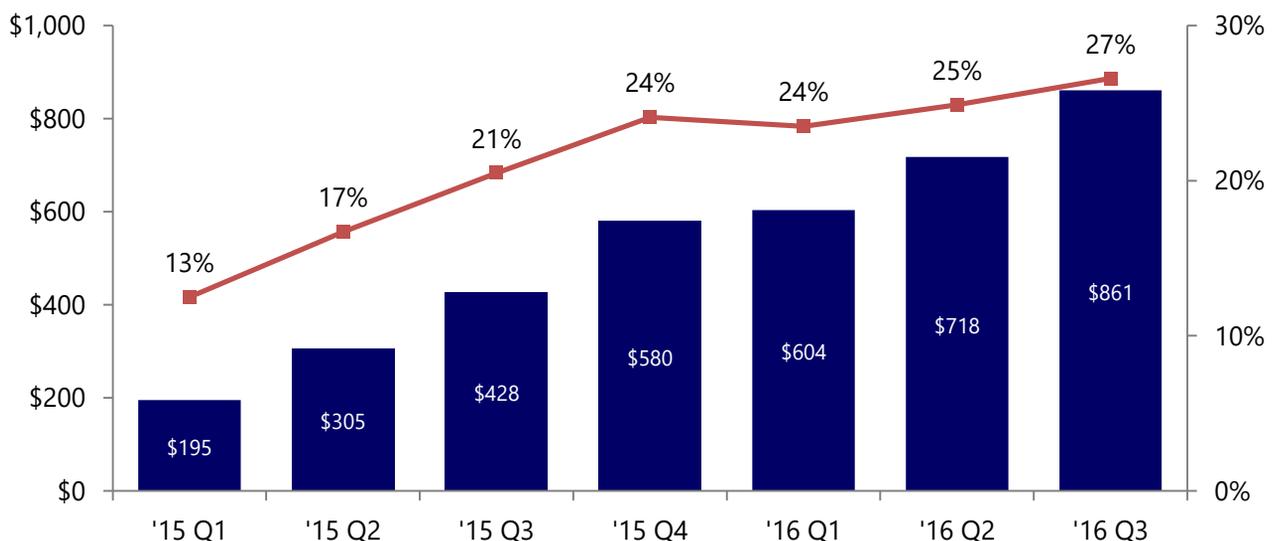
#### Amazon Revenue Mix



Source: Company report

### EXHIBIT XI

#### AWS Net Income (MM) and Operating Margin



Source: Company report

## Risks and Catalysts

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### Risks

- 1. Price Competition in Cloud Computing:** Amazon Web Services currently competes with the likes of other cloud computing giants like Google and Microsoft. One major risk that faces Amazon is that this competition becomes increasingly fierce and these companies begin to compete primarily on the basis of price rather than competing on features and services offered. While price decreases for Amazon Web Services are currently estimated at ~20% year-over-year, price decreases beyond that threshold, resulting from an increase in price-based competition among the cloud computing service providers, pose a risk for Amazon's AWS business unit, and thus a risk to the price of AMZN stock.
- 2. Brick-and-Mortar to Omni-Channel:** Amazon has been able to capture a significant amount of the growth in retail sales over the past years, and is estimated to continue capturing much of this growth with its effective online strategy, as discussed previously in this report. However, brick-and-mortar retailers like Walmart are now attempting to compete with e-commerce players like Amazon through omni-channel retail strategies, offering online and mobile shopping solutions. Amazon faces the risk that these retailers increase competition with effective omni-channel strategies, and if they can match Amazon's prices, Amazon could possibly lose part of their share of the growth in retail sales.
- 3. Current Valuation:** Though we have conviction in the three theses outlined in this report, Amazon trades at incomparably high multiples, leaving significant room for the compression of its valuation, thus posing a risk for AMZN stock. We remain cautious of its trading multiples.

### Catalysts

- 1. Addition of Original Content:** Amazon has been investing heavily in original video and other content services to add to the attractiveness of the Prime membership program. If Amazon is able to continue expanding their original content services, growth in Prime membership additions could accelerate in the coming years. Amazon has found that their Prime Video users are some of their most profitable customers, and Amazon has been able to drive tremendous growth in their e-commerce business from their Prime membership program. Therefore, continuing to add original content and possibly releasing new content services to further engage Prime members would very likely serve as a catalyst for AMZN.
- 2. Mobile Commerce:** While growth in e-commerce has surpassed growth in overall retail, mobile commerce, behind e-commerce on the adoption curve, is further accelerating this growth. Given that Amazon's membership model places them in an excellent position to capitalize on the mobile commerce trend, the increased adoption of mobile commerce practices among consumers will prove to be a positive catalyst for AMZN stock.
- 3. New Revenue Opportunities:** Amazon has shown that it can effectively monetize investments in new streams of revenue, whether directly or indirectly. With prospects in new areas like consumer staples and apparel, Amazon can continue to benefit from expansionary opportunities, driving direct revenue from some products, or simply driving engagement from others, both which we have seen to be effective for AMZN and could serve as catalysts for AMZN stock.

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AMZN Stock Pitch



## Valuation

### SOTP Valuation – Segmented Analysis

<b>Amazon eCommerce Segment - North America</b>								
(\$ in Millions)	Historical Period			Projection Period			CAGR	
	2013	2014	2015	2016E	2017E	2018E	13A-15A	16E-18E
<b>eCommerce North America Revenue</b>	\$41,410	\$50,834	\$63,708	\$80,272	\$99,537	\$121,436	24.0%	23.0%
% Annual Growth		22.8%	25.3%	26.0%	24.0%	22.0%		
Operating Expenses	40,244	49,542	60,957	76258	93565	113542	23.1%	22.0%
% of Revenue	97.2%	97.5%	95.7%	95.0%	94.0%	93.5%		
<b>Consolidated Segment Operating Income (CSOI)</b>	1,166	1,292	2,751	4,014	5,972	7,893	53.6%	40.2%
% of Revenue	2.8%	2.5%	4.3%	5.0%	6.0%	6.5%		
% Annual Growth		10.8%	112.9%	45.9%	48.8%	32.2%		
Estimated D&A	914	1,203	1,551	1,927	2,488	3036		
% of Revenue	2.2%	2.4%	2.4%	2.4%	2.5%	2.5%		
<b>EBITDA</b>	2,080	2,495	4,302	5,940	8,461	10,929	43.8%	35.6%
Implied EBITDA Margin %	5.0%	4.9%	6.8%	7.4%	8.5%	9.0%		

<b>Amazon eCommerce Segment - International</b>								
(\$ in Millions)	Historical Period			Projection Period			CAGR	
	2013	2014	2015	2016E	2017E	2018E	13A-15A	16E-18E
<b>eCommerce International Revenue</b>	\$29,934	\$33,510	\$35,418	\$41,793	\$50,152	\$60,182	8.8%	20.0%
% Annual Growth		11.9%	5.7%	18.0%	20.0%	20.0%		
Operating Expenses	29,780	33,654	35,509	42,002	50,052	59,881	9.2%	19.4%
% of Revenue	99.5%	100.4%	100.3%	100.5%	99.8%	99.5%		
<b>Consolidated Segment Operating Income (CSOI)</b>	154	(144)	(91)	(209)	100	301	N/A	N/A
% of Revenue	0.5%	(0.4%)	(0.3%)	(0.5%)	0.2%	0.5%		
% Annual Growth		(193.5%)	(36.8%)	N/A	N/A	N/A		
Estimated D&A	583	740	822	1,003	1,254	1505		
% of Revenue	1.9%	2.2%	2.3%	2.4%	2.5%	2.5%		
<b>EBITDA</b>	737	596	731	794	1,354	1,805	(0.4%)	50.8%
Implied EBITDA Margin %	2.5%	1.8%	2.1%	1.9%	2.7%	3.0%		

<b>Amazon Web Services &amp; Other</b>								
(\$ in Millions)	Historical Period			Projection Period			CAGR	
	2013	2014	2015	2016E	2017E	2018E	13A-15A	16E-18E
<b>AWS Revenue</b>	\$3,108	\$4,644	\$7,880	\$12,214	\$17,710	\$23,909	59.2%	39.9%
% Annual Growth		49.4%	69.7%	55.0%	45.0%	35.0%		
Operating Expenses	2,435	3,984	6,017	\$8,916	\$12,397	\$15,541	57.2%	32.0%
% of Revenue	78.3%	85.8%	76.4%	73.0%	70.0%	65.0%		
<b>Consolidated Segment Operating Income (CSOI)</b>	673	660	1,863	\$3,298	\$5,313	\$8,368	66.4%	59.3%
% of Revenue	21.7%	14.2%	23.6%	27.0%	30.0%	35.0%		
% Annual Growth		(1.9%)	182.3%	77.0%	61.1%	57.5%		
Estimated D&A	963	1,673	2,576	3,664	4,428	5977		
% of Revenue	31.0%	36.0%	32.7%	30.0%	25.0%	25.0%		
<b>EBITDA</b>	1,636	2,333	4,439	6,962	9,741	14,345	64.7%	43.5%
Implied EBITDA Margin %	52.6%	50.2%	56.3%	57.0%	55.0%	60.0%		

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## Valuation

### SOTP Valuation

Amazon - Sum-of-the-Parts Valuation											
(\$ in Millions)	Estimated		EBITDA			Sales Multiple			EBITDA Multiple		
	Revenue	EBITDA	Margin	Downside	Base	Upside	Downside	Base	Upside		
	2018E	2018E	%								
eCommerce North America	\$121,436	\$10,929	9.0%	1.0x	1.4x	1.8x	15.0x	19.0x	23.0x		
eCommerce International	60,182	1,805	3.0%	1.0x	1.4x	1.8x	15.0x	19.0x	23.0x		
AWS & Other	23,909	14,345	60.0%	5.5x	6.0x	6.5x	10.0x	14.0x	16.0x		
<b>Total</b>	<b>205,527</b>	<b>27,080</b>	<b>24%</b>	<b>1.5x</b>	<b>1.9x</b>	<b>2.3x</b>	<b>14.4x</b>	<b>18.4x</b>	<b>22.2x</b>		

Base Case Enterprise Value (50-50 Mix)	\$420,256
Cash	18347
Debt	(18,988)
Equity Value	\$419,615
FDSO	475
Price Per Share	\$883.09
Implied Return	16%

Downside Scenario Enterprise Value (50-50 Mix)	\$323,795
Cash	18347
Debt	(18,988)
Equity Value	\$323,154
FDSO	475
Price Per Share	\$ 680.09
Implied Return	-11%

Upside Scenario Enterprise Value (50-50 Mix)	\$502,371
Cash	18347
Debt	(18,988)
Equity Value	\$501,730
FDSO	475
Price Per Share	\$ 1,055.90
Implied Return	39%

## Valuation

### SOTP Valuation

Base Scenario Implied Return			
Current Price	\$760.16	Dividend Yield	0.0%
12-Month Price Target	\$883.09	All-In Return	16.2%

TMT used a some-of-the-parts (SOTP) analysis. The SOTP was broken down into revenue from Amazon e-commerce North America, Amazon e-commerce International and Amazon Web Services. Assumptions of revenue forecasts, operating margins and depreciation were completed through the use of company guidance and sell-side estimates. To value each segment, TMT used a 50-50 blend of 2018 EV/Sales and 2018 EV/EBITDA estimates to determine the value for Amazon. These multiple estimates were determined based on trends of where each segment trades on a current-

basis, historical 2 year and 5 year basis and also using sell-side forecasted estimates.

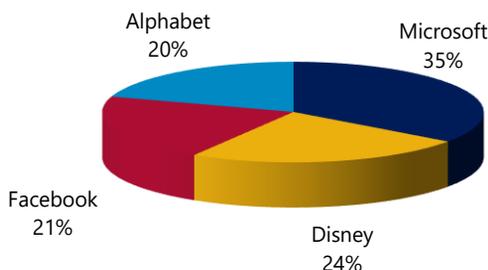
The base-case scenario resulted in a share-price of \$883.09, representing 16.2% upside. While multiple estimates were evidently high, we believe that Amazon's growth prospects and deployment of capital to improve operating margins will result in a strong business moat that competitors will not be able to compete with. Therefore, we believe the current and forecasted multiples being used to value Amazon are justified.

## Portfolio Implications

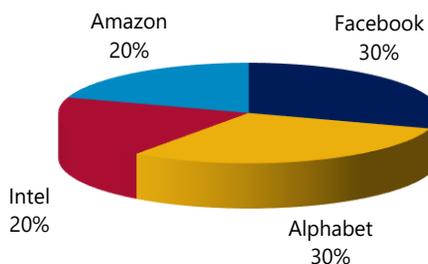
TMT believes that after the recent selloff of Amazon, now is an opportune time to purchase a position in the company. Amazon has developed strong business moats in cloud computing and e-commerce, and we believe that it is a name that will continue to outperform most companies in the U.S. TMT sector. Our base case scenario represents 16.2% upside and TMT feels that adding Amazon to our portfolio will improve our performance for the rest of the QUIC fiscal year.

The new composition of the TMT portfolio will be Facebook, Alphabet, Amazon and Intel. We look to exit Microsoft and Disney – as Microsoft nears our target price, we believe there is less upside potential available and Disney continues to face a difficult landscape where its media segment is challenged by the secular decline of cable subscriptions.

### Current US Portfolio Composition



### Pro Forma US Portfolio Composition



# QUIC Research Report

November 21, 2016

AMZN Stock Pitch



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