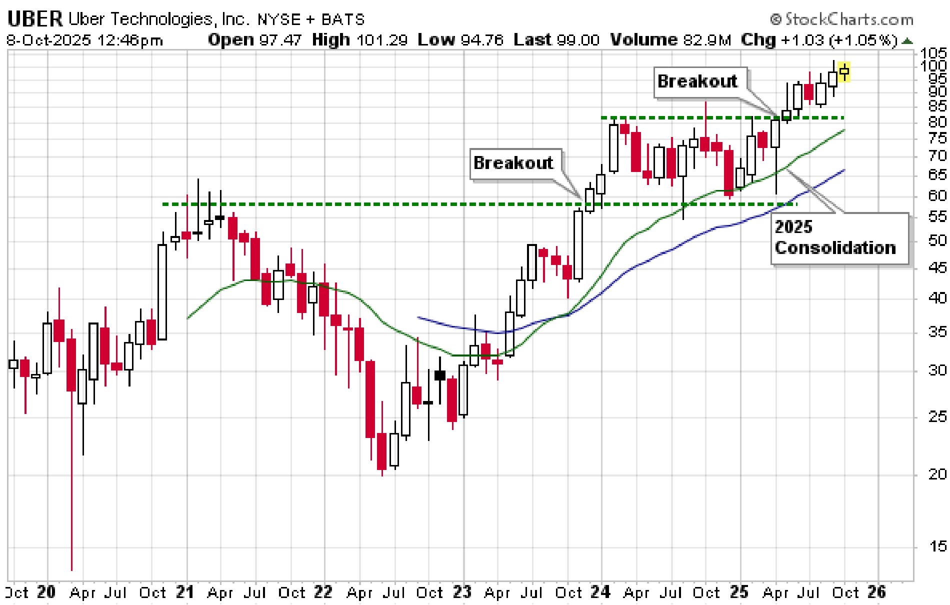
STOCK STORIES

Edition –10th

Date – *October 2025*

Portfolio – *Core Stocks*

Uber Technologies - [UBER]



UBER Stock Breakdown

Dividend Yield*	N/A
Sector	Industrial
Industry	Transportation
EWM Initial Buy	9/18/2025
Closing Price on 9/18/2025	$94.04
EWM Price Target	$117

*As of 10/8/2025

Did you know?

- The idea for Uber began when the two co-founders were in Paris in 2008, and they were unable to get a cab on a snowy night.
- The longest recorded Uber trip was from North Carolina to California. The trip was over 2200 miles and cost over $5,000.

UBER Synopsis

Economic Influence

UBER's business model creates the ability for consumers receive value with partnerships from ride sharing to food delivery. The diversification of offerings provides UBER various revenue streams to help weather economic downturns.

Fundamental Factors

UBER recently announced a $20 billion share repurchase program which demonstrates the company's financial strength and cash flow management.

Technical Support

The chart above shows two key breakouts over the last 24 months that give us conviction in the long-term growth of UBER's stock price.

Industry Indicators

UBER has dominated the transportation industry providing outsized stock returns versus the industry benchmark since 2023.

Company Profile

- The company was founded in 2009.
- Headquartered in San Francisco, California.
- Supports 8.8 million monthly active drivers.

See page 2 to read the FULL STORY

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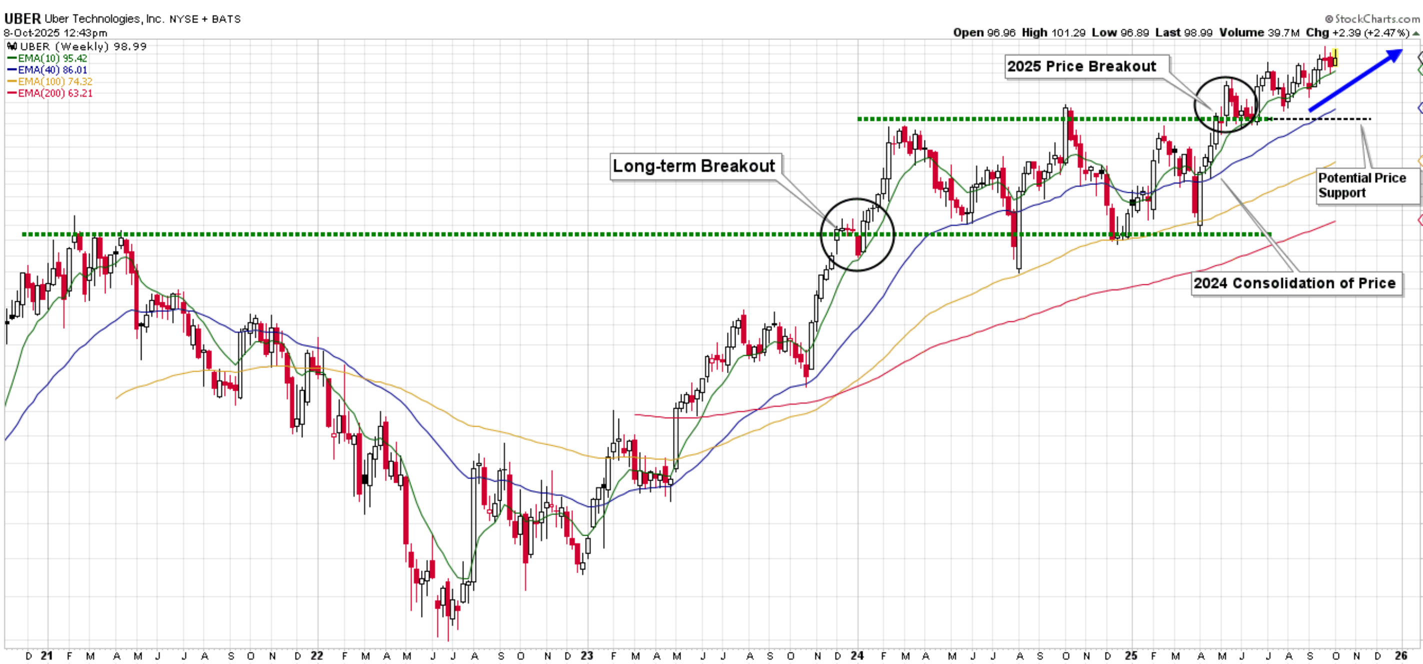
Uber Technologies – Full Story

After featuring LYFT as our September stock and making a quick 45% profit from the September 1st price, we decided to highlight a similar company that we believe has the ability to move higher over both the short-term & long-term. From a fundamental standpoint, UBER has one of the strongest balance sheets in the industry. They focused on paying down debt in 2024 and decreased their debt/capitalization from 44.7% to 32.1%. Doubling down on cash flow management, the company also recently authorized a $20 billion share buyback program for their common stock. By reducing the number of outstanding shares offered to the public, UBER can add more shareholder value because they will be increasing the ownership percentage of each stock shareholder.

From a growth standpoint, UBER has also invested in artificial intelligence (AI) to improve its current operating system and provide its users with a faster, more customized experience. The combination of increasing quality in product and the company's efforts to decrease debt have created a situation that we believe will attract buyers at these price levels.

Looking at UBER's' stock price from a technical perspective, we see a strong case for continued momentum higher. Just like many equities in 2021 & 2022, the stock was under pressure falling over 60% from its record high levels. Moving forward to 2024, the stock broke out above the first **green line** representing a key area of resistance. It spent the next 16 months moving between $60 & $80 creating a consolidation pattern. As long-term investors, we look for these types of patterns as they display the psychology of investors continuing to buy shares at support ($60) but selling and being skeptical at resistance ($80). Eventually that pattern breaks and we want to be buyers if that move is higher (which happen in June of this year at the second **green line**). Without any price resistance in its way and the compelling growth story of the company, we believe UBER has the ability to continue higher into the mid $110's.



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