# PEERS IDENTIFICATION

## **Marriott Inc.**

**1. Hilton Worldwide Holdings Inc**.

- Hilton shares a similar business model with Marriott, both being major players in the hospitality industry, primarily focusing on hotels and resorts.

- With a global presence comparable to Marriott, Hilton's wide range of properties makes it a fitting peer.

**2. InterContinental Hotels Group PLC (IHG)**

- IHG, like Marriott, boasts a diverse portfolio of brands within the hotel industry, indicating a similar industry focus.

- Both companies have established a significant international footprint, enhancing their comparability in terms of global reach and market presence.

**3. Hyatt Hotels Corporation**

- Hyatt's emphasis on the upscale and luxury hotel segments aligns closely with Marriott's strategic positioning.

- With both companies managing multiple brands catering to different customer segments, they exhibit comparable brand diversification within the hospitality sector.

## **Tesla Inc.**

**1. NIO Inc.**

- NIO's prominence in the electric vehicle market makes it a direct peer to Tesla, as both companies are leading players in this industry.

- Both Tesla and NIO are recognized for their commitment to innovation and cutting-edge technology within the automotive sector.

**2. General Motors Company (GM)**

- GM's transition towards electric vehicles, alongside its traditional automotive offerings, positions it as a relevant peer to Tesla.

- The established market presence of GM provides a different perspective compared to Tesla's innovative approach, adding depth to the comparison.

**3. Rivian Automotive Inc.**

- Rivian's focus on electric trucks and SUVs aligns closely with Tesla's product offerings within the electric vehicle market.

- As start-ups disrupting the automotive industry with a shared emphasis on electric vehicles, Tesla and Rivian exhibit comparable dynamics in terms of innovation and market disruption.

## **Netflix Inc.**

**1. Amazon.com, Inc. (Prime Video)**

- Amazon Prime Video competes directly with Netflix in the online streaming market, offering a diverse range of content to subscribers.

- Both companies invest significantly in original content production, positioning them as key players in the streaming industry.

**2. Disney (Disney+)**

- Disney's entry into the streaming market with Disney+ presents direct competition to Netflix, particularly with its extensive content library and family-friendly offerings.

- With both companies shifting focus towards streaming platforms as a significant part of their business strategies, the comparison becomes more evident.

**3. Hulu (Disney-controlled)**

- Hulu, under Disney's control, competes directly with Netflix in the streaming market, offering a different content strategy focused on next-day TV show availability and current-season programming.

- This differentiated content approach adds depth to the comparison between Netflix and Hulu within the streaming industry.

## **Nvidia Inc.**

**1. AMD (Advanced Micro Devices)**

- AMD's presence in the GPU market provides direct competition to Nvidia, particularly in the gaming and data center segments.

- Both companies offer a range of CPU and GPU solutions, catering to the gaming and data center markets with a focus on innovation and performance.

**2. Intel Corporation**

- Intel's expansion into discrete GPUs and its presence in the data center market positions it as a relevant peer to Nvidia.

- Both companies explore opportunities in AI, graphics, and data center solutions, albeit from different historical backgrounds, enriching the comparison.

**3. Qualcomm Incorporated**

- Qualcomm competes with Nvidia in the mobile and edge computing space, emphasizing graphics and AI processing capabilities.

- With a shared focus on wireless technology integration and advancements in AI and graphics, Nvidia and Qualcomm exhibit comparable dynamics within the semiconductor industry.

## **Pfizer Inc.**

**1. Johnson & Johnson**

- Johnson & Johnson's diverse portfolio spanning pharmaceuticals, consumer health, and medical devices aligns closely with Pfizer's business operations.

- Both companies have a global presence and contribute significantly to healthcare advancements, making them suitable peers in the pharmaceutical industry.

**2. Novartis AG**

- Novartis, like Pfizer, operates as a multinational pharmaceutical company with a strong emphasis on research and development.

- With a shared commitment to innovation and a global healthcare impact, Novartis and Pfizer demonstrate comparable dynamics within the pharmaceutical sector.

**3. Merck & Co., Inc.**

- Merck's involvement in pharmaceuticals and vaccines positions it as a direct peer to Pfizer, given Pfizer's focus on similar healthcare solutions.

- Both companies have established a global presence and play a significant role in advancing healthcare through their products and research efforts.

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