

# **Amazon (AMZN US)**

# Acceleration in cloud revenue growth better than expected

Amazon announced (31 Oct HKT) 3Q25 results: revenue was US\$180.2bn, up 13.4% YoY (3Q24: 11.0%), 2/1% better than our forecast/Bloomberg consensus estimate, and total operating profit was US\$17.4bn, flat YoY. Excluding the impact of two special charges (US\$2.5bn related to a legal settlement with the Federal Trade Commission and US\$1.8bn in estimated severance cost related to planned role eliminations), OP would reach US\$21.7bn (vs consensus at US\$19.8bn), up 25% YoY. In 3Q25, YoY revenue growth of AWS accelerated to 20.2% (2Q25: 17.5%; 3Q24: 19.1%), 2ppts ahead of consensus, driven by strong demand and relaxation of supply constraints, and the optimization in cost to serve as well as solid ads revenue growth (24% YoY) continue to drive margin expansion of both North America (NA) and International business (after excluding impact of special charges). Management guided for US\$206.0bn-213.0bn revenue for 4Q25E (consensus: US\$208.5bn), implying 10-13% YoY growth, and US\$21-26bn operating profit (consensus: US\$23.8bn). For 2025E, we raise revenue forecast by 1% to account for better-than-expected revenue growth in both AWS and e-commerce business, but lower OP by 5% to factor in the one-off charges. We lift TP by 7% to US\$269.0, based on 17.5x EV/EBITDA (was 17.0x), in line with two-year average trading range. BUY.

- AWS: gradual relaxation in supply constraints aided acceleration in revenue growth. In 3Q25, AWS inked revenue of US\$33.0bn, up 20.2% YoY, and OP for AWS segment was US\$11.4bn, up 9% YoY and 3% better than consensus, translating into a 34.6% OPM (3Q24: 38.1%; 2Q25: 32.9%). For Capex, cash capex plus finance leases was US\$34.2bn in 3Q25 (2Q25: US\$31.4bn). Management expects 2025E capex to reach US\$125bn, and the total amount to increase further in 2026E. Management highlighted that the backlog for AWS has reached US\$200bn in 3Q25, and the company has been accelerating capacity to fulfil the demand. Amazon has added more than 3.8 gigawatts of power in the past 12 months, and expects to add at least another one gigawatt of power in 4Q25, and to double overall capacity by the end of 2027.
- Margin expansion trend continued for e-commerce business if excluding one-off charges. In 3Q25, Amazon's NA business recorded revenue of US\$106.3bn, up 11.2% YoY, 1% better than consensus. OP of NA segment would be in line with consensus if adding back US\$2.5bn legal settlement charges. For international segment, revenue was US\$40.9bn, up 14% YoY, inline with consensus, and management noted that OPM would have expanded YoY if excluding the impact for severance charges.
- Update on AI related applications and business initiatives: 1) Trainium: Trainium2 is now a multi-billion dollar revenue business that grew by 150% QoQ, and Trainium3, which management expects to achieve 40% better price performance compared to that of Trainium2, should preview by end-2025 with fuller volumes coming in in the beginning of 2026; 2) Rufus, the AI-powered shopping assistant, has had 250mn active customers in 2025 with monthly users up 140% YoY in 3Q25, and customers using Rufus during a shopping trip being 60% more likely to complete a purchase; 3) empowering sellers: more than 1.3mn sellers have used Amazon's Gen-AI capabilities to more quickly launch high quality listings, and this translates into better traction with customers, and propels an increase in third-party seller unit mix by 200bps to 62% in 3Q25.

### **BUY (Maintain)**

 Target Price
 U\$\$269.00

 (Previous TP
 U\$\$252.00)

 Up/Downside
 20.7%

 Current Price
 U\$\$222.86

### **US Software & IT Services**

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### Stock Data

Mkt Cap (US\$ mn)	2,406,585.9
Avg 3 mths t/o (US\$ mn)	4,565.2
52w High/Low (US\$)	242.06/167.32
Total Issued Shares (mn)	10798.6
Source: FactSet	

### Shareholding Structure

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Jeffrey P. Bezos	9.0%
The Vanguard Group, Inc.	7.2%
Source: Nasdag	

### Share Performance

	Absolute	Relative
1-mth	1.5%	-2.5%
3-mth	-4.8%	-14.7%
6-mth	20.8%	-10.6%

Source: FactSet

### 12-mth Price Performance



Source: FactSet



### **Earnings Summary**

(YE 31 Dec)	FY23A	FY24A	FY25E	FY26E	FY27E
Revenue (US\$ m n)	574,785	637,959	714,718	795,464	880,370
YoY growth (%)	11.8	11.0	12.0	11.3	10.7
Net profit (US\$ m n)	30,425.0	59,248.0	76,752.4	85,893.9	106,198.8
YoY growth (%)	na	94.7	29.5	11.9	23.6
EPS (Reported)(US\$)	2.90	5.61	7.19	7.98	9.78
Consensus EPS (US\$)	na	na	6.69	7.63	9.32
P/E (x)	76.9	39.8	31.0	27.9	22.8
P/B (x)	11.6	8.5	6.0	4.8	3.8

Source: Company data, Bloomberg, CMBIGM estimates



## **Key financials**

Figure 1: Amazon quarterly results review and comparison with consensus

(USDbn)	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	3Q25 Consensus	Diff%
Online Stores	54.7	55.4	61.4	75.6	57.4	61.5	67.4	66.9	0.7%
YoY Growth	7.0%	4.6%	7.2%	7.1%	5.0%	11.0%	9.8%		
Third-Party Seller	24.6	20.0	27.0	47.5	20 E	40.0	40 E	40.4	4.00/
Services YoY Growth	<b>34.6</b> 16.0%	<b>36.2</b> 12.0%	<b>37.9</b> 10.3%	<b>47.5</b> 9.0%	<b>36.5</b> 5.5%	<b>40.3</b> 11.5%	<b>42.5</b> 12.2%	42.1	1.0%
AWS	25.0	26.3	27.5	9.0% <b>28.8</b>	29.3	30.9	33.0	32.4	1.9%
YoY Growth	17.2%	18.7%	19.1%	18.9%	16.9%	17.5%	20.2%	32.4	1.3/0
Subscription Services	10.7	10.7%	19.1% 11.3	10.9% 11.5	10.9% <b>11.7</b>	17.5% <b>12.2</b>	20.2% <b>12.6</b>	12.5	0.6%
YoY Growth	11.0%	9.8%	10.9%	9.7%	9.3%	12.4%	11.5%	12.5	0.0%
Advertising Services	11.8	9.6% <b>12.8</b>	10.9% 14.3	9.7% 17.3	9.3% <b>13.9</b>	15.7	17.5% <b>17.7</b>	17.3	2.1%
YoY Growth	24.3%	19.5%	18.8%	18.0%	17.7%	22.9%	23.5%	17.3	2.1/0
Physical Stores	5.2	5.2	5.2	5.6	5.5	5.6	5.6	5.6	0.3%
YoY Growth	6.3%	3.6%	5.4%	8.3%	6.4%	7.5%	6.7%	3.0	0.5 /6
Others	1.3	1.3	1.3	1.6	1.3	1.5	1.4	1.1	33.9%
YoY Growth	22.9%	-6.3%	7.1%	16.8%	4.0%	19.0%	7.8%		33.370
Total revenue	143.3	148.0	158.9	187.8	155.7	167.7	180.2	177.8	1.3%
YoY Growth	12.5%	10.1%	11.0%	10.5%	8.6%	13.3%	13.4%	177.0	1.0 /0
Gross profit	70.7	74.2	77.9	88.9	78.7	86.9	91.5	88.9	2.9%
Operating profit	15.3	14.7	17.4	21.2	18.4	19.2	17.4	19.8	-11.9%
Net profit	10.4	13.5	15.3	20.0	17.1	18.2	21.2	16.9	25.5%
Revenue breakdown by segment									
North America	86.3	90.0	95.5	115.6	92.9	100.1	106.3	105.0	1.2%
YoY Growth	12.3%	9.1%	8.7%	9.5%	7.6%	11.1%	11.2%		
% of total revenue	60.2%	60.8%	60.1%	61.6%	59.7%	59.7%	59.0%		
International revenue	31.9	31.7	35.9	43.4	33.5	36.8	40.9	40.8	0.3%
YoY Growth	9.7%	6.6%	11.7%	7.9%	4.9%	16.1%	14.0%	10.0	010 70
% of total revenue	22.3%	21.4%	22.6%	23.1%	21.5%	21.9%	22.7%		
AWS	25.0	26.3	27.5	28.8	29.3	30.9	33.0	32.4	1.9%
YoY Growth	17.2%	18.7%	19.1%	18.9%	16.9%	17.5%	20.2%	32.4	1.970
% of total revenue	17.5%	17.8%	17.3%	15.3%	18.8%	18.4%	18.3%		
OP breakdown by segment									
North America	5.0	5.1	5.7	9.3	5.8	7.5	4.8	7.3	-34.5%
OPM	5.8%	5.6%	5.9%	8.0%	6.3%	7.5%	4.5%	7.0%	-2.5 ppt
International	0.9	0.3	1.3	1.3	1.0	1.5	1.2	1.6	-25.6%
OPM	2.8%	0.9%	3.6%	3.0%	3.0%	4.1%	2.9%	4.0%	-1.0 ppt
AWS	9.4	9.3	10.4	10.6	11.5	10.2	11.4	11.1	3.3%
OPM	37.6%	35.5%	38.1%	36.9%	39.5%	32.9%	34.6%	34.2%	0.5 ppt
YoY Growth	83.9%	74.0%	49.8%	48.3%	22.6%	8.8%	9.4%		
Margins (%)									
GPM	49.3%	50.1%	49.0%	47.3%	50.6%	51.8%	50.8%	50.0%	0.8 ppt
OPM NPM	10.7% 7.3%	9.9% 9.1%	11.0% 9.6%	11.3% 10.7%	11.8% 11.0%	11.4% 10.8%	9.7% 11.8%	11.1% 9.5%	-1.5 ppt 2.3 ppt

Source: Bloomberg, CMBIGM



# Changes in forecast and valuation

Figure 2: Amazon forecast revision

Current			Previous			Change (%)			
USD bn	2025E	2026E	2027E	2025E	2026E	2027E	2025E	2026E	2027E
Revenue	714.7	795.5	880.4	707.5	781.2	858.1	1.0%	1.8%	2.6%
Gross profit	360.4	406.0	454.6	352.7	393.4	438.2	2.2%	3.2%	3.7%
Operating profit	79.5	102.2	125.2	83.7	101.7	124.6	-5.0%	0.5%	0.5%
Net profit	76.8	85.9	106.2	73.7	84.2	102.0	4.2%	2.0%	4.1%
GPM	50.4%	51.0%	51.6%	49.8%	50.4%	51.1%	0.6 ppt	0.7 ppt	0.6 ppt
OPM	11.1%	12.8%	14.2%	11.8%	13.0%	14.5%	-0.7 ppt	-0.2 ppt	-0.3 ppt
NPM	10.7%	10.8%	12.1%	10.4%	10.8%	11.9%	0.3 ppt	0.0 ppt	0.2 ppt

Source: CMBIGM estimates

Figure 3: Amazon: CMBI forecast vs consensus

Current			Consensus			Difference (%)			
USD bn	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E
Revenue	714.7	795.5	880.4	709.0	783.3	868.7	0.8%	1.5%	1.3%
Gross profit	360.4	406.0	454.6	354.9	397.1	448.0	1.5%	2.2%	1.5%
Operating profit	79.5	102.2	125.2	81.1	98.1	121.8	-1.9%	4.1%	2.8%
Net profit	76.8	85.9	106.2	72.1	83.2	103.0	6.4%	3.2%	3.1%
GPM	50.4%	51.0%	51.6%	50.1%	50.7%	51.6%	0.4 ppt	0.3 ppt	0.1 ppt
OPM	11.1%	12.8%	14.2%	11.4%	12.5%	14.0%	-0.3 ppt	0.3 ppt	0.2 ppt
NPM	10.7%	10.8%	12.1%	10.2%	10.6%	11.9%	0.6 ppt	0.2 ppt	0.2 ppt

Source: CMBIGM estimates, Bloomberg

Figure 4: Amazon: target price of US\$269.0 based on 17.5x EV/EBITDA

(USDmn)	
GAAP EBITDA (3Q25-2Q26E)	162,382
Target EV/EBITDA	17.5x
Enterprise Value	2,841,687
GAAP EBITDA CAGR (2024-2027E CAGR)	21%
Capital Structure Adjustments	
Adjusted Net Debt - 2025E	(65,202)
Shares Outstanding (mn) - 2025E	10,799
Valuation (USD)	269.0

Source: CMBIGM estimates



Figure 5: Amazon: historical EV/EBITDA over the past two years



Source: Bloomberg, CMBIGM estimates



# **Financial Summary**

INCOME STATEMENT	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec (US\$ mn)						
Revenue	513,983	574,785	637,959	714,718	795,464	880,370
Cost of goods sold	(288,831)	(304,739)	(326,288)	(354,286)	(389,509)	(425,771)
Gross profit	225,152	270,046	311,671	360,433	405,955	454,599
Operating expenses	(212,904)	(233,194)	(243,078)	(280,886)	(303,758)	(329,381)
Selling expense	(42,238)	(44,370)	(43,907)	(47,594)	(51,977)	(56,329)
Admin expense	(11,891)	(11,816)	(11,359)	(11,593)	(12,434)	(13,242)
R&D expense	(73,213)	(85,622)	(88,544)	(108,896)	(119,471)	(130,802)
Others	(85,562)	(91,386)	(99,268)	(112,803)	(119,876)	(129,009)
Operating profit	12,248	36,852	68,593	79,547	102,197	125,218
Interest income	989	2,949	4,677	4,432	7,973	13,746
Interest expense	(2,367)	(3,182)	(2,406)	(2,204)	(2,437)	(2,437)
Other income/expense	(16,806)	938	(2,250)	14,052	0	0
Pre-tax profit	(5,936)	37,557	68,614	95,826	107,732	136,527
Income tax	3,217	(7,120)	(9,265)	(18,914)	(21,546)	(30,036)
Others	(3)	(12)	(101)	(160)	(292)	(292)
After tax profit	(2,722)	30,425	59,248	76,752	85,894	106,199
Net profit	(2,722)	30,425	59,248	76,752	85,894	106,199
BALANCE SHEET	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec (US\$ mn)						
Current assets	146,791	172,351	190,867	208,143	277,886	377,430
Cash & equivalents	53,888	73,387	78,779	91,680	168,842	266,412
Restricted cash	24,093	32,328	43,660	44,346	32,204	29,537
Account receivables	34,405	33,318	34,214	36,059	38,420	40,740
Inventories	34,405	33,318	34,214	36,059	38,420	40,740
Contract obtaining costs	315,884	355,503	434,027	548,489	612,479	668,839
PP&E	186,715	204,177	252,665	341,869	405,859	462,219
Deferred income tax	0	0	0	0	0	0
Goodwill	20,288	22,789	23,074	23,260	23,260	23,260
Other non-current assets	108,881	128,537	158,288	183,360	183,360	183,360
Total assets	462,675	527,854	624,894	756,632	890,365	1,046,269
Current liabilities	155,393	164,917	179,431	198,662	224,623	252,335
Account pay ables	79,600	84,981	94,363	105,288	118,572	132,691
Other current liabilities	13,227	15,227	18,103	20,358	22,683	25,130
Accrued expenses	62,566	64,709	66,965	73,017	83,369	94,514
Non-current liabilities	161,239	161,062	159,493	158,968	158,358	156,214
Long-term borrowings	67,150	58,314	52,623	46,872	46,872	46,872
Other non-current liabilities	94,089	102,748	106,870	112,096	111,486	109,342
Total liabilities	316,632	325,979	338,924	357,630	382,981	408,548
Share capital	108	109	111	112	112	112
Capital surplus	75,066	99,025	120,864	141,455	163,944	188,082
Retained earnings	75,066 83,193	99,025 113,618	172,866	249,618	335,512	441,711
Other reserves	(12,324)	(10,877)	(7,871)	249,618 7,816	7,816	7,816
Total specific and liabilities	146,043	201,875	285,970	399,002	507,384	637,721
Total equity and liabilities	462,675	527,854	624,894	756,632	890,365	1,046,269



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CASH FLOW	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec (US\$ mn)						
Operating						
Profit before taxation	(5,936)	37,557	68,614	95,826	107,732	136,527
Depreciation & amortization	41,461	48,663	52,795	64,453	79,795	87,941
Tax paid	3,217	(7,120)	(9,265)	(18,914)	(21,546)	(30,036)
Change in working capital	(20,886)	(11,541)	(15,541)	(19,173)	19,361	21,356
Others	28,896	17,387	19,274	17,147	22,196	23,846
Net cash from operations	46,752	84,946	115,877	139,340	207,537	239,634
Investing	(== == 1)	(12.122)	()	(		(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Capital expenditure	(58,321)	(48,133)	(77,658)	(125,079)	(140,912)	(140,912)
Acquisition of subsidiaries/investments	(8,316)	(5,839)	(7,082)	(2,438)	0	0
Others	29,036	4,139	(9,602)	3,870	14,020	4,382
Net cash from investing	(37,601)	(49,833)	(94,342)	(123,647)	(126,892)	(136,530)
Financing	00.007	(44.004)	(0.400)	(5.050)		•
Net borrowings	23,907	(11,224) 0	(9,100) 0	(5,052) 0	0	0
Share repurchases Others	(6,000) (8,189)	(4,655)	(2,712)	(2,078)	(3,483)	(5,534)
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Net cash from financing	9,718	(15,879)	(11,812)	(7,130)	(3,483)	(5,534)
Net change in cash						
Cash at the beginning of the year	35,566	53,342	72,979	81,401	90,992	168,154
Others	(1,093)	403	(1,301)	1,027	0	0
Cash at the end of the year	53,342	72,979	81,401	90,992	168,154	265,723
GROWTH	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec						
Revenue	9.4%	11.8%	11.0%	12.0%	11.3%	10.7%
Gross profit	14.0%	19.9%	15.4%	15.6%	12.6%	12.0%
Operating profit	(50.8%)	200.9%	86.1%	16.0%	28.5%	22.5%
Net prof it	na	na	94.7%	29.5%	11.9%	23.6%
PROFITABILITY	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec						
Gross prof it margin	43.8%	47.0%	48.9%	50.4%	51.0%	51.6%
Operating margin	2.4%	6.4%	10.8%	11.1%	12.8%	14.2%
Return on equity (ROE)  GEARING/LIQUIDITY/ACTIVITIES	(1.9%) <b>2022A</b>	17.5% <b>2023A</b>	24.3% <b>2024A</b>	22.4% <b>2025E</b>	19.0% <b>2026E</b>	18.5% <b>2027E</b>
YE 31 Dec	ZUZZA	2023A	2024A	2023E	2020L	2027
Current ratio (x)	0.9	1.0	1.1	1.0	1.2	1.5
Receiv able turnov er day s	26.4	29.6	30.4	29.1	28.1	27.1
Inventory turnover days	41.8	40.0	37.3	35.7	34.4	33.5
Pay able turnov er day s	99.2	100.4	104.1	107.0	109.6	112.2
VALUATION	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec						
P/E	ns	76.9	39.8	31.0	27.9	22.8
P/E (diluted)	ns	76.9	40.8	31.4	28.3	23.1
P/B	15.8	11.6	8.5	6.0	4.8	3.8
P/CFPS	ns	63.5	63.3	168.8	36.4	24.8

Source: Company data, CMBIGM estimates. Note: The calculation of net cash includes financial assets.



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BUY

Stock with potential return of over 15% over next 12 months

Stock with potential return of +15% to -10% over next 12 months

Stell

Stock with potential loss of over 10% over next 12 months

NOT RATED : Stock is not rated by CMBIGM

OUTPERFORM : Industry expected to outperform the relevant broad market benchmark over next 12 months

MARKET-PERFORM : Industry expected to perform in-line with the relevant broad market benchmark over next 12 months

UNDERPERFORM : Industry expected to underperform the relevant broad market benchmark over next 12 months

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