**Peers Selection/Analysis**

**Netflix**
Netflix is a provider of entertainment services. The company offers TV shows and movies such as original series, documentaries, and feature films through an internet subscription on TV, computer, and mobile devices. It also offers a wide range of leisure activities, video games, and other sources of entertainment. Netflix licenses acquires, and produces content, including original programming. The company markets and promotes its service through marketing partners including multichannel video programming distributors, streaming entertainment providers, consumer electronics manufacturers, mobile operators, and internet service providers. It has a business presence across the Americas, Europe, the Middle East, Africa, and Asia-Pacific. Netflix is headquartered in Los Gatos, California, the US.

**Subscribers** 247.2 million 2023, 220.6 million 2022
**Market share** 21%

* **Market cap** 196 billion
**Revenue** 31.6 billion 2022, 32.74 billion 2023, 4% increase
**Net profit** 2022, 4.4 billion.
**P/E ratio** 45.7
**Ev/evitda** 5.8

**Amazon prime video -** Amazon prime cannot be split from the Amazon company as a whole, whose primary line of business in e-commerce. Same applies to Apple. Can consider Discovery Inc. and Roku instead

Amazon Prime Video, or simply Prime Video, is an American subscription video on-demand over-the-top streaming and rental service of Amazon offered as a stand-alone service or as part of Amazon's Prime subscription. The service primarily distributes films and television series produced by Amazon MGM Studios or licensed to Amazon, as Amazon Originals, with the service also hosting content from other providers, content add-ons, live sporting events, and video rental and purchasing services

Amazon video is available worldwide, excluding only a few countries such as china and Russia.
The streaming service offers around 8500 movies and TV shows available to watch, compared to Netflix with around 6000. It has a larger library but doesn't offer certain programmes and shows exclusive to Netflix however still offers a wide variety of content available globally with a growing number of subscribers making it a huge competitor in the streaming market.

Amazon video is also accessed by subscribers in certain countries from there prime memberships offering a host of benefits outside of streaming.

Revenue 5.6 billion in 2022
Net profit
Subscribers 161.7 million in 2023, 154.7 million in 2022.

Market share 19%

**Hulu**

Hulu is an American subscription streaming service. The company offers several levels of subscription services, including on-demand, ad-supported, and live TV options. The Walt Disney Company is a majority owner and Comcast’s NBC Universal holds a minority stake.
Hulu has 1,200+ movies and 1,300+ TV shows available to watch on the streaming service, including original programming and entertainment from third-party distributors. Hulu is only available in the USA but still boasts a large number of subscribers at 48.5 million, Netflix currently has 63.1 in the USA excluding Canada which makes Hulu a big competitor for in the American market.

Market cap 27 billion
Revenue 10.7 billion 2022, 11.2 billion 2023 3% increase
Net profit 4.52 billion, 10% decline
P/e ratio
Ev/evitda
Subscribers 48.5 million in 2023, 47.2 million in 2022,
Market share 10%

**Disney +**

Disney+ is an American subscription video on-demand over-the-top streaming media service owned and operated by Disney Streaming, the streaming division of Disney Entertainment, a major business segment of the Walt Disney Company. The service primarily distributes films and television shows produced by Walt Disney Studios and Disney Television Studios, with dedicated content hubs for Disney's flagship brands; Disney Pixar, Marvel, Star Wars, and National Geographic, as well as showcasing original and exclusive films and television shows.
Disney+ was launched on November 12, 2019, in the United States, Canada, and the Netherlands, and expanded to Australia, New Zealand, and Puerto Rico. It became available in select European countries in March 2020 and in India in April 2020.

Disney has a wide variety of unique quality content not available anywhere else. The streaming channel has grown significantly since launch and has captured a large number of subscribers at 146 million. Disney and Hulu may also potentially merge in the future creating a power house of streaming entertainment, this may potentially expand Hulu globally and could further test Netflix's market dominance.

Market cap 167 billion
Revenue 8 billion in 2023, 7.4 billion in 2022
Net profit 2.5 billion, 25% decline
P/E Ratio 72.16
Ev/ebitda
Subscribers 146.7 million in 2023, 161.8 million in 2022.
Market share 15%

**Marriott**
Marriott is the largest hotel chain in the world by the number of available rooms. It has 31 brands with over 8,700 properties in 139 countries and territories.

Marriott is a diversified hospitality company that operates a number of hotel chains and related lodging facilities. With 30 brands managing 8700 properties in over 130 countries around the world, Marriott is the world’s largest hotel chain by the number of available rooms worldwide. Marriott is headquartered in Bethesda, Maryla.

Market cap 47.12 billion
Revenue 20.7 billion 49% increase
8700 properties worldwide
5802 in USA
P/E Ratio 20.5
Ev/ebitda 10.7

**Hilton**

Hilton is a global hospitality company. It operates a chain of luxury and full-service hotels and resorts, extended-stay suites, and focused-service hotels. The company offers lodging, food, boarding, restaurants, dining, and loyalty programs.

Hilton Hilton retains its title as the world's most valuable hotel brand, according to the latest report from leading brand valuation consultancy, Brand Finance. Hilton is however the second-largest hotel chain in the world after Marriott. Hilton is way behind Marriott both in terms of revenue and the number of rooms operated. It will take a while for Hilton to catch up but is easily Marriott’s biggest competitor.

One of the fastest growing tourism destinations globally is the middle east with largest numbers of new hotels and resorts being built. Hilton hotels is creating a huge footprint in this area with over a 100 hotels set to open in the near future. Potentially an area Marriott needs to capitalize on further to match Hilton’s presence in the largest and richest growing tourism region of the world.

revenue 8.77 billion 1.32 billion 23% increase.
Market cap 34.7 billion
7000 hotels worldwide, 5782 in USA
P/e ratio 27.6
Ev/ebitda 19.95

**Wyndham Hotels**
Trammel Crow founded Wyndham Hotel Corporation in 1981 in Dallas, Texas. After a number of acquisitions helped it grow over the years, Wyndham Worldwide spun off Wyndham Hotels & Resorts into its own company in 2018. Today, the company operates 19 brands including AmericInn, Dolce Hotels & Resort, La Quinta, Trade Mark Collection, Ramada, and Wyndham Garden. Headquartered in New Jersey, United States, Wyndham Hotels & Resorts is an international hotel chain with a presence in North America, Europe, the Caribbean, South America, and the Middle East. The company operates about 9,280 hotels in those regions.

Wyndham Hotels & Resorts started carving out its own path in the industry. Its revenue is 10 times smaller than that of Marriott. Marriott also operates 30 brands compared to Wyndham Hotels & Resorts’ 19 brands. While it cannot still measure up to Marriott, it is growing steadily. Hopefully, it will be a formidable force in the next few years.

Revenue 1.5 billion 9% decline 355 million..
Market cap 6.29 billion.
9280 hotels world wide, 7000 in USA
P/E 18.2
Ev/ebitda 13.5

**Inter Continental Hotels Group**
Inter Continental Hotels Group operates around 842,759 guest rooms in about 100 countries globally. Some of its brands include Intercontinental Hotel & Resorts, Six Senses, Regent, Hotel Indigo, Kimpton Hotel & Restaurants, Crown Plaza, Hotel Inn, and Candle-wood Suites. It also has an IHG Rewards Club. The company was founded in 2003 after Six Continents (originally Bass Brewery) split into two separate companies. It has its headquarters in Denham, United Kingdom. IHG has experienced massive growth in the last few years and continues to grow steadily but it cannot still hide from the fact that its revenue is almost five times less that of Marriott. If it is to get to the top, it has a lot of work to do.

Revenue 3.89 billion, 33% increase, net profit 375million 41% increase.
Market cap 10.24billion
5400 hotels worldwide 3900 in USA

P/E 24.8
Ev/ebvita 12.78

**Tesla**Tesla is an automotive and energy company. It designs, develops, manufactures, sells, and leases electric vehicles, energy generation, and storage systems. The company produces and sells the Model Y, Model 3, Model X, Model S, Cyber truck, Tesla Semi, and Tesla Roadster vehicles. Tesla also installs and maintains energy systems, sells solar electricity; and offers end-to-end clean energy products, including generation, storage, and consumption. It markets and sells vehicles to consumers through company-owned stores and galleries. The company has manufacturing facilities in the US, Germany, and China and has operations across the Asia Pacific and Europe. Tesla is headquartered in Austin, Texas, the US.

One of the most significant threats to Tesla’s dominance in the EV market is the increasing competition from traditional auto makers. As the demand for electric vehicles continues to rise, established car manufacturers such as Ford, BMW and Volkswagen are ramping up their efforts to develop and produce their own electric models. These companies have the advantage of long-standing brand recognition, established supply chains, and vast manufacturing capabilities, which could pose a serious challenge to Tesla’s market share.

It is predicted that in 2025, 20% of all new global car sales will be electric, in 2030 this will jump to 40%. By 2040, mostly all cars sold across the world will be electric, according to forecasting by investment bank UBS.

Market cap 764 billionRevenue 95 billion in 2023, 81 billion in 2022

Cars sales 1.3 million 2022, 1.8 million 2023

P/E ratio 28.2
Ev/ebitda 14.36

**BYD**BYD designs, manufactures and sells rechargeable batteries, photovoltaic products, handset components and other electronic products. The company also offers whole product assembly services. It manufactures and offers traditional fuel-engine vehicles and new energy vehicles. The range of products developed by the company includes rechargeable batteries, photo voltaics, handset components, smartphone, laptop, notebook computers, game hardware and other consumer-related products. Auto mobile products include high-end, medium-end, and low-end cars, and whole car moulds, auto parts, dual mode and pure electric vehicles. It offers its products and services to handset manufacturers, and electric power tools and other portable electronic equipment manufacturers. The company operates across the US, Europe, Japan, India, Hong Kong and other regions. BYD is headquartered in Shenzhen, China.

Chinese auto maker BYD sold a record number of electric and hybrid vehicles in the third quarter of 2022, outpacing Tesla by almost 200,000 units. BYD's new energy passenger car sales total 537,164 units in the third quarter of 2022, which increased 187%. Tesla sold 343,830 vehicles, which grew 3%. For the first time, BYD displaced Tesla as the world’s largest electric vehicles (EVs) company by sales.The nation with the second most Tesla sales after the United states is China, in 2019 there was zero sales, 135,449 vehicles in 2020, and 473,103 in 2021, 555,740 in 2022, and 853,603 so far in 2023. China is obviously a huge market for Tesla with increasing sales each year. BYD sales are impressive and continuing to increase also and may cause a huge threat to Teslas market share in China.

Market cap 621.95 billionRevenue 578 billion in 2023, 62 billion in 2022, 32.75 billion in 2021.

Cars sales 2million 2022, 3 million target 2023

P/E ratio 28.2
Ev/ebitda 14.36

**Volkswagen**

Volkswagen an auto mobile manufacturer. The company develops vehicles and engines, and produces and sells passenger cars, trucks, buses and motorcycles, light commercial vehicles, genuine parts, turbo machinery, large-bore diesel engines, propulsion components, special gear units and testing systems. It also provides leasing, banking and insurance, dealer and customer financing, and fleet management and mobility services. Volkswagen markets products under brands such as Porsche, Bugatti, Lamborghini, Bentley, Audi, Ducati, Scania and Cupra. It has operations in Europe, North America, South America, Asia Pacific and other regions. The company has production facilities across the world. Volkswagen is headquartered in Wolfsburg, Niedersachsen, Germany.

The company’s report for 2021 shows that it dominated the European market for EVs with a share of 25% and was in second place in the US with 7.5%. Volkswagen led the EV sales in Europe in 2022 with a total of 349,147 registrations, placing it ahead of Tesla with 232,018 registrations. Volkswagen also increased global deliveries of EVs by 45% to 531,500 in the first nine months of 2023. Volkswagen often stated that producing enough batteries to power all automobiles is the biggest problem of the transition to EVs and revealed a plan to develop plants to increase capacity by 2030.Volkswagen and its partners plan to invest more than $20 billion in the car battery industry to beat its US rival, Tesla, which dominates the market. The Power Co division will handle Volkswagen’s global battery-related projects, including energy storage systems, from the extraction of raw materials to recycling.

market cap 1.7 billion Revenue 335 billionNet profit 12.38 billion 35% declineCars sales 800 manufactured 2022, 1.3 million planned 2023, 600,000 sold 2022.P/E ratio 4.15
Ev/ebitda 10.7

**BMW** operates in the luxury market, a better comparison would be General Motors, which has released few lines in the EV market

With its four brands BMW, Mini, Roll Royce and BMW Motorrad. The group is the world leading manufacturer of automobiles and motorcycles and has over 30 production sites worldwide. The group has a developed sales network established in over 140 countries.
In 2022 the group sold nearly 2.4 million passenger vehicles and more than 202000 motorcycles. The success of the group has always been through long term thinking and responsible action. So far this year, the BMW Group sold over 385,000 plug-in cars, including close to 250,000 all-electric cars. By 2030, at least half of the BMW Group's global deliveries should be fully electric vehicles. Over the next ten years plan to put around 10-million all-electric vehicles on the road.

Market cap 62.8 billionRevenue 158 billion for 2023, 150 billion in 2022.Net profit 11.2 billion 2023, 18.9 billion in 2022, a 43% decline

P/E ratio 5.32
Ev/ebitda 3.3

**NVIDIA**

NVIDIA is a designer and developer of graphics processing units, central processing units, and system-on-a-chip units. The company offer its products to gaming, professional visualization, data centre, and automotive markets. It also offers solutions for Artificial Intelligence and data science, data centre and cloud computing, design and visualization, edge computing, high-performance computing, and self-driving vehicles.

NVIDIA offers products for gamers, professional graphic designers, researchers, and developers through GeForce NOW, Quadro, GeForce, SHIELD, vGPU, DOCA, JESTON, and Bluefield brand names. The company serves various sectors, including architecture, engineering, construction, internet, cybersecurity, energy, financial services, healthcare and life sciences, education, gaming, manufacturing, media and entertainment, retail, robotics, telecommunication, and transportation. It has business presence across the Americas, Asia-Pacific, and Europe. NVIDIA is headquartered in California, USA.

NVIDIA has performed outstandingly with record revenue and stunning year-over-year growth to share prices that continue to climb and the biggest tech companies all wanting access to its latest chips and technology. This massive surge is a result of the terrific acceleration in the company's growth recently thanks to its dominant position in the artificial intelligence (AI) marketHowever Nvidia rivals, including AMD and Intel, aren’t sitting by while it consumes up the market of the AI wave.They are building their own AI capabilities in an effort to chip away at Nvidia’s lead. Even Nvidia’s customers, including Google, Microsoft, and Amazon, are building custom AI chips, in order to break free of their dependence on Nvidia’s products.

Market cap 121 trillion
Revenue 26.97 billion 2023, 0.22% increase from 2022
Net income 4.36 billion 2023, 9.75 billion in 2022, 55% decline
P/E ratio 115.71
Ev/ebitda 53

**AMD**Advanced Micro Devices (AMD) designs, manufactures, develops, and markets high-performance computing, graphics, and visualization technologies. The company's product portfolio includes desktop graphics, desktop processors, laptop graphics, laptop processors, chipsets, memory products, professional graphics, and server processors. AMD markets its products under the AMD, Athlon, EPYC, FreeSync, FirePro, Geode, Opteron, Ryzen, Radeon, Virtex, Kintex, Zynq, Versal, UltraScale, and Threadripper brand names. The company's products find application in diverse areas, including automotive, aerospace and defense, healthcare and sciences, education, industrial and vision, consumer electronics, media and entertainment, and supercomputing and research. It serves original equipment manufacturers (OEMs), original design manufacturers (ODMs), system integrators and independent distributors, add-in-board manufacturers, public cloud service providers, and other contract manufacturers. The company has business presence North America, Latin America, Europe, Asia-Pacific, and the Middle East. AMD is headquartered in California, USA.

AMDMarket cap, 180 billionRevenue 22.1 billion 2023, 23.6 billion in 2022, 3% decrease.Net income 208 million 2023, 1.32 billion, 90% decline.P/E ratio is 1011Ev/ebitda 49.6

**Intel**Intel designs and develops technology products and components. The company’s product portfolio comprises microprocessors, chipsets, embedded processors and microcontrollers, flash memory, graphic, network and communication, and conferencing products. It also offers motherboards, solid state drives, server products, wireless connectivity products and software and applications. Intel sells its products and solutions to original equipment manufacturers, industrial and communications equipment manufacturers and original design manufacturers. The company’s products find application in notebooks, tablets, servers and desktops. Intel markets processors under Core, Quark, Atom, Celeron, Pentium, Xeon, and Itanium brand names. The company has business operations in China, Singapore, the US, and Taiwan. Intel is headquartered in California, USA

**I**ntel will usher in the age of the AI PC with the upcoming Intel Core Ultra processors, code-named Meteor Lake, featuring Intel's first integrated neural processing unit for power-efficient AI acceleration and local inference on the PC. Providing an AI product line up to compete with Nvidia**,**

Market cap 137.2 billionRevenue 52 billion 2023, 63 billion in 2022 a 23% decline.Net income 1.64 billion in 2023, 112% decline.P/E ratio 105, decrease from 13.4 in 2022Ev/ebitda

**Qualcomm**

Qualcomm designs and develops wireless telecommunication products and services. The company offers integrated circuits and system software for mobile devices and other wireless products. Its product offerings include radio frequency transceiver, consumer wireless devices, cellular modems, application processors, power management and wireless connectivity integrated circuits. The company’s products find application in mobile devices, laptops, tablets, cellular handsets, cameras, servers, wireless devices and network infrastructure equipment, routers, access points, wearable devices, voice and music devices, gateway equipment, consumer electronic devices, desktop computers, and IoT devices. The company has business presence in Brazil, China, Germany, Singapore, India, Japan, Taiwan, South Korea, and USA. Qualcomm is headquartered in California, USA.

Qualcomm is the world’s leading developer of chips for smartphones, 5G technologies, broadband devices, and networking equipment. The company’s integrated circuits and software power most Android consumer electronics.

Qualcomm and Nvidia both cater to the 5G technology market with Qualcomm’s 5G offering being more advanced than Nvidia. The company’s annual sales of 5G chips hit 7.4 billion in 2023, 7.8 billion in 2022, 10 billion in 2021, up from $6 billion in 2020. Qualcomm is the best Nvidia alternative for 5G mobile chips.

Market cap 145 billionRevenue 35.82 billion 2023, 44.2 billion in 2022.Net income 7.32 billion 2023, 12.93 billion in 2022 44% decline.P/E ratio 20.19Ev/ebitda 63.49

**Pfizer**Pfizer discovers, develops, manufactures, and commercializes biopharmaceuticals. The company offers products to treat various conditions such as cardiovascular, metabolic and pain, women’s health, cancer, inflammation, immune disorders, and rare diseases. It also provides sterile injectable pharmaceuticals, biosimilars, active pharmaceutical ingredients (APIs) and contract manufacturing services. Pfizer sells its products through wholesalers, retailers, hospitals, individual provider offices, clinics, government agencies and pharmacies. It has major manufacturing facilities in India, China, Japan, Ireland, Italy, Belgium, Germany, Singapore, and the US. The company provides its products in North America, South America, Asia-Pacific, Australia, Europe, Africa, and the Middle East. Pfizer is headquartered in New York, the US.

Pfiser had huge success with its covid 19 vaccine generating over 37.8 billion in 2022 however as the world emerges from the pandemic demand for its covid drugs have slowed.
Pfizer reported plummeting demand for its Covid vaccines and treatments, with an overall revenue decline of over 40% compared to last year, and a $2.4 billion loss that included a $5.6 billion charge for Covid inventory write-offs.
Pfiser is now beginning to look at other drugs and medicines to counter its decline in covid 19 vaccine sales. Cancer, diabetes and obesity are where there attention has now been focused.

Seagen has announced that they have entered into a definitive merger agreement under which Pfizer and will acquire Seagen, a global biotechnology company that discovers, develops and commercializes transformative cancer medicines.
Pfizer's efforts in diabetes and obesity are currently testing a twice-daily pill for patients with type 2 diabetes in an attempt to compete with Novo Nordisk

Market cap 164.7 billionRevenue 68.53 billion 2023, 100 billion in 2022, 31% declineNet income 10.4 billion 64% declineP/E ratio  15.8Ev/ebitda 56.05 **Novo Nordisk**Novo Nordisk is a healthcare company focused on discovering, developing, and manufacturing of innovative biological medicines. It focuses on advancing drugs for the treatment of diabetes and other serious chronic conditions, including haemophilia, human growth hormone disorders, rare blood and rare endocrine diseases, and obesity. The company’s portfolio includes pre-filled delivery systems for insulin, glucagon hypo kit, cartridge, needles, vials, insulin, estradiol for hormone replacement, recombinant drugs for haemophilia glucagon and oral antidiabetic agents. The company markets its products through subsidiaries in North America, Europe, Asia, Latin America, Africa, the Middle East and Australia. Novo Nordisk is headquartered in Bagsvaerd, Denmark.

Novo nordiskMarket cap 343 billionRevenue 30.85 billion 2023, 25 billion in 2022, 11.85% increaseNet income 10.4 billion 41.5% increaseP/E ratio 41.66Ev/ebitda 31.91

**Johnson and Johnson**Johnson & Johnson researches, develops, manufactures, and sells pharmaceutical products, medical devices, and consumer products. The company provides pharmaceuticals for immune diseases, cancer, neurological disorders, infectious, cardiovascular, and metabolic diseases; consumer products in oral care, baby care, beauty, over the counter (OTC) medicines, women’s

 health and wound care categories; and medical devices for use in the cardiovascular, orthopaedic, neurovascular care, general surgery and vision care fields.

Johnson & Johnson distributes pharmaceutical and medical products to retailers, wholesalers, health care professionals and hospitals; and offers consumer products through retail outlets and distributors. The company offers its products in North America, South America, Europe,

Asia-Pacific and Africa.

Johnson & Johnson's sales in the United States came to over 48 billion U.S. dollars. Thus, the largest part of the company's revenue was generated in the United States. Europe is the company's second most yielding region with some 23.4 billion U.S.
Johnson & Johnson is also committing to cancer research and treatments and expects its pharmaceuticals division will bring to market 20 new therapies for cancer, immune and neurological diseases by 2030.

Market cap 381 billion
Revenue 99 billion in 2023, 95 billion in 2023
Net income 34 billion, 80% increase
P/E ratio 11.80
Ev/ebitda 12.5

**Merck**

Merck & Co is a biopharmaceutical company focused on the discovery, development, manufacturing and marketing of prescription medicines, biologic therapies, vaccines, and animal health products. It offers prescription products for therapy areas related to cardiovascular, cancer, immune disorders, infectious, respiratory, and diabetes. The company provides animal health products such as vaccines, poultry products, livestock products and aquaculture products. Merck sells medicines to drug wholesalers, retailers, hospitals, government agencies and managed health care providers; and animal health products to veterinarians, distributors and animal producers. The company and its subsidiaries operate in the Americas, Europe, the Middle East, Africa, Asia Pacific, and Latin America. Merck is known as MSD outside the US and Canada and is headquartered in Kenilworth, New Jersey, the US.

Keytruda is a cancer treatment produced by Merck. It is there top product but also one of the best-selling drugs worldwide, generating some 20.9 billion U.S. dollars in revenue during 2022. The cancer drug with the generic name pembrolizumab increased its revenues for some 3.7 billion U.S. dollars compared to 2021. Another of Merck’s top ranked pharmaceuticals based on revenue is Januvia, a drug used to treat type 2 diabetes. Oncology and diabetes are two major focus areas of Merck.
Market cap 269 billion
Revenue 59 billion in 2023, and 59.3 billion in 2022
Net income 4.6 billion 70% decline
P/E ratio 58.37
Ev/ebitda 23