



Edition –13th

Date – January 2026

Portfolio – Core Stocks

Amazon.com, Inc - [AMZN]



AMZN Stock Breakdown

Dividend Yield*	N/A
Sector	Discretionary
Industry	Broadline Retailers
EWM Initial Buy	1/6/2026
Closing Price on 1/6/2026	\$237.72
EWM Price Target	\$310

*As of 1/9/2026

AMZN Synopsis

Economic Influence

Amazon's diversified revenue streams from e-commerce to web services puts the company in a unique position to withstand different pressures throughout various economic cycles.

Fundamental Factors

AMZN recently posted a 13% increase in revenue and has been using excess cash to buyback their stock in a \$10 billion repurchase program over the next two years.



Technical Support

The chart above shows AMZN making a move higher off the April 2025 tariff lows. We continue to see strength in the stock and believe it will breakout to all-time highs in 2026.

Industry Indicators

The company is well positioned for growth as AMZN uses its size to scale operations and increase consumer value through delivery and vast product offerings.

Did you know?

- Amazon was launched out of its founder, Jeff Bezos', garage in 1994 as an online bookstore.
- The first ever item sold on Amazon was a book titled "Fluid Concepts and Creative Analogies".
- The largest operational Amazon fulfillment center in California is approximately 4.5 million square feet, which covers the equivalent 69 football fields.

Company Profile

- Amazon was founded in 1994 and is headquartered in Seattle, Washington.
- Amazon employs over 1.5 million people globally, making it one of the world's largest private employers.

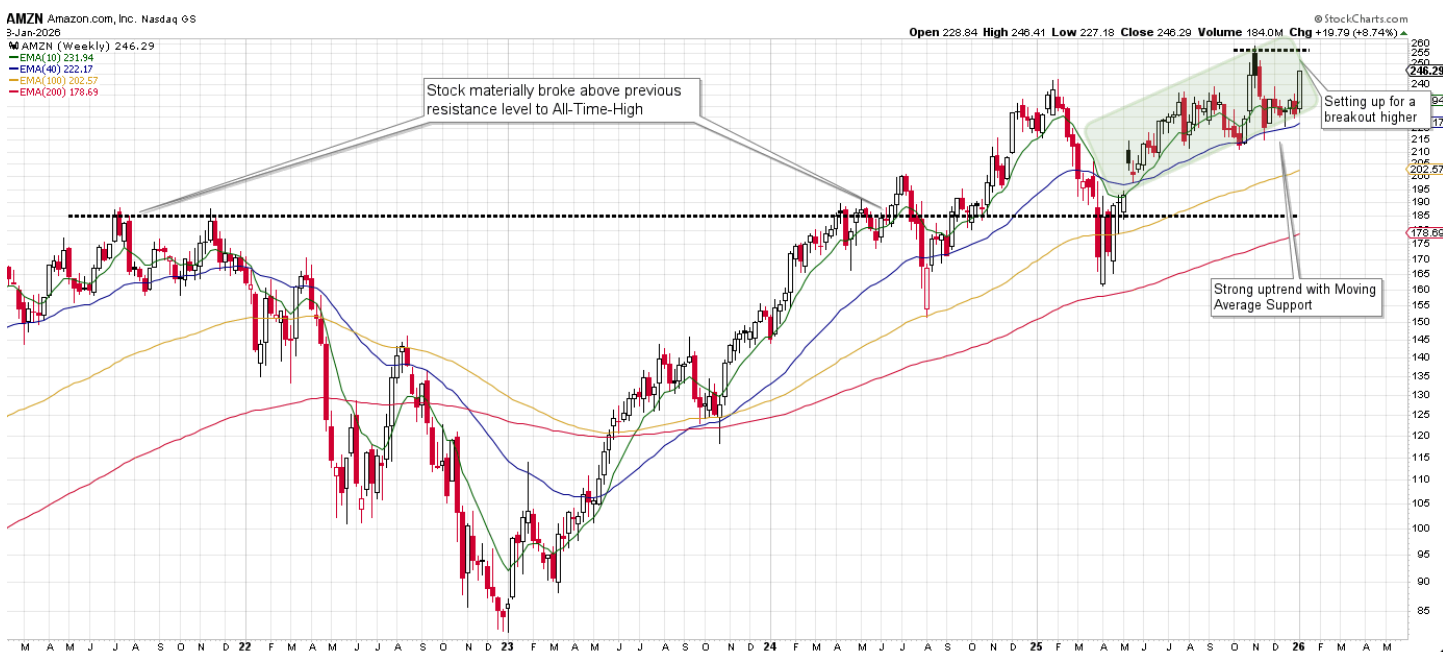
See page 2 to read the FULL STORY

Amazon.com, Inc – Full Story

Amazon recently came through our scanning system as an undervalued stock with potential near-term and long-term upside. The company presents an interesting story as every stock in the “Magnificent Seven” (Nvidia, Google, Apple, Microsoft, Tesla, Meta Platforms) outperformed Amazon’s stock return in 2025.

We see a strong story for growth with Amazon as they have continued to increase their e-commerce platform in 2026 by adding more vendors, decreasing delivery time, and building more warehouses across the country. Another significant growth driver for Amazon is their web service platform (AWS). AWS continues to grow as a leader in cloud computing as artificial intelligence increases its value for large enterprise users like Netflix, BMW & Facebook. We believe both components will lead to continued revenue growth for the company which would positively impact share price.

From a technical standpoint, AMZN revisited its previous breakout point in April 2025 following the administration’s tariff announcements. After concerns dwindled, the stock made a rally to all-time highs before pulling back in December of 2025. The stock came through our computer program which identifies companies with specific characteristics that are ready to make their next move higher. In early January, we entered a large position for our Core Stock Portfolio and has moved higher almost everyday since our entry. We believe the stock has potential to breakout to a new all-time high in 2026 as many investors have been shifting away from other “Magnificent Seven” names that outperformed in 2025 to find players with more potential room for growth.



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