STOCK STORIES

Edition –9th

Date – *September 2025*

Portfolio – *Technical Tilt*

Lyft Inc - [LYFT]

LYFT Stock Breakdown	
Dividend Yield*	N/A
Sector	Technology
Industry	Software
EWM Initial Buy	6/11/2025
Closing Price on 6/11/2025	$15.56
EWM Price Target	$24

*As of 9/2/2025

LYFT Synopsis

Economic Influence

Uncertainty has put pressure on the consumer from a discretionary spending standpoint. Stacking up against UBER, LYFT provides relative value, and consumers may begin using LYFT's services as a result.

Fundamental Factors

LYFT has been streamlining their operations since 2024 which has resulted in higher profit, higher bookings, and lower administrative expenses.

Technical Support

The chart above displays price working its way higher to break above the down trendline in black that has been keeping the stock contained since 2024.

Industry Indicators

The ride sharing industry is gaining more traction as consumers lean into convenient technology driven solutions to help make their daily lives efficient.

See page 2 to read the FULL STORY

Did you know?

- Lyft began originally as a short in-city ride service for a startup company called Zimride, who's focus was on long distance carpool services.
- In its early days, Lyft cars sported giant fuzzy pink mustaches on the front grille to make ride sharing feel more friendly and fun.

Company Profile

- The company was founded in 2007.
- Headquartered in San Francisco, California.
- Supports over 500,000 weekly active drivers.

Lyft Inc – Full Story

Lyft has spent the last four years operating in the shadow of larger ride sharing rival UBER Technologies; however, the story appears to be taking a turn for the better. After filling their initial public offering (IPO) in 2019, LYFT saw their stock drop from $90/share down to $15/share at the COVID market bottom (not a great time to be a ride sharing company). The post-COVID stock rally brought the stock back to $65/share, but that euphoria did not last. The company was plagued by multiple quarters of negative growth and continued to disappoint shareholders until 2023.

After switching up the c-suite and getting a new chairman, new CEO and new CFO, the company began making strides to improve profitability, increase brand awareness, and decrease expenses. This new formula seemingly revived shareholder interest and the stock began moving higher from $8/share to $20/share in almost 12 months.

Since the April 2024 high, we believe the stock has been creating a very attractive bottoming process. The chart below shows a **black** dotted trend line moving lower from April 2024 to the current price. This is paired with higher low-price bottoms underscored with a **green** line. When we see these two occurrences in tandem, it gives evidence that investors aren't willing to wait for the stock to reach previous low prices to enter the position.

Our **Technical Tilt** portfolio is designed to recognize these setups and companies on the growth path with the potential for large price appreciation in their stock. On the chart below, the last candlestick is showing what we believe is the next price direction is for the stock, a breakout higher. If price can move above that **black** dotted trend line, we will have a breakout and the potential to move from $16/share to $24/share.

Important Disclosures: Information presented is believed to be factual and up to date as of 9/2/2025. Different types of investments involve varying degrees of risk. Past performance is not a reliable indicator of current and future results. The information presented herein is intended for educational purposes only. The specifics of the activity presented by the EWM Asset Management team is intended for general information only. The actual impact to your personal portfolio is not represented by the statements made in this document and you should proactively review your monthly/quarterly statements or contact the office to speak to an Advisor to validate your specific transactions. EWM and its employees are not affiliated with any company mentioned in this document. Any charts, graphs, or visual aids presented herein are intended to demonstrate concepts which cannot be fully explained without the assistance of a professional from EWM. Readers should not in any way interpret these visual aids as a device with which to ascertain investment decisions or an investment approach. Only your professional adviser should interpret this information. Information above is provided by reports available in the Schwab Advisor Services™ research center and StockCharts.com. The dividend yield is calculated without the deduction of fees and expenses. The Standard and Poor's 500 is a stock market index tracking the stock performance of 500 large companies listed on stock exchanges in the United States.