

Amazon

A Leading Seattle, WA Based Technology Company

Tiburon Written Research
March 4, 2020



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Industry Leading Think Tank, Advisor, and Investor in
Wealth & Investment Management (and Related WealthTech) Firms

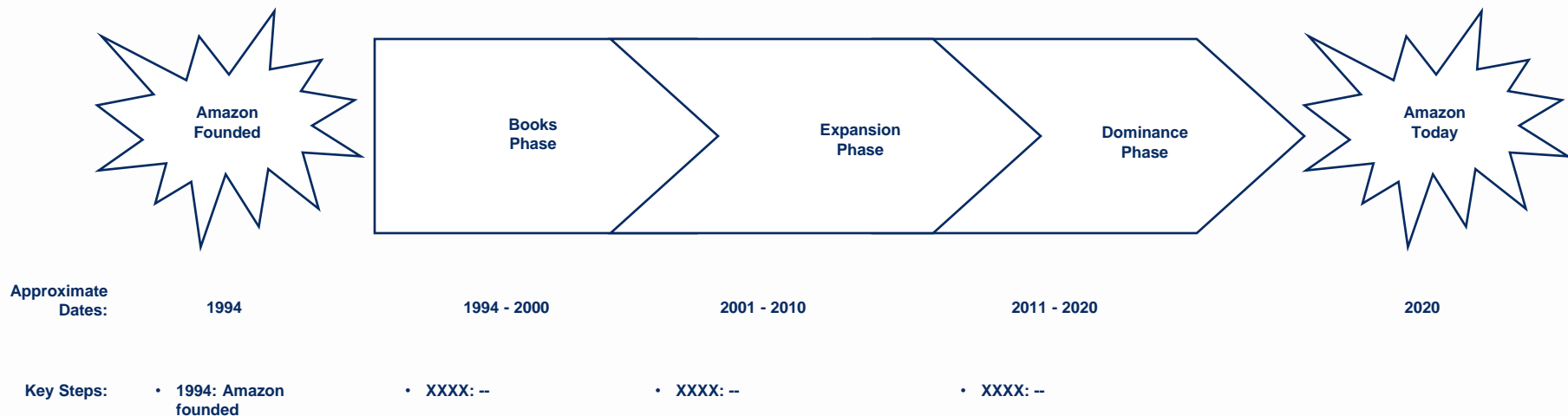


Comments

- **Founded in 1994**
 - **Founded as Cadabra**
 - **Founder Jeff Bezos**
- **Based in Seattle, WA**
- **\$232.9 billion revenues**
- **\$12.4 billion operating income**
- **CEO: Jeff Bezos**
- **Web sites: www.amazon.com & www.aboutamazon.com**

Amazon was Founded in 1994 and Has Subsequently Evolved through its Books, Expansion, & Dominance Phases

Amazon History



Amazon was Founded as Cadabra by Jeff Bezos in 1994

July 5, 1994

Comments



- **Founded in 1994**
 - **Founded as Cadabra**
 - **Founder Jeff Bezos**
- **Based in Seattle, WA**
- **CEO: Jeff Bezos**

Amazon is a Frequent Advertiser

Advertising

Comments

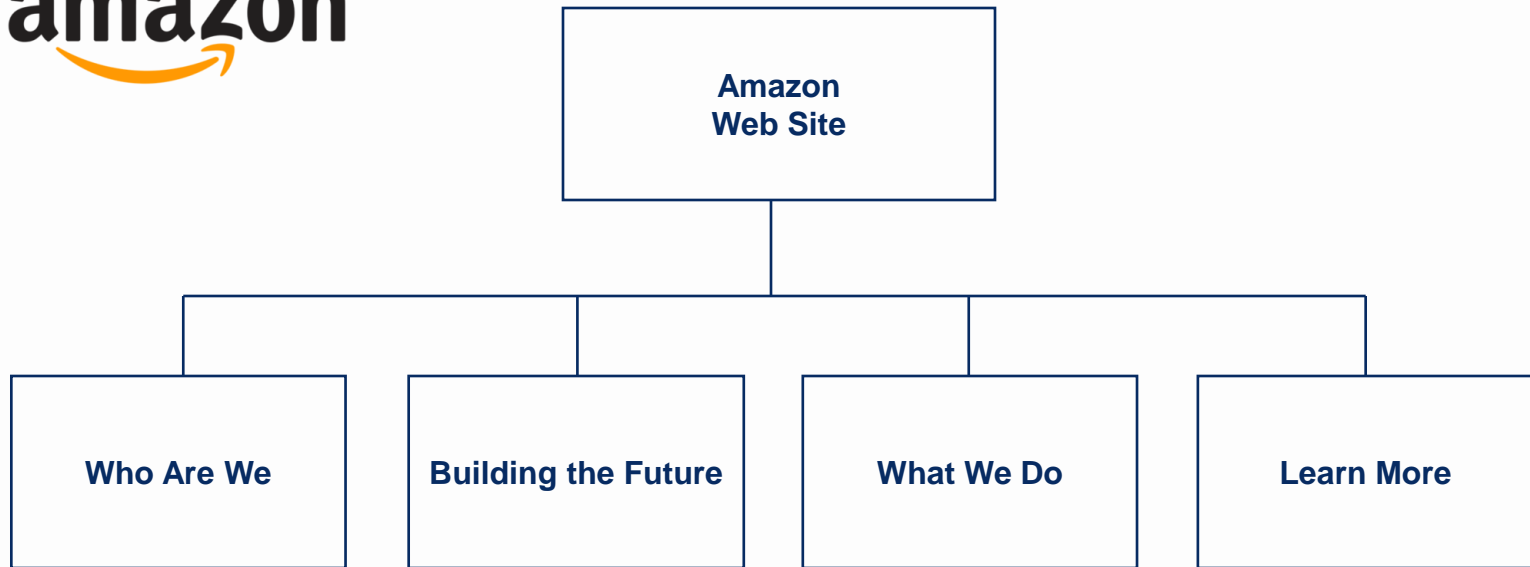
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Source: Tiburon Research & Analysis

Amazon Has a Web Site with Four Core Sections, Including Who Are We, Building the Future, What We Do, & Learn More

Amazon Web Site



Amazon is Not a Frequent Acquirer

Acquisitions

Comments

- --



Source: Tiburon Research & Analysis

Amazon Has a Charitable Giving Program



Comments

- --

Charitable Giving

Source: Tiburon Research & Analysis

Amazon Has Offices

Needs data

Amazon Offices



2017 2018

Source: Tiburon Research & Analysis

Amazon Has Employees

Needs data

Amazon Employees



2017 2018

Source: Tiburon Research & Analysis

Amazon Serves Clients

Needs data



Amazon
Clients
(Millions)

2017 2018

Source: Tiburon Research & Analysis

Amazon Generates \$232.9 Billion Revenues, Up From \$89.0 Billion in 2014



Source: 4/15/19 Wikipedia Web Site; 12/31/18 Amazon Annual Report; Tiburon Research & Analysis

Amazon Earns \$12.4 Billion Operating Income, Up From \$0.2 Billion in 2014

Amazon Operating Income (\$ Billions)



Source: 4/15/19 Wikipedia Web Site; 12/31/18 Amazon Annual Report; Tiburon Research & Analysis

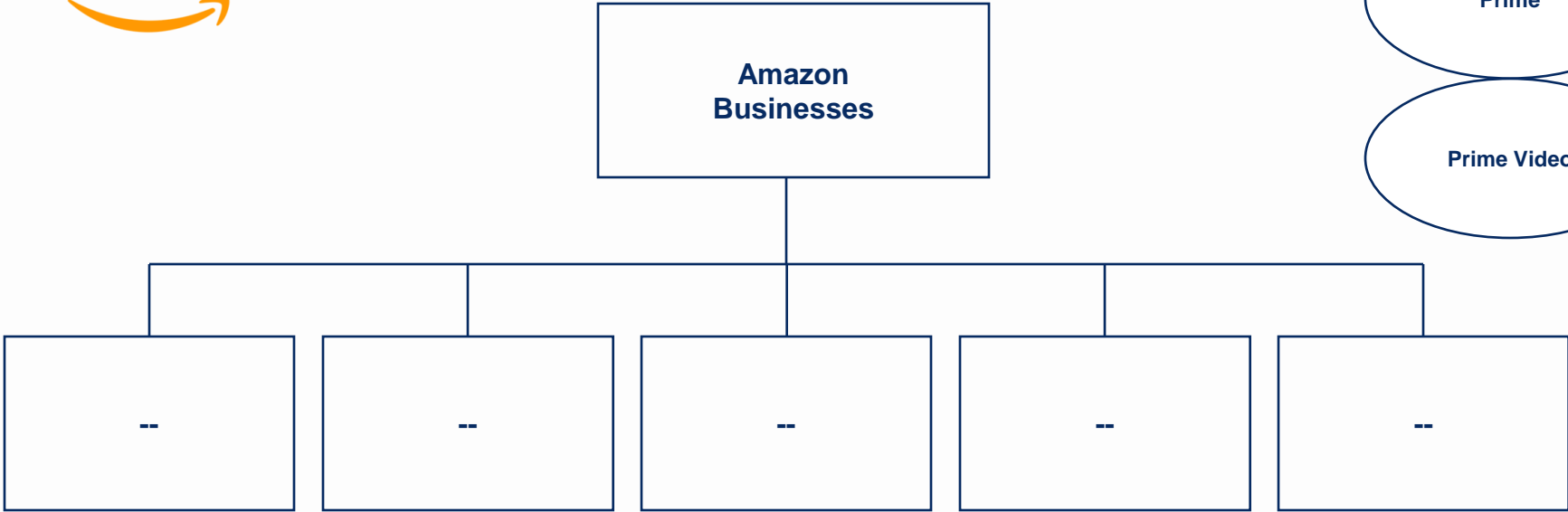
Amazon Earns \$10.1 Million, Up From \$0.6 Billion in 2015



Source: 12/31/18 Amazon Annual Report; Tiburon Research & Analysis

Amazon Has a Number of Businesses, Including...

Amazon Businesses



- E-commerce
- Cloud Computing
- Prime
- Prime Video

Source: 4/15/19 Wikipedia Web Site; Tiburon Research & Analysis

Amazon's First Businesses is ____

Comments



- --

Amazon's Second Businesses is ____

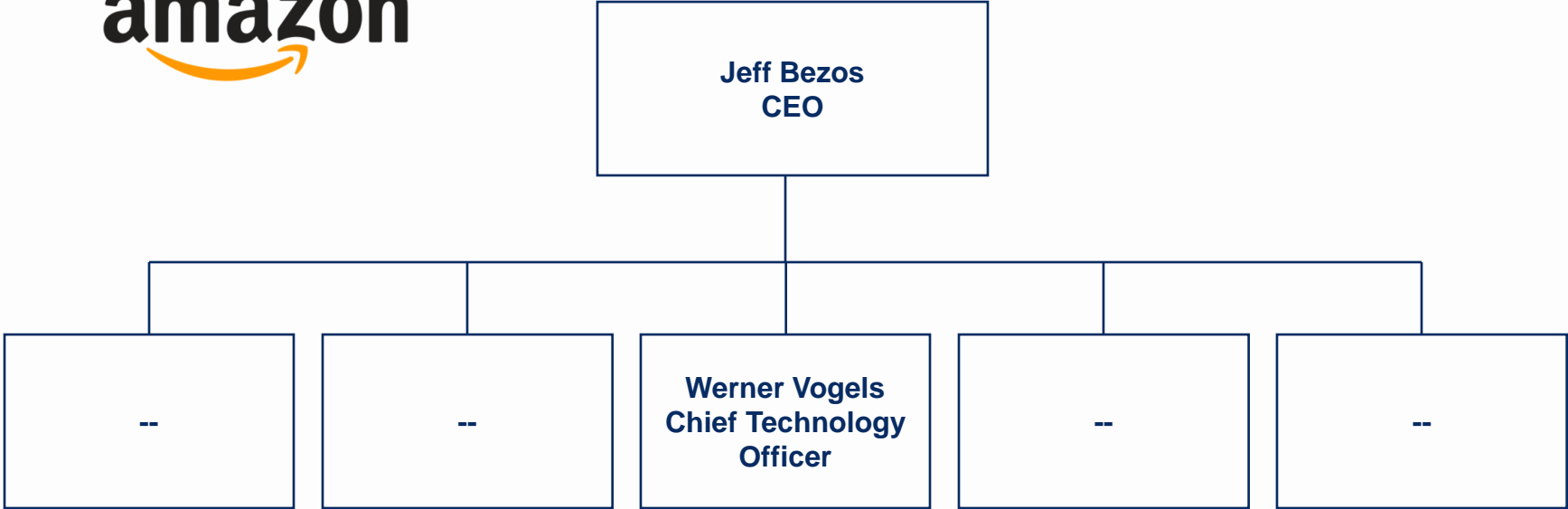
Comments



- --

Amazon is Led by its CEO Jeff Bezos


Amazon Organizational Chart



Note: Jeff Bezos founded the firm in 1994; Werner Vogels joined the firm in XXXX
Source: 4/15/19 Wikipedia Web Site; Tiburon Research & Analysis

Amazon Has a Board of Directors Led by its Chairman...

Amazon Board of Directors

--	--	--	--	--
• --	• --	• --	• --	• -- 

Amazon is Publicly Owned



Comments

- **Public Company (NASDAQ: AMZN)**

Amazon Has \$162.4 Billion Assets, Up From \$53.6 Billion in 2014



Source: 12/31/18 Amazon Annual Report; Tiburon Research & Analysis

Amazon Has Liabilities

Needs data

Amazon Liabilities (\$ Millions)



2017 2018

Source: Tiburon Research & Analysis

Amazon Has Shareholders' Equity

Needs data

Amazon Shareholders Equity (\$ Millions)



2017 2018

Amazon Earns ... Per Share

Needs data

Amazon Earnings Per Share



2017

2018

Amazon Declares ... Dividends Per Share

Needs data

Amazon Dividends Per Share



2017

2018

Amazon Has a ... Dividend Yield

Needs data

Amazon Dividend Yield



2017

2018

Amazon's Stock Price is ...

Needs data

Amazon Stock Price



2017

2018

Amazon Has ... Shares Outstanding

Needs data

Amazon Shares Outstanding



2017 2018

Amazon's Market Capitalization is ...

Needs data

Amazon Market Capitalization (\$ Millions)

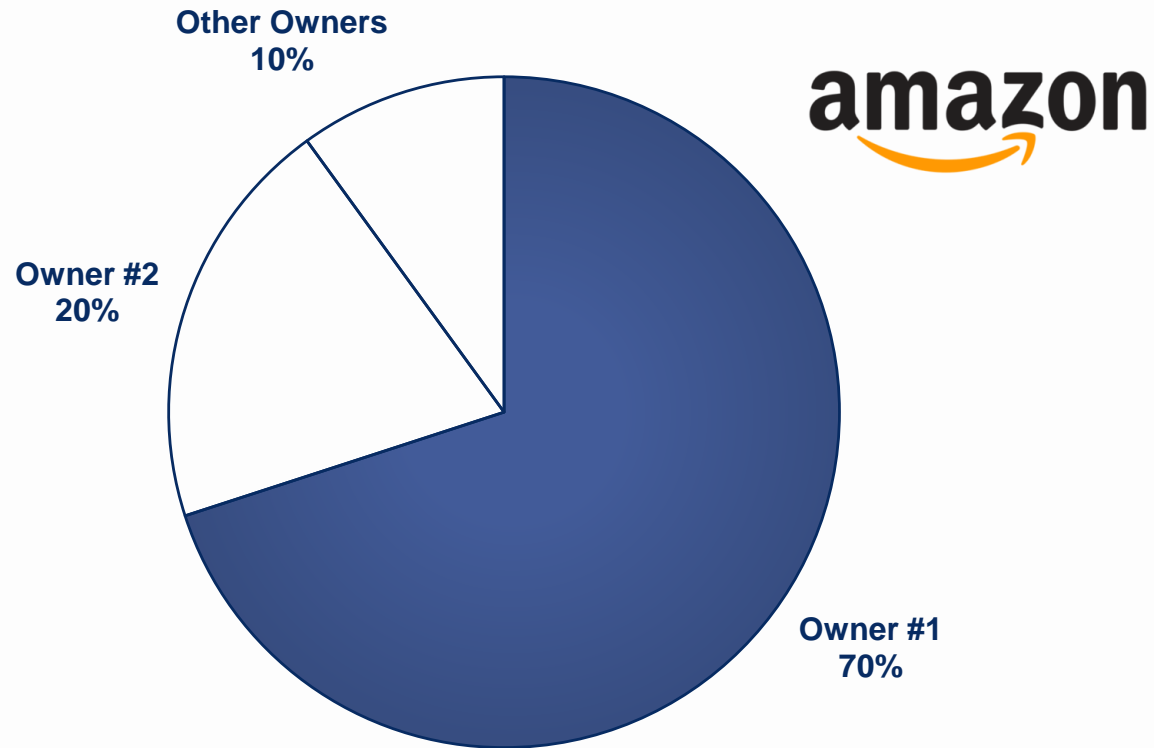


2017 2018

Amazon is Owned by

Needs real data

Amazon Ownership By Owner



Amazon's Stock Volume is....

Needs data

Amazon Stock Volume



2017

2018



Comments

- **Focus on corporate-level strategy**
 - **Serve senior executives only at financial services companies**
 - **Key services: market seminars, market research, & strategy consulting**
 - **Served over 450 corporate clients and completed over 2,200 projects since 1998**
 - **Host semi-annual CEO Summits, offer free weekly research releases, and offer free business benchmarking tools for all types of advisors**
- **Chip Roame background**
 - **McKinsey & Company**
 - **Charles Schwab & Company**
 - **Tiburon since 1998**



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