Task 3 – Peer Identification

Marriott Inc. – Global Lodging chain

* + Has 30 hotel brands ranging from ultra-luxurious like the St Regis to value orientated such as Fairfield
	+ Has nearly 8,700 hotels across 139 countries and territories
	+ $20.77bn revenue in 2022

Peers:

* Hilton,
	+ Has 19 different hotel brands ranging from luxury to value orientated.
	+ Just over 7,000 hotels across 123 countries and territories
	+ $8.77bn revenue in 2022
* Four Seasons Hotels and Resorts,
	+ Ultra-luxury only, operating 128 properties in 43 countries
	+ Revenue of $4.3bn for 2022
* Mandarin Oriental Hotel Group
	+ Ultra-luxury only, Operating 38 hotels, 11 residences and 23 Exclusive Homes in 25 countries and territories
	+ Revenue of $1.57bn for 2022

Tesla Inc. – Electric Car Company

* + Only makes Electric cars
	+ 1,313,581 cars sold in 2022 (mostly Model 3/Y)
	+ $81.46 billion Tesla Annual Revenue for 2022

Peers:

* Rivian,
	+ Only makes electric cars
	+ in 2022, Rivian produced 24,337 electric vehicles and delivered 20,332 to customers. Does not sell worldwide
	+ $1.658 billion revenue for 2022, and is growing at nearly 100% year-on-year
* Ford,
	+ 2022 Ford sold about 4.2 million vehicles
	+ 61,575 BEV units sold in 2022
	+ $158 billion Revenue for 2022
	+ Largest car manufacturer in north America
* Nissan,
	+ 3.31 million vehicles sold in 2022
	+ In 2023 sold its millionth EV to date and plans to have 19 EV models in production globally by 2030
	+ 2022 revenue was about $79.5 billion

Netflix Inc. – Media entertainment streaming service SVOD market

* + 247.15 million paid users as of Q3 2023
	+ 21% of SVOD market in 2023
	+ 2022 revenue of $31.6 billion

Peers:

* Amazon Prime,
	+ 19% market share of SVOD in 2023
	+ 190 million users 2022 (fluctuates month-on-month)
	+ Revenue of $5.16 billion just from Prime Video in 2022
* Disney Plus,
	+ 15% SVOD market share in 2023
	+ Around 150 million users in Q4 2023
	+ $8.4 billion revenue in 2023
* Paramount Plus
	+ 4% market share SVOD
	+ 62.4 million subscribers
	+ $1.3 billion revenue 2023

Nvidia Inc. – Technology Company

* + Approx. 80% share of global Graphics processing units (GPUs) semiconductor chips as of 2023
	+ Revenue for 2023 $26.97 billion
	+ Stock price (6th Feb 2024) $693.32

Peers:

* Intel Inc,
	+ Manufactures semiconductor chips and microprocessors for PCs
	+ $63.05 billion Revenue for 2022
	+ Stock price (6th Feb 2024) $42.77
* Advanced Micro Devices Inc,
	+ $23.6 billion revenue for 2022
	+ Manufactures semiconductors
	+ Stock price (6th Feb 2024) $147.23
* Applied Materials Inc
	+ Manufactures semiconductors and flat panel displays for smartphones, computers and TVs
	+ Revenue: $25.79 billion in 2022
	+ Stock price (6th Feb 2024) $171.09

Pfizer Inc. – Pharmaceutical Company

* + Mostly medicines and vaccines
	+ Stock price (06.02.24) $26.57
	+ Revenue of $100.3 billion for 2022

Peers:

* Johnson & Johnson,
	+ Pharmaceutical, Consumer health and MedTech
	+ Stock price (06.02.24) $155.80
	+ Revenue $94.94 billion for 2022
* GSK plc,
	+ Biopharma specialising in Vaccines and Medicines
	+ Revenue for 2022 £29.32 billion (about $37bn)
	+ Share price of £1,658.7 (06.02.24)
* Roche Holding AG
	+ Swiss, operating in pharmaceuticals and diagnostics
	+ Share price $33.22 (06.02.24)
	+ Revenue 66.43 billion CHF (about $76bn)