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)