

US Emerging Internet

US eCommerce: Has Active Buyer growth turned the corner?



Nikhil Devnani, CFA
+1 917 344 8425
nikhil.devnani@bernsteinsg.com



Nathan Gee
+1 917 344 8573
nathan.gee@bernsteinsg.com



Ajeya Patil, CFA
+1 917 344 8467
ajeya.patil@bernsteinsg.com

Besides the [EBAY and GME headlines](#), one development that caught our attention this earnings cycle in US eCommerce was the improvement in Active Buyers. It wasn't uniform or definitive for every name, but directionally we saw better Y/Y and Q/Q metrics. The growth in New Buyers is starting to look better again, an encouraging sign. For a sector that usually trades on user growth, this gives investors something to look forward to. Of course, part of this has already been captured in the stronger GMV trends observed in recent periods — follow-through and consistency in Buyer growth will add more credibility to out-year GMV expectations. Ultimately, the Street wants confidence in volume-led growth rather than ASP inflation, which has been a contributing factor to top-line.

Active Buyers have stabilized. Across eBay, Etsy, and Wayfair, Active Buyers were flat-to-up Q/Q in 1Q26, following through from 4Q25. Y/Y growth was more mixed with Etsy still declining (albeit less so). However, underneath the hood, Etsy and Wayfair both saw Y/Y acceleration in New Buyers. And while eBay does not provide a comparable metric, management acknowledged on the call that the funnel for buyers is growing, with the US up 6% Y/Y (and US enthusiasts up 8%) while RoW was more challenged.

Reported metrics are quirky. Active Buyers are defined as those who have purchased something in the last twelve months. This annual look-back period makes sense in eCommerce because purchase occasions can be infrequent — but it creates quirky dynamics when observing quarterly GMV trends in relation to Active Buyer trends. For example, 2025 TTM Active Buyer growth looked weak partly because 2024 strength rolled off. In the case of Wayfair, there was a drag from exiting Germany in 1Q25.

Improving demand? 'Quarterly Active Buyers' is *not disclosed*, but would give us a sense of *current* demand. Wayfair's order growth (our proxy for intra-quarter demand) returned to positive territory in 3Q25 and has held at LSD+ (ahead of Active Buyers). eBay noted "really balanced" trends across US buyer count, cohort mix, frequency, and spend while putting up 27% GMV growth. Etsy has seen Net Adds improve — while trends here remain the weakest, churn should be a diminishing headwind (2025 churn reflected 2024 strength in Buyers, which will now be out of the metric and improves Y/Y). The formula for stronger Active Buyer growth for the group would be: (1) continuation of the Gross Adds trends observed in Q4/Q1; coupled with (2) moderating churn, which is partly mechanical, but primarily going to be driven by order frequency dynamics (e.g., more categories, more use cases, and the core recipe of price, selection, and convenience driving conversion).

The outlook. We shake out in-line to slightly ahead on Active Buyers. While critical, Active Buyers are one component of GMV growth, with frequency the other key factor. Nonetheless, in a year of tougher comps and debates around a macro shocks and risks to consumer spending, Active Buyers make for an important building block. It is worth noting that the sector benefited from more favorable advertising rates in 2025. Shopping late last year as Amazon exited the auction, which has been a tailwind to customer acquisition efforts. The group will start to lap this in 3Q26. We also noted a favorable Google algorithm change in paid search, which is having some visibility into, but is a variable that can change from period to period. Last, AI is small, but growing quickly — EBAY noted that half of returning AI tra



BERNSTEIN TICKER TABLE

Ticker	Rating	Cur	19 May	Price	TTM	Adjusted EPS			Adjusted P/E (x)			
			Closing		Rel.	Cur	2025A	2026E	2027E	2025A	2026E	2027E
EBAY (eBay)	M	USD	114.24	100.00	34.4%	USD	5.52	6.12	6.45	20.7	18.7	17.7
OLD				95.00								
ETSY (Etsy)	M	USD	57.61	65.00	(0.8)%	USD	4.80	5.97	7.07	12.0	9.7	8.1
W (Wayfair)	M	USD	57.40	85.00	25.2%	USD	2.60	2.76	3.68	22.1	20.8	15.6
OLD				100.00				2.77	3.66			
SPX			7,353.61									

PRICE TARGET CHANGE / ESTIMATE CHANGE IN BOLD

O - Outperform, M - Market-Perform, U - Underperform, NR - Not Rated, CS - Coverage Suspended

Source: Bloomberg, Bernstein estimates and analysis.

INVESTMENT IMPLICATIONS

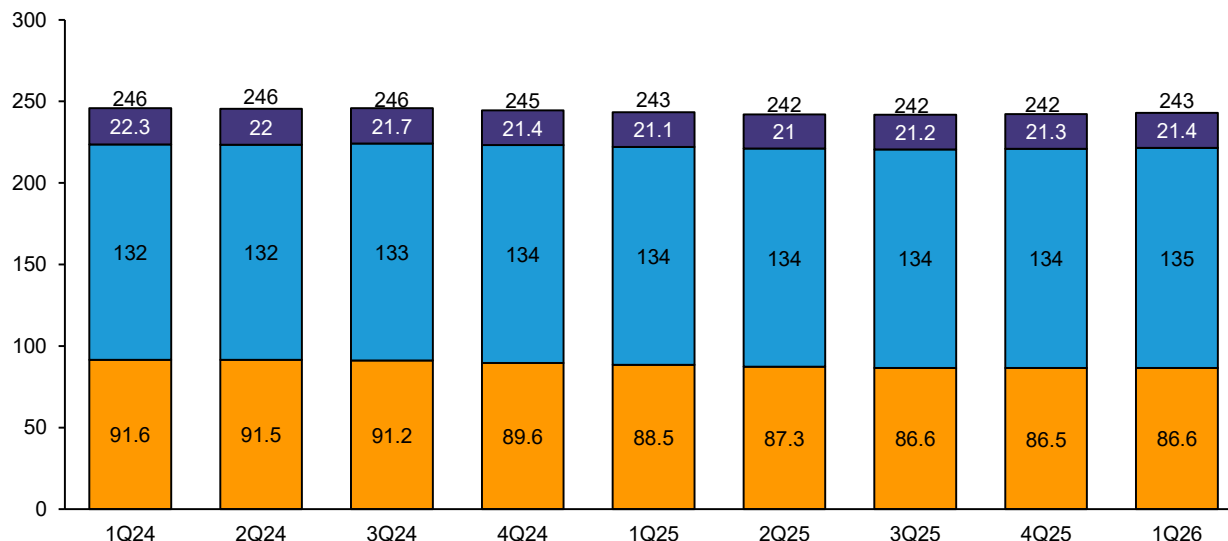
We rate ETSY, EBAY, and W Market-Perform.

For Wayfair, we incorporate the company's new debt issuance and assume a paydown of the 2028 converts, which increases interest expense but is offset by less dilution. Against the current backdrop of uncertainty around rates and consumer spending, we reduce our multiple in our comps approach from 18x Adj. EBITDA to 15x, which takes our PT down to \$85 (-\$15). Conversely, on EBAY we increase our PT up to \$100 (+\$5) to reflect ongoing momentum in the business. In our DCF, we are now assuming a higher terminal value growth rate of 3% (vs. 2% previously). Our PT implies a multiple of 21x 2027E GAAP EPS. The key question remains durability of growth as we move through the balance of the year. We think the company is executing well, but from a stock perspective we struggle with valuation to the upside given the current EPS growth algorithm.

DETAILS

EXHIBIT 1: Active Buyers have stabilized across the group over the last two quarters...

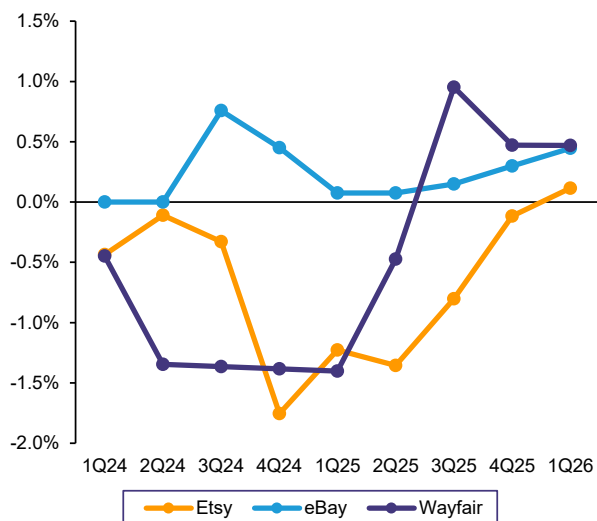
Sum of Active Buyers across Etsy, eBay, and Wayfair (M; NOT deduplicated)



eBay shown ex-Tise acquisition; Etsy shown as core Marketplace, excluding former assets like Depop.
Source: Company reports, Bernstein analysis

EXHIBIT 2: ...with each name seeing marginal Q/Q growth.

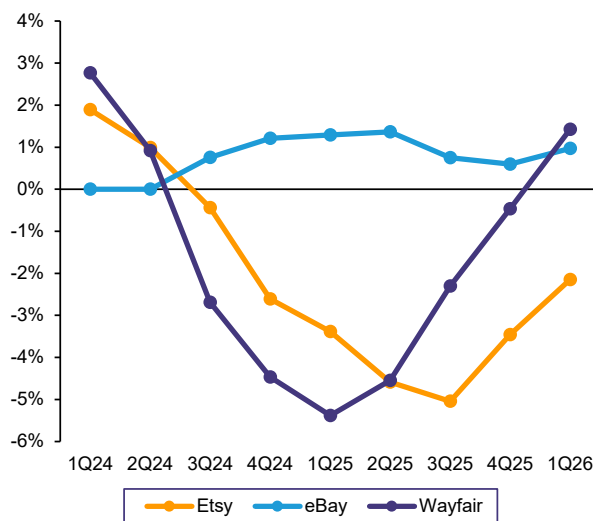
Q/Q Active Buyer Growth



eBay shown ex-Tise acquisition; Etsy shown as core Marketplace, excluding former assets like Depop.
Source: Company reports, Bernstein analysis

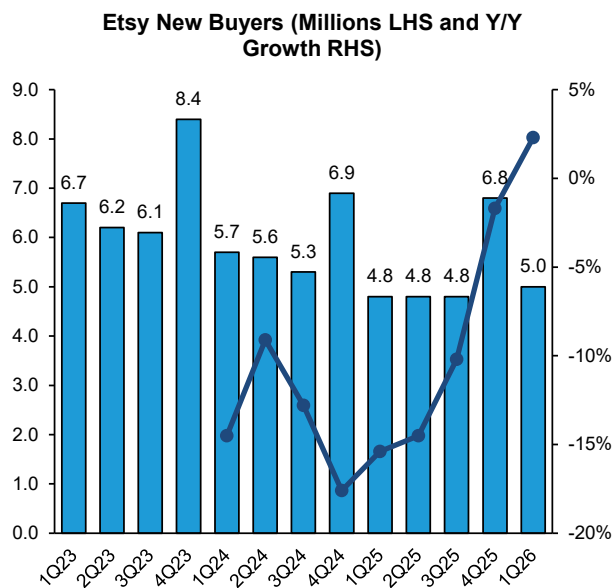
EXHIBIT 3: Y/Y growth has also improved, albeit Etsy continues to see headwinds on this metric.

Y/Y Active Buyer Growth



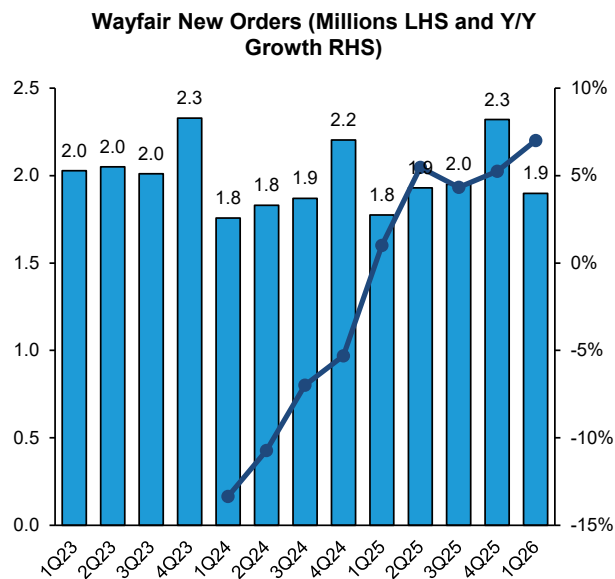
eBay shown ex-Tise acquisition; Etsy shown as core Marketplace, excluding former assets like Depop.
Source: Company reports, Bernstein analysis

EXHIBIT 4: New Buyer growth at Etsy has strengthened on a Y/Y basis, finally turning positive...



Source: Company reports, Bernstein analysis

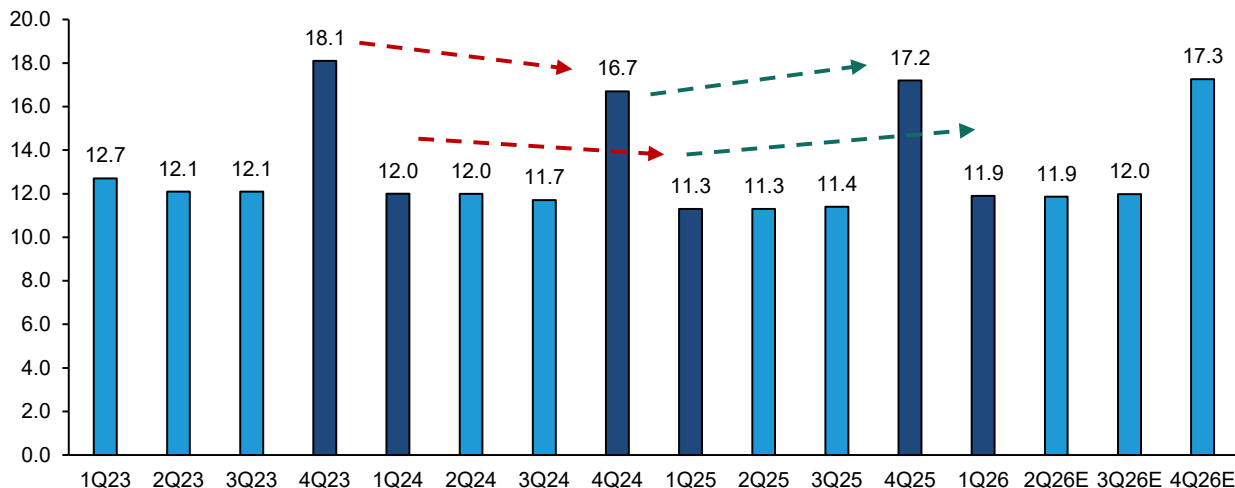
EXHIBIT 5: ...while New Order growth at Wayfair (our New Buyer proxy) also modestly improved Y/Y.



Source: Company reports, Bernstein analysis

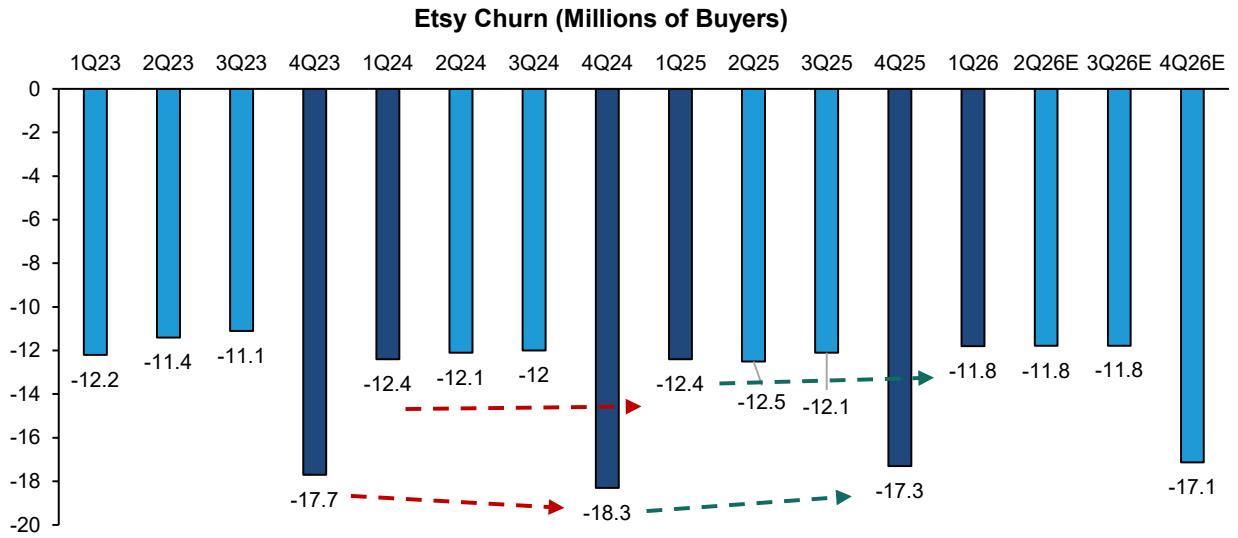
EXHIBIT 6: Etsy offers more detailed Active Buyer metrics so we can use it to illustrate ongoing dynamics. Gross Adds are improving (we look Y/Y given seasonal dynamics in buyer trends)...

Etsy Gross Adds (Millions; New + Reactivated Buyers)



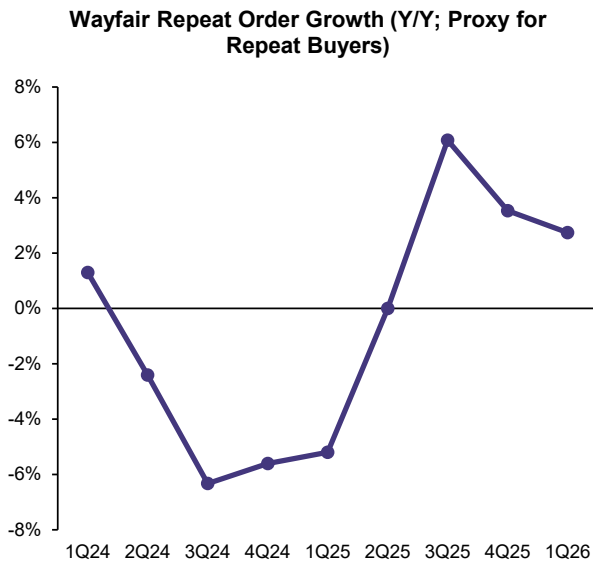
Source: Company reports, Bernstein analysis

EXHIBIT 7: ...and so is the number buyers that are churning, which means less of a headwind. For Etsy this is likely the key to getting back to modest Active Buyer growth.



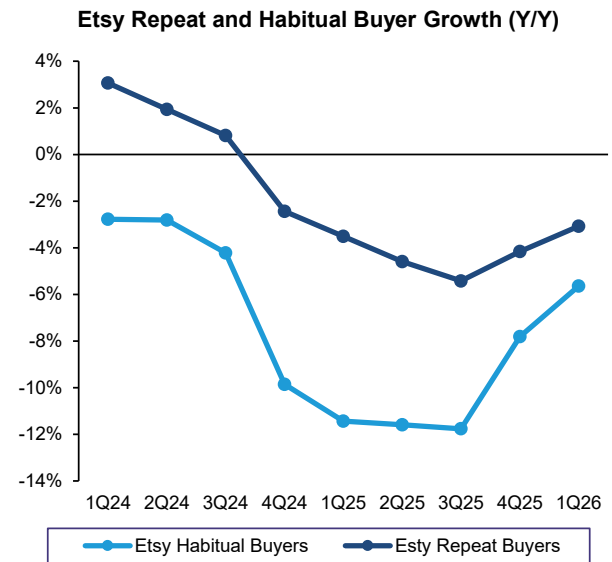
Source: Company reports, Bernstein estimates and analysis

EXHIBIT 8: For growth to sustain, it is important that gross adds – via repeat and new customers – stays healthy. Wayfair has been positive in recent quarters...



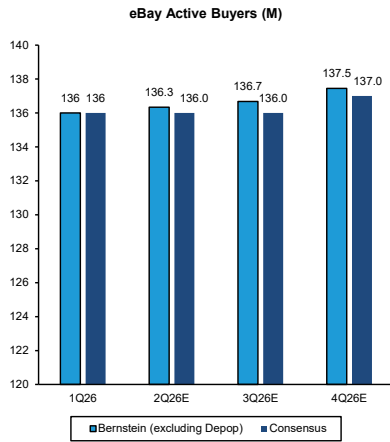
Source: Company reports, Bernstein analysis

EXHIBIT 9: ...while Etsy is still trying to find the floor on Y/Y trends here, but starting to see stabilization on Q/Q growth (i.e., absolute number in each category).



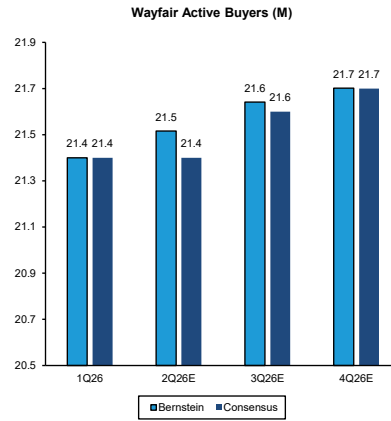
Source: Company reports, Bernstein analysis

EXHIBIT 10: **eBay Active Buyers**



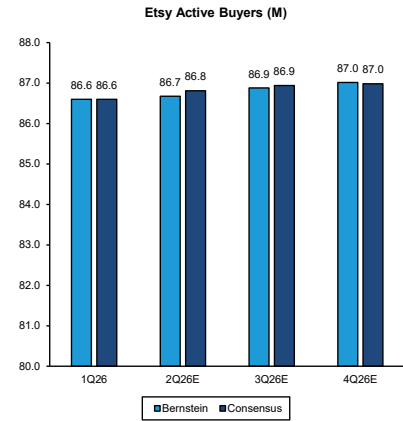
Our published model includes Depop (7M buyers estimated for 4Q26) but we show organic buyer count here as consensus has not modeled Depop
 Source: Company reports, Visible Alpha, Bernstein estimates and analysis

EXHIBIT 11: **Wayfair Active Buyers**



Source: Company reports, Visible Alpha, Bernstein estimates and analysis

EXHIBIT 12: **Etsy Active Buyers**

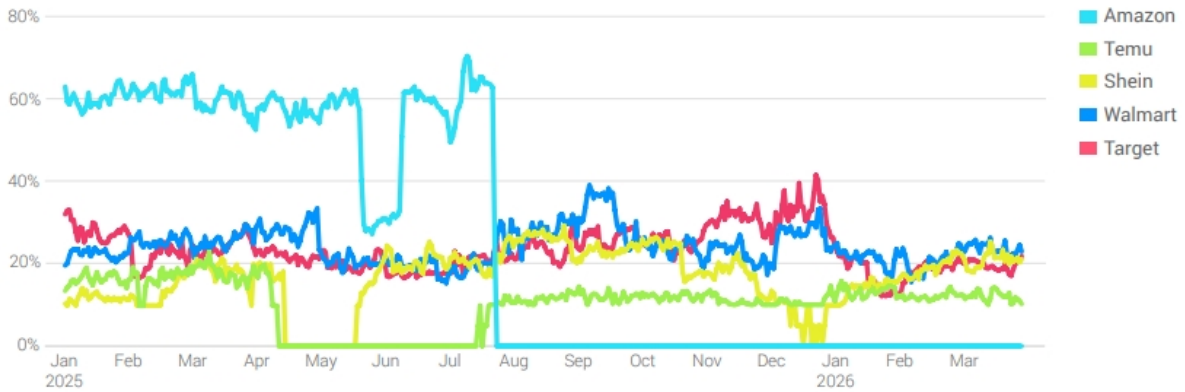


Source: Company reports, Visible Alpha, Bernstein estimates and analysis

EXHIBIT 13: **Amazon remains out of the Google Shopping ad auction, to the benefit of everyone else in eCommerce.**

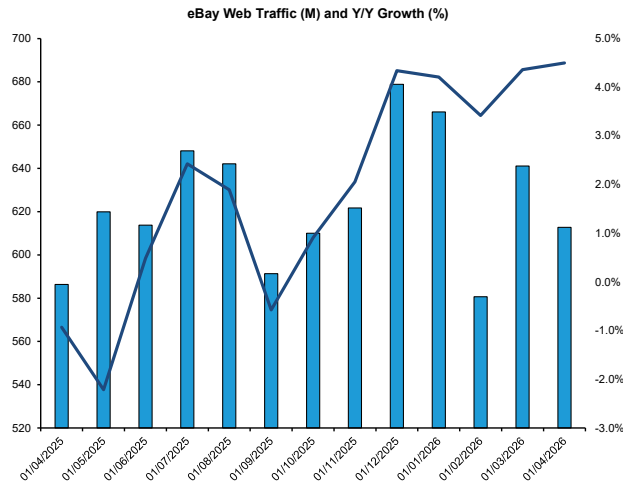
Daily US Google Shopping Ads Impression Share Median Competitor

source: anonymized Tinuiti advertiser data, 2026



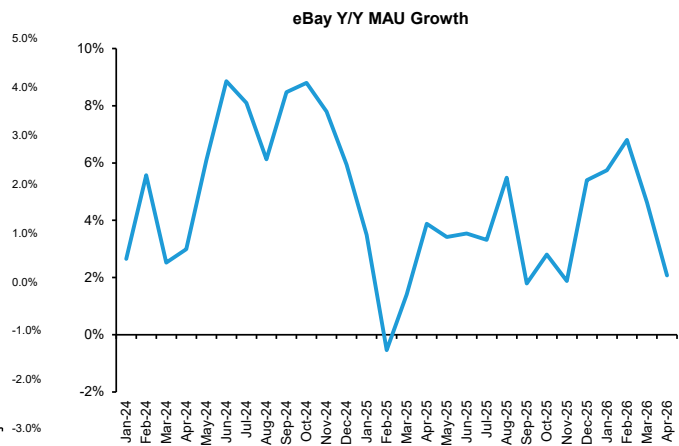
Source: Tinuiti

EXHIBIT 14: eBay web traffic and Y/Y growth



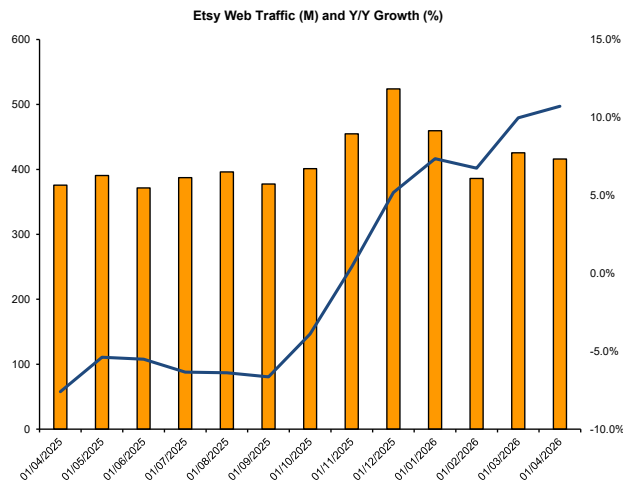
Source: SimilarWeb, Bernstein analysis

EXHIBIT 15: eBay MAU Y/Y growth



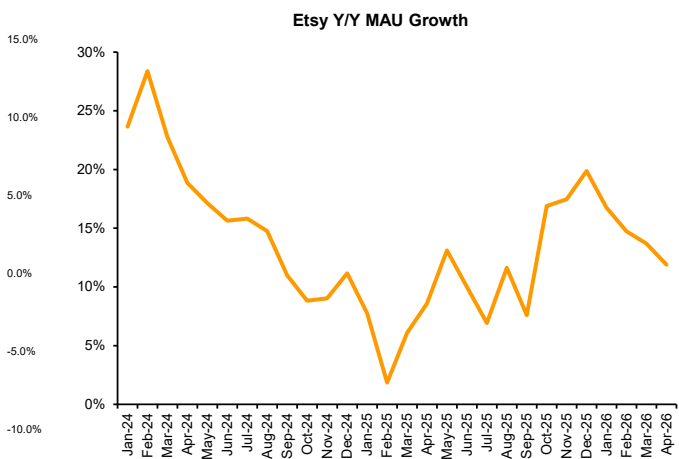
Source: SensorTower, Bernstein analysis

EXHIBIT 16: Etsy web traffic and Y/Y growth



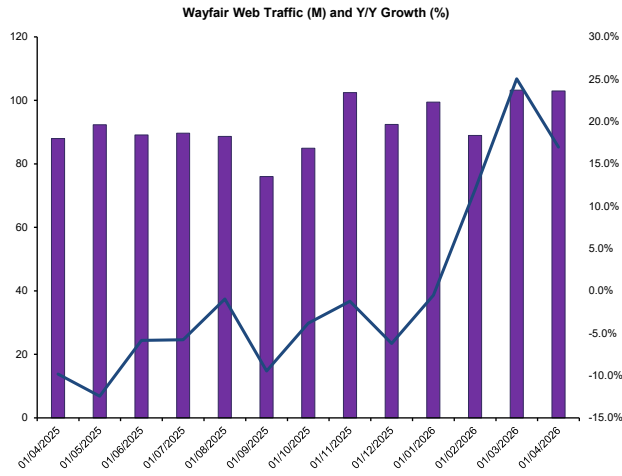
Source: SimilarWeb, Bernstein analysis

EXHIBIT 17: Etsy MAU Y/Y growth



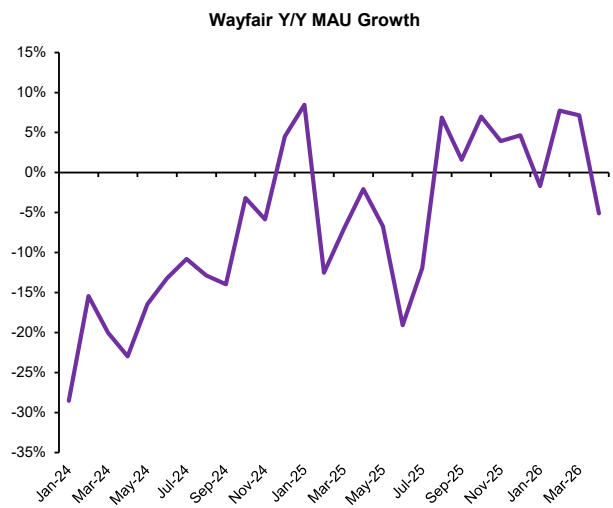
Source: SensorTower, Bernstein analysis

EXHIBIT 18: **Wayfair web traffic and Y/Y growth**



Source: SimilarWeb, Bernstein analysis

EXHIBIT 19: **Wayfair MAU Y/Y growth**



Source: SensorTower, Bernstein analysis

APPENDIX - FINANCIAL FORECASTS

EXHIBIT 20: Our Wayfair earnings model.

in USD millions except per share and percentage data

WAYFAIR	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26E	3Q26E	4Q26E	FY2025	FY2026E	FY2027E	FY2028E	FY2029E	FY2030E
GAAP INCOME STATEMENT														
Net Revenue	2,730	3,273	3,117	3,337	2,931	3,465	3,224	3,485	12,457	13,106	13,852	14,836	15,974	17,323
Cost of goods sold	1,893	2,289	2,183	2,327	2,051	2,434	2,269	2,453	8,692	9,207	9,710	10,369	11,132	12,037
Customer service and merchant fees	107	121	118	125	114	131	121	128	471	494	504	536	572	613
Advertising	344	372	330	379	329	361	348	367	1,425	1,445	1,542	1,644	1,764	1,907
Selling, operations, technology, general and administrative	429	465	445	437	424	435	430	439	1,776	1,728	1,756	1,799	1,865	1,954
Customer service center impairment and other charges	79	9	3	(15)	24	-	-	-	76	24	-	-	-	-
Total Expenses	2,852	3,256	3,079	3,253	2,942	3,380	3,169	3,407	12,440	12,899	13,512	14,348	15,334	16,512
EBIT	(122)	17	38	84	(11)	85	55	78	17	207	340	488	641	811
D&A	81	78	75	71	67	66	68	71	305	271	287	300	315	333
EBITDA (incl. SBC)	(41)	95	113	155	56	151	123	149	322	479	627	788	955	1,143
Interest and other income (expense), net	12	-	(135)	(198)	(93)	(65)	(38)	(37)	(321)	(234)	(143)	(126)	(105)	(80)
Net Income	(113)	15	(99)	(116)	(105)	16	13	33	(313)	(43)	157	290	429	585
Weight Avg. Diluted Shares	127	129	130	130	131	142	139	140	129	138	143	149	155	161
GAAP Diluted EPS	(0.89)	0.12	(0.76)	(0.89)	(0.80)	0.11	0.10	0.23	(2.43)	(0.31)	1.10	1.94	2.76	3.62
GAAP Margins:														
Gross Margin	31%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	31%
EBIT Margin	-4%	1%	1%	3%	0%	2%	2%	2%	0%	2%	2%	3%	4%	5%
EBITDA Margin (incl. SBC)	-2%	3%	4%	5%	2%	4%	4%	4%	3%	4%	5%	5%	6%	7%
Y/Y Growth (GAAP):														
Revenue	0%	5%	8%	7%	7%	6%	3%	4%	5%	5%	6%	7%	8%	8%
NON-GAAP METRICS														
Adjusted EBITDA	106	205	208	224	151	234	200	236	743	821	957	1,134	1,320	1,530
Adjusted EBITDA Margin	4%	6%	7%	7%	5%	7%	6%	7%	6.0%	6.3%	6.9%	7.6%	8.3%	8.8%
Non-GAAP Net Income (loss)	12	134	110	131	34	130	94	128	400	386	527	709	900	1,117
Non-GAAP Net Income Margin	0%	4%	4%	4%	1%	4%	3%	4%	3%	3%	4%	5%	6%	6%
Non-GAAP EPS	0.10	0.87	0.70	0.85	0.26	0.91	0.68	0.91	2.60	2.76	3.68	4.73	5.79	6.91
KEY METRICS														
Active Customers	21	21	21	21	21	22	22	22	21	22	22	23	24	26
LTM Net Revenue per Active Customer	562	572	578	586	591	597	599	604	586	604	621	639	658	677
LTM Orders per Active Customer	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	2.0	2.0
Orders Delivered	9.1	10.0	9.8	11.1	9.4	10.3	10.1	11.4	40.0	41.2	42.8	45.0	47.5	50.6
Average Order Value	301	328	317	301	312	336	320	305	311	318	324	330	336	343
% of orders from repeat customers	81%	81%	80%	79%	80%	81%	81%	82%	80%	81%	83%	85%	86%	88%
% of orders from new customers	20%	19%	20%	21%	20%	19%	19%	18%	20%	19%	17%	15%	14%	12%
BALANCE SHEET & CASH FLOW														
Cash + Marketable Securities	1,368	1,378	1,225	1,542	1,062	1,353	1,351	1,379	1,542	1,379	2,009	2,769	3,574	4,651
Gross debt	3,914	3,753	3,605	4,068	3,635	3,507	3,473	3,478	4,068	3,478	3,498	3,518	3,538	3,558
Net cash (debt)	(2,546)	(2,375)	(2,380)	(2,526)	(2,573)	(2,154)	(2,122)	(2,099)	(2,526)	(2,099)	(1,489)	(749)	36	1,093
Total Assets	3,419	3,278	3,116	3,440	2,870	3,176	3,155	3,174	3,440	3,174	3,819	4,656	5,666	6,924
Free Cash Flow	(139)	230	93	145	(106)	451	36	28	329	410	630	761	805	1,077
FCF Margin	-5%	7%	3%	4%	-4%	13%	1%	1%	2.6%	3.1%	4.5%	5.1%	5.0%	6.2%

Source: Company reports, Bernstein estimates and analysis

EXHIBIT 21: **Our Etsy earnings model.**

in USD millions except per share and percentage data

ETSY	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26E	3Q26E	4Q26E	FY2025	FY2026E	FY2027E	FY2028E	FY2029E	FY2030E
GAAP INCOME STATEMENT														
Net Revenue	651	673	678	882	631	649	648	855	2,884	2,784	2,857	2,979	3,127	3,299
Cost of Revenue	192	194	195	238	176	181	179	218	818	754	766	792	825	863
Marketing	189	212	208	306	174	183	184	261	915	803	826	864	911	964
Product development	111	112	113	114	99	105	104	106	450	415	429	449	472	500
General and administrative	80	79	79	94	62	73	74	74	333	284	297	293	290	287
Asset impairment charges	102	-	-	-	-	-	-	-	102	-	-	-	-	-
Total Expenses	674	596	595	752	511	543	541	660	2,617	2,255	2,318	2,397	2,497	2,614
EBIT	(22)	76	83	129	120	107	107	195	266	529	539	581	630	685
D&A	27	25	24	25	15	15	15	17	102	62	63	65	67	70
EBITDA (incl. SBC)	5	102	107	154	135	122	122	212	368	590	602	646	697	755
Net Income	(52)	29	76	111	105	92	92	167	163	456	464	499	542	594
Weight Avg. Diluted Shares	107	122	125	124	121	120	112	106	119	115	99	92	86	81
GAAP Diluted EPS	(0.49)	0.25	0.63	0.92	0.60	0.77	0.83	1.57	1.31	3.77	4.73	5.45	6.34	7.38
GAAP Margins:														
Gross Margin	71%	71%	71%	73%	72%	72%	72%	74%	72%	73%	73%	73%	74%	74%
EBIT Margin	-3%	11%	12%	15%	19%	16%	16%	23%	9%	19%	19%	20%	20%	21%
EBITDA Margin (incl. SBC)	1%	15%	16%	18%	21%	19%	19%	25%	13%	21%	21%	22%	22%	23%
Y/Y Growth (GAAP):														
Revenue	1%	4%	2%	3%	-3%	-3%	-4%	-3%	3%	-3%	3%	4%	5%	5%
EBITDA	-95%	5%	-7%	-15%	2623%	20%	14%	37%	-25%	60%	2%	7%	8%	8%
NON-GAAP METRICS														
Adjusted EBITDA	171	169	172	222	185	183	179	268	735	814	832	875	929	991
Adjusted EBITDA Margin	26%	25%	25%	25%	29%	28%	28%	31%	25%	29%	29%	29%	30%	30%
Non-GAAP Net Income	130	126	139	178	152	153	149	223	573	677	694	727	774	830
Non-GAAP Diluted EPS	1.21	1.04	1.11	1.44	1.25	1.28	1.34	2.10	4.80	5.97	7.07	7.93	9.04	10.31
KEY METRICS														
Consolidated GMS	2,793	2,806	2,725	3,593	2,460	2,512	2,481	3,309	11,917	10,763	10,920	11,277	11,728	12,256
GMS Growth (Y/Y)	-6%	-5%	-7%	-4%	-12%	5%	2%	1%	-5%	-10%	1%	3%	4%	4%
Take rate (%)	23.3%	24.0%	24.9%	24.5%	25.7%	25.9%	26.1%	25.9%	24.2%	25.9%	26.2%	26.4%	26.7%	26.9%
Active Buyers (Millions)	94.8	93.3	93.2	93.5	86.6	86.7	86.9	87.0	93.5	87.0	87.8	89.1	90.5	91.9
Active Sellers (Millions)	8.1	8.1	8.5	8.8	5.6	5.6	5.7	5.7	8.8	5.7	5.8	6.0	6.1	6.2
BALANCE SHEET & CASH FLOW														
Cash + Marketable Securities	868	1,412	1,508	1,620	1,426	1,476	2,051	1,865	1,620	1,865	1,695	1,835	2,049	2,444
Other Assets	1,253	1,145	1,145	1,207	1,255	1,227	832	831	1,207	831	843	861	882	905
Total Assets	2,121	2,557	2,653	2,827	2,681	2,703	2,882	2,696	2,827	2,696	2,537	2,696	2,931	3,349
Adjusted FCF	35	90	205	308	71	177	151	217	639	616	712	749	822	903
Adj. FCF Margin	5%	13%	30%	35%	11%	27%	23%	25%	22%	22%	24.9%	25.1%	26.3%	27.4%

Source: Company reports, Bernstein estimates and analysis

EXHIBIT 22: Our eBay earnings model.

in USD millions except per share and percentage data

eBay	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26E	3Q26E	4Q26E	FY2025	FY2026E	FY2027E	FY2028E	FY2029E	FY2030E
GAAP INCOME STATEMENT														
Revenue	2,585	2,730	2,820	2,965	3,089	3,038	3,008	3,121	11,100	12,256	12,893	13,579	14,341	15,197
Cost of Revenue	697	750	794	821	802	824	819	822	3,062	3,287	3,441	3,684	3,925	4,194
Sales and Marketing	536	586	606	666	673	675	690	732	2,394	2,770	2,932	3,144	3,360	3,613
Product Development	393	452	455	468	450	449	454	507	1,768	1,860	2,028	2,010	2,052	2,100
General and Administrative	261	371	282	284	410	290	278	283	1,198	1,260	1,179	1,220	1,266	1,317
Provision for Transaction Losses	81	86	106	123	138	137	133	139	396	547	511	522	545	572
Depreciation and Amortization ex-COGS	6	6	6	6	5	5	5	5	24	20	21	22	23	24
Total Costs and Expenses	1,974	2,251	2,249	2,368	2,478	2,379	2,378	2,489	8,842	9,725	10,113	10,602	11,171	11,820
EBIT	611	479	571	597	611	658	630	632	2,258	2,531	2,770	2,977	3,171	3,377
D&A	79	107	106	115	93	93	91	103	407	380	421	429	439	450
EBITDA (incl. SBC)	690	586	677	712	704	751	720	736	2,665	2,911	3,191	3,406	3,609	3,827
Net Income	499	364	628	525	512	517	495	485	2,016	2,009	2,158	2,327	2,491	2,670
Weight Avg. Diluted Shares	475	470	467	460	457	455	454	452	468	455	448	440	431	423
GAAP EPS	1.05	0.78	1.27	1.13	1.12	1.14	1.09	1.07	4.24	4.42	4.82	5.29	5.78	6.32
GAAP Margins:														
Gross Margin	73%	73%	72%	72%	74%	73%	73%	74%	72%	73%	73%	73%	73%	72%
EBIT Margin	24%	18%	20%	20%	20%	22%	21%	20%	20%	21%	22%	22%	22%	22%
EBITDA Margin (incl. SBC)	27%	21%	24%	24%	23%	25%	24%	24%	24%	24%	25%	25%	25%	25%
Y/Y Growth (GAAP):														
Revenue	1%	6%	9%	15%	19%	11%	7%	5%	8%	10%	5%	5%	6%	6%
Gross Profit	2%	8%	10%	15%	21%	12%	8%	7%	9%	12%	5%	5%	5%	6%
NON-GAAP METRICS														
Adjusted EBITDA	828	859	848	868	983	923	883	906	3,403	3,695	3,894	4,122	4,350	4,607
Adjusted EBITDA Margin (% of GMV)	4.4%	4.4%	4.2%	4.1%	4.4%	4.2%	4.1%	4.1%	4.3%	4.2%	4.3%	4.3%	4.4%	4.4%
Non-GAAP Net Income	654	640	633	666	760	696	665	662	2,593	2,782	2,891	3,080	3,272	3,492
Non-GAAP EPS	1.38	1.37	1.36	1.41	1.66	1.53	1.47	1.46	5.52	6.12	6.45	7.01	7.59	8.26
KEY METRICS														
Marketplace GMV (\$M)	18,753	19,514	20,105	21,240	22,197	21,853	21,297	22,254	79,612	87,602	90,939	94,848	99,133	103,973
GMV Growth (Y/Y)	1%	6%	10%	10%	18%	12%	6%	5%	7%	10%	4%	4%	5%	5%
Active Buyers (M)	134	134	134	135	136	136	137	144	135	144	147	149	151	153
Orders Growth (Y/Y)	1%	1%	1%	1%	1%	2%	2%	7%	1%	7%	1%	1%	1%	1%
GMV per Active Buyer (\$)	140	146	150	157	163	160	156	154	593	633	622	639	658	680
GMV per Buyer Growth (Y/Y)	-1%	4%	9%	9%	17%	10%	4%	-2%	5%	7%	-2%	3%	3%	3%
BALANCE SHEET & CASH FLOW														
Cash + Marketable Securities	4,791	3,750	3,378	2,919	3,860	3,878	2,706	2,755	2,919	2,755	2,888	3,094	3,448	3,962
All Other	14,163	14,211	14,413	14,691	14,033	14,202	15,526	15,628	14,691	15,628	16,131	16,710	17,368	18,126
Total Assets	18,954	17,961	17,791	17,610	17,893	18,079	18,232	18,383	17,610	18,383	19,019	19,804	20,816	22,088
Net Debt to EBITDA Ratio	1.4x	0.5x	0.5x	0.7x	0.7x	1.0x	1.4x	1.4x	0.7x	1.4x	1.2x	1.1x	0.9x	0.7x
Gross Debt to EBITDA Ratio	3.3x	2.5x	2.4x	2.3x	2.3x	2.4x	2.3x	2.3x	2.5x	2.3x	2.1x	2.0x	1.9x	1.8x
Adj. FCF Operations (Est.)	644	(441)	803	478	898	656	666	687	1,484	2,907	2,812	3,009	3,178	3,359
Adjusted FCF Margin	25%	-16%	28%	16%	29%	22%	22%	22%	13%	24%	22%	22%	22%	22%

Source: Company reports, Bernstein estimates and analysis

- eBay's market share erodes further on increased competition and/or eBay's inability to re-vitalize the marketplace with its focus category approach.
- Pricing initiatives in the UK create a bigger margin headwind than anticipated and/or eBay rolls out similar changes in other markets that undercut future margin expectations; the company is unable to successfully reintroduce a buyer fee in UK C2C without driving churn.
- Macro conditions worsen, led by onerous tariff policy and weaker consumer confidence; GMV growth misses expectations and buyer churn accelerates
- Lower for longer outlook on margins given volume de-leverage and reinvestment.
- Smaller than anticipated buyback program.
- Advertising uptake slows as GMV growth comes under pressure.

Etsy Inc

Upside Risks

- Sustained re-acceleration in GMS and Active Buyer growth as Etsy laps easier compares. Long-term, Etsy can be a share gainer in eCommerce with a differentiated product SKUs and attractive incremental margins.
- The stock trades at a relatively low multiple vs. its own history, and can re-rate if GMS beats expectations from here.
- Further optimization of the expense base, creating a margin expansion catalyst.
- Continued expansion in the take rate through a combination of higher fees (e.g., commission and listing rate) and/or organic growth in add-on services like advertising and payments.

Downside Risks

- Further deterioration in GMS and Active Buyer growth in the near-term. Long-term, GMS growth remains constrained because ETSY struggles to grow order frequency in core markets (US/UK) causing it to lose share.
- After a massive acceleration, Etsy has tapped out its buyer TAM and struggles to appeal to new cohorts (e.g., men, Gen Z, and new regions).
- Market punishes margin compression as Etsy reinvests for the long run.
- Disintermediation and direct competition from domestic and foreign eCommerce marketplaces.
- Advertising uptake slows against a more moderate GMS growth algorithm. This limits incremental take rate upside.
- Tariffs create incremental pressure on cross-border GMV growth.

Wayfair Inc

Upside Risks

- Short squeeze on any piece of good news, given high short interest.
- Revenue growth as well as core KPIs (e.g., orders and customer adds) improve as the comps ease, replacement cycles come due, and the housing market goes from headwind to tailwind.
- Wayfair continues to gain market share at the expense of smaller pureplays and larger general merchandise marketplaces. This would position the company for better growth once demand returns.

- Wayfair has cut operating expenses significantly in recent periods, setting the business up for better incremental operating margins and FCF growth once the top-line returns. Capital intensity of the business improves.
- Inflation pushes more buyers to mass market, benefiting Wayfair.

Downside Risks

- Macro softens weighing on category and Wayfair growth in the near-term.
- Long-term, category growth (and Wayfair growth) slows down as COVID pulled forward online penetration rates. There's a risk we are now further along the migration curve in the category, with New Customers harder to come by.
- If the New Customer funnel is narrowing, Wayfair will increasingly become dependent on order frequency, retention, and re-engagement of the customer, which could lend itself to a slower growth algorithm.
- Increasingly competitive market (particularly from Amazon and big box retailers) weighs on Wayfair's market share and growth. Wayfair has more depth of product, but peers have enough to be competitive and could prevent Wayfair from earning excess profit.
- The company ramps investment in advertising and headcount to grow, limiting margin upside. Street margin expectations have grown following the long-term Investor Day targets.
- Wayfair is unable to realize leverage on its customer acquisition costs -- tough to build brand loyalty in category with long purchase cycles and like-for-like unbranded merchandise on competitor platforms (low switching costs for consumers).
- Tariffs create incremental pressure on cross-border GMV growth.

RATINGS DEFINITIONS, BENCHMARKS AND DISTRIBUTION

EQUITY RATINGS DEFINITIONS

Bernstein brand

The Bernstein brand rates stocks based on forecasts of relative performance for the next 12 months versus the S&P 500 for stocks listed on the U.S. and Canadian exchanges, versus the Bloomberg Europe Developed Markets Large and Mid Cap Price Return Index EUR (EDME) for stocks listed on the European exchanges and emerging markets exchanges outside of the Asia Pacific region, versus the Bloomberg Japan Large and Mid Cap Price Return Index USD (JPL) for stocks listed on the Japanese exchanges, and versus the Bloomberg Asia ex-Japan Large and Mid Cap Price Return Index (ASIAX) for stocks listed on the Asian (ex-Japan) exchanges -unless otherwise specified.

The Bernstein brand has three categories of ratings:

- Outperform: Stock will outpace the market index by more than 15 pp
- Market-Perform: Stock will perform in line with the market index to within +/- 15 pp
- Underperform: Stock will trail the performance of the market index by more than 15 pp

Coverage Suspended: Coverage of a company under the Bernstein research brand has been suspended. Ratings and price targets are suspended temporarily, are no longer current, and should therefore not be relied upon.

Not Rated: A rating assigned when the stock cannot be accurately valued, or the performance of the company accurately predicted, at the present time. The covering analyst may continue to publish research reports on the company to update investors on events and developments.

Not Covered (NC) denotes companies that are not under coverage.

Bernstein brand stock ratings are based on a 12-month time horizon.

Autonomous brand – common stocks

The Autonomous brand rates common stocks as indicated below. As our benchmarks we use the Bloomberg Europe 500 Banks And Financial Services Index (BEBANKS) and Bloomberg Europe Dev Mkt Financials Large and Mid Cap Price Ret Index EUR (EDMFI) index for developed European banks and Payments, the Bloomberg Europe 500 Insurance Index (BEINSUR) for European insurers, the S&P 500 and S&P Financials for US banks and Payments coverage, S5LIFE for US Insurance, the S&P Insurance Select Industry (SPSIINS) for US Non-Life Insurers coverage, and the Bloomberg Emerging Markets Financials Large, Mid and Small Cap Price Return Index (EMLSF) for emerging market banks and insurers and Payments. Ratings are stated relative to the sector (not the market).

The Autonomous brand has three categories of common stock ratings:

- Outperform (OP): Stock will outpace the relevant index by more than 10 pp
- Neutral (N): Stock will perform in line with the market index to within +/- 10 pp
- Underperform (UP): Stock will trail the performance of the relevant index by more than 10 pp

Coverage Suspended: Coverage of a company under the Autonomous research brand has been suspended. Ratings and price targets are suspended temporarily, are no longer current, and should therefore not be relied upon.

Not Rated: A rating assigned when the stock cannot be accurately valued, or the performance of the company accurately predicted, at the present time. The covering analyst may continue to publish research reports on the company to update investors on events and developments.

Those denoted as 'Feature' (e.g., Feature Outperform FOP, Feature Under Outperform FUP) are our core ideas.

Not Covered (NC) denotes companies that are not under coverage.

Autonomous brand common stock ratings are based on a 12-month time horizon.

Autonomous brand – preferred stocks

The Autonomous brand has three categories of preferred stock ratings:

- Outperform (OP): The total return of the preferred instrument is expected to outperform preferred securities of other issuers operating in similar sectors or rating categories over the next six months.
- Neutral (N): The total return of the preferred instrument is expected to perform in line with preferred securities of other issuers operating in similar sectors or rating categories over the next six months.
- Underperform (UP): The total return of the preferred instrument is expected to underperform preferred securities of other issuers operating in similar sectors or rating categories over the next six months.

Autonomous preferred stock ratings are based on a 6-month time horizon.

AUTONOMOUS CREDIT RESEARCH

Where this report contains investment recommendations for credit instruments, as defined in article 3(1)(35) of the Market Abuse Regulation, the information below is presented to comply with its disclosure requirements.

The report may also include reference(s) to published opinions by other Autonomous or Bernstein analysts covering the equity securities of the issuer(s) referenced herein. Please note an investment recommendation for credit instruments published by the author(s) of this report may differ from the published view of the analyst covering equity securities for the issuer(s) contained in this report and vice versa.

CREDIT RATINGS DEFINITIONS

The Autonomous brand has three categories of credit ratings:

- Credit Outperform (C-OP): The total return of the Reference Credit Instrument is expected to outperform the credit spread of bonds of other issuers operating in similar sectors or rating categories over the next six months.

- **Credit Neutral (C-N):** The total return of the Reference Credit Instrument is expected to perform in line with the credit spread of bonds of other issuers operating in similar sectors or rating categories over the next six months.
- **Credit Underperform (C-UP):** The total return of the Reference Credit Instrument is expected to underperform the credit spread of bonds of other issuers operating in similar sectors or rating categories over the next six months.

Autonomous credit ratings are based on a 6-month time horizon.

A list of all investment recommendations produced by the author(s) of this report alongside credit ratings history are available upon request.

It is at the sole discretion of the Firm as to when to initiate, update and cease research coverage. The Firm has established, maintains and relies on information barriers to control the flow of information contained in one or more areas (i.e. the private side) within the Firm, and into other areas, units, groups or affiliates (i.e. public side) of the Firm

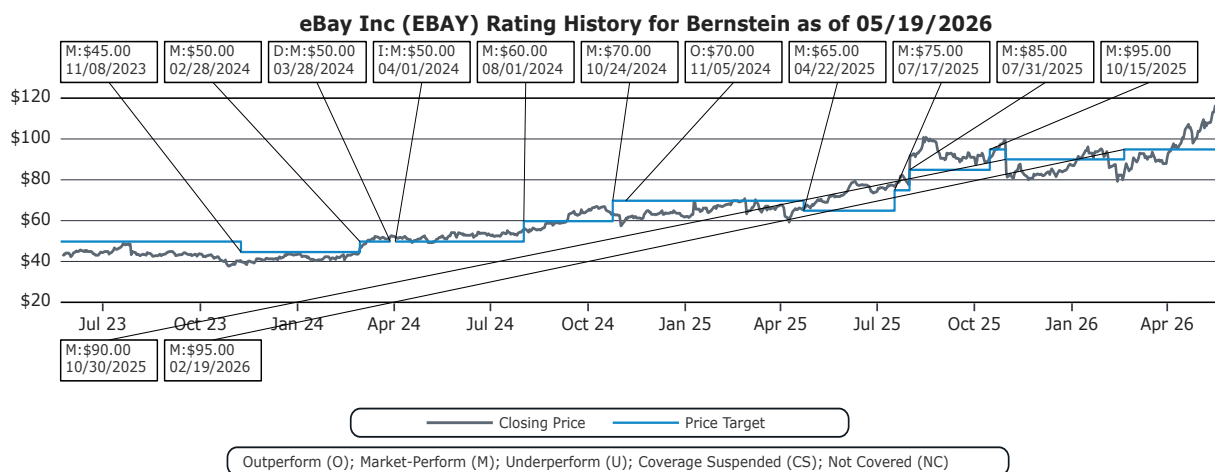
DISTRIBUTION OF EQUITY RATINGS/INVESTMENT BANKING SERVICES

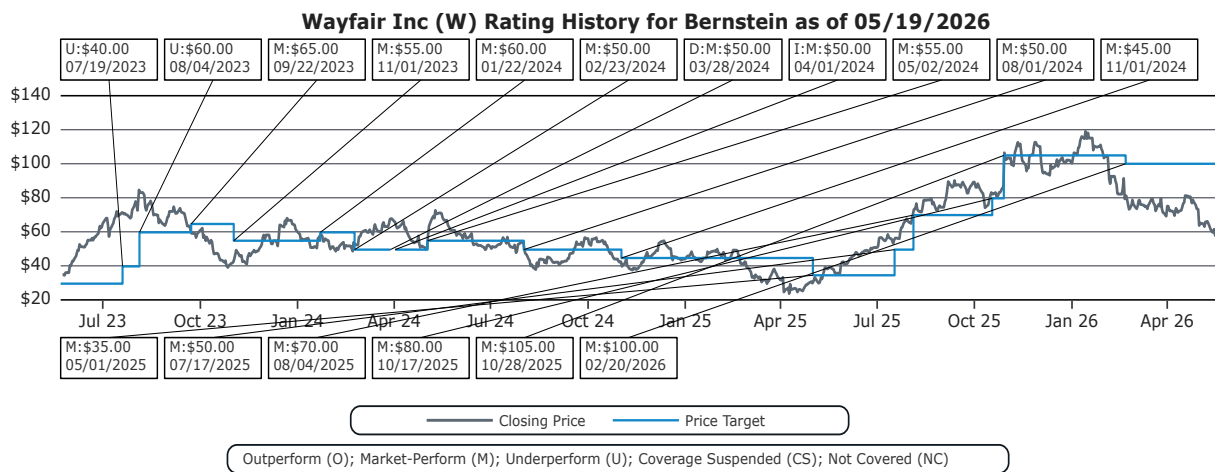
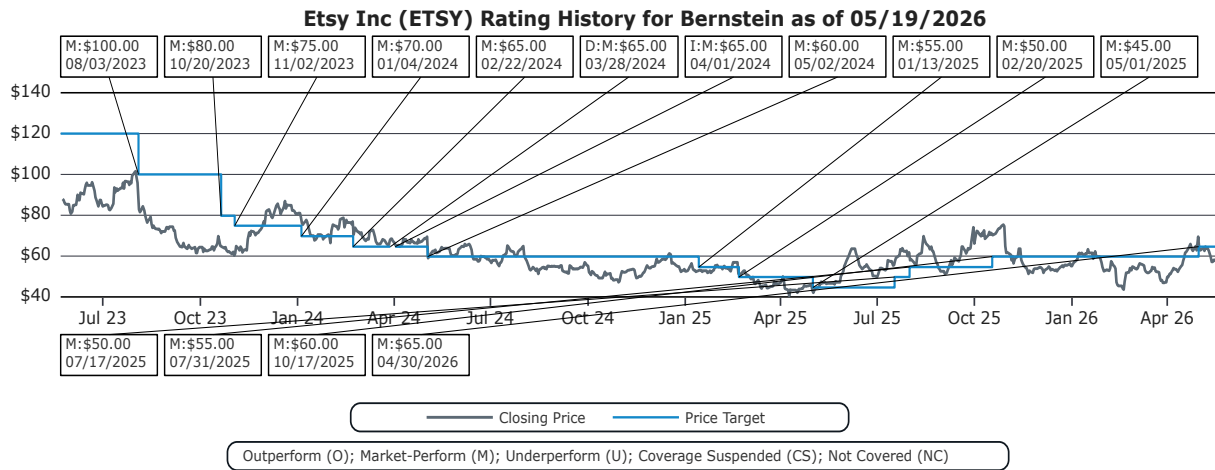
Equity Rating	Market Abuse Regulation (MAR) and FINRA Rating Category	Global Rating Distribution	Investment Banking Relationships*
Outperform	BUY	51.1%	16.5%
Market-Perform (Bernstein Brand) Neutral (Autonomous Brand)	HOLD	36.3%	17.8%
Underperform	SELL	12.6%	14.9%

* These figures represent the percentage of companies within each equity rating category for which affiliates of Bernstein have provided investment banking services within the previous 12 months. As of March 31, 2026. All figures are updated quarterly.

PRICE CHARTS / RATINGS AND PRICE TARGET HISTORY

Prior to April 1, 2024, Sanford C. Bernstein & Co., LLC. issued the ratings and price target information in the graph(s) below for the following companies: eBay Inc, Etsy Inc and Wayfair Inc.





All price target and closing price data in the chart(s) above are denominated in the currency noted in the Ticker Table of this report.

CONFLICTS OF INTEREST

SG and/or its affiliates beneficially own 1% or more of a class of common equity securities of the following company: Etsy Inc.

Certain affiliates of Bernstein act as market maker or liquidity provider in the equities securities of: eBay Inc and Wayfair Inc.

OTHER MATTERS

The legal entity(ies) employing the analyst(s) listed in this report, and their location, can be determined by the country code of their phone number, as follows:

- +1 Bernstein Institutional Services LLC; New York, New York, USA
- +44 Bernstein Autonomous LLP; London UK
- +212 Société Générale Africa Technologies & Services; Casablanca, Morocco
- +33 BSG France S.A.; Paris, France
- +34 BSG France S.A.; Madrid, Spain
- +41 Bernstein Autonomous LLP; Geneva, Switzerland

+49 BSG France S.A.; Frankfurt, Germany

+91 Sanford C. Bernstein (India) Private Limited; Mumbai, India

+852 Sanford C. Bernstein (Hong Kong) Limited 盛博香港有限公司; Hong Kong, China

+65 Sanford C. Bernstein (Singapore) Private Limited; Singapore

+81 Sanford C. Bernstein Japan KK; Tokyo, Japan

Where this report has been prepared by research analyst(s) employed by a non-US affiliate, such analyst(s), is/are (unless otherwise expressly noted below) not registered as associated persons of Bernstein Institutional Services LLC or any other SEC-registered broker-dealer and are not licensed or qualified as research analysts with FINRA. Accordingly, such analyst(s) may not be subject to FINRA's restrictions regarding (among other things) communications by research analysts with a subject company, interactions between research analysts and investment banking personnel, participation by research analysts in solicitation and marketing activities relating to investment banking transactions, public appearances by research analysts, and trading securities held by a research analyst account.

Where this report has been prepared by research analyst(s) employed by Société Générale Africa Technologies & Services (part of the Société Générale group of companies), it has been prepared on behalf of a Bernstein company under a Global Services Agreement in place between Bernstein and Société Générale.

CERTIFICATION

Each research analyst listed in this report, who is primarily responsible for the preparation of the content of this report, certifies that all of the views expressed in this publication accurately reflect that analyst's personal views about any and all of the subject securities or issuers and that no part of that analyst's compensation was, is, or will be, directly or indirectly, related to the specific recommendations or views in this publication.

II. ADDITIONAL GLOBAL CONFLICT DISCLOSURES

It is at the sole discretion of the Firm as to when to initiate, update and cease research coverage. The Firm has established, maintains and relies on information barriers to control the flow of information contained in one or more areas (i.e., the private side) within the Firm, and into other areas, units, groups or affiliates (i.e., public side) of the Firm.

III. OTHER IMPORTANT INFORMATION AND DISCLOSURES

Separate branding is maintained for "Bernstein" and "Autonomous" research products.

- Bernstein produces a number of different types of research products including, among others, fundamental analysis and quantitative analysis under both the "Autonomous" and "Bernstein" brands. Recommendations contained within one type of research product may differ from recommendations contained within other types of research products, whether as a result of differing time horizons, methodologies or otherwise. Furthermore, views or recommendations within a research product issued under one brand may differ from views or recommendations under the same type of research product issued under the other brand. The Research Ratings System for the two brands and other information related to those Rating Systems are included in the previous section.
- Autonomous operates as a separate business unit within the following entities: Bernstein Institutional Services LLC, Bernstein Autonomous LLP, Sanford C. Bernstein (Hong Kong) Limited 盛博香港有限公司 and Sanford C. Bernstein (India) Private Limited. For information relating to "Autonomous" branded products (including certain Sales materials) please visit: www.autonomous.com. For information relating to Bernstein branded products please visit: www.bernsteinresearch.com.

Analysts are compensated based on aggregate contributions to the research franchise as measured by account penetration, productivity and proactivity of investment ideas. No analysts are compensated based on performance in, or contributions to, generating investment banking revenues.

This report has been produced by an independent analyst as defined in Article 3 (1)(34)(i) of EU 596/2014 Market Abuse Regulation ("MAR") and the same article of MAR as it forms part of United Kingdom domestic law by virtue of the European Union (Withdrawal) Act 2018.

To our readers in the United States: Bernstein Institutional Services LLC, a broker-dealer registered with the U.S. Securities and Exchange Commission ("SEC") and a member of the U.S. Financial Industry Regulatory Authority, Inc. ("FINRA") is distributing

this publication in the United States and accepts responsibility for its contents. Where this material contains an analysis of debt product(s), such material is intended only for institutional investors and is not subject to the US independence and disclosure standards applicable to debt research prepared for retail investors.

Bernstein Institutional Services LLC may act as principal for its own account or as agent for another person (including an affiliate) in sales or purchases of any security which is a subject of this report. This report does not purport to meet the objectives or needs of any specific individuals, entities or accounts.

To our readers in Canada: If this publication pertains to a Canadian domiciled company, it is being distributed in Canada by Sanford C. Bernstein (Canada) Limited, which is licensed and regulated by the Canadian Investment Regulatory Organization. If the publication pertains to a non-Canadian domiciled company, it is being distributed by Bernstein Institutional Services LLC, which is licensed and regulated by both the SEC and FINRA, into Canada under the International Dealers Exemption.

This document may not be passed onto any person in Canada unless that person qualifies as "permitted client" as defined in Section 1.1 of NI 31-103.

To our readers in Brazil: This report has been prepared by Bernstein Institutional Services LLC, and Banco BTG Pactual S.A. ("BTG") is responsible for the distribution of this report in Brazil.

To readers in the United Kingdom: This publication has been issued or approved for issue in the United Kingdom by Bernstein Autonomous LLP, authorised and regulated by the Financial Conduct Authority and located at 60 London Wall, London EC2M 5SH, +44 (0)20-7170-5000. Registered in England & Wales No OC343985.

This document is for distribution only to persons who (i) have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended, the "Financial Promotion Order"), (ii) are persons falling within Article 49(2)(a) to (d) ("high net worth companies, unincorporated associations, etc.") of the Financial Promotion Order, (iii) are outside the United Kingdom, or (iv) are persons to whom an invitation or inducement to engage in investment activity (within the meaning of section 21 of the FSMA) in connection with the issue or sale of any securities may otherwise lawfully be communicated or caused to be communicated (all such persons together being referred to as "relevant persons"). This document is directed only at relevant persons and must not be acted on or relied on by persons who are not relevant persons. Any investment or investment activity to which this document relates is available only to relevant persons and will be engaged in only with relevant persons.

To our readers in the member states of the EEA: This publication is being distributed by BSG France SA, which is authorised and regulated by the Autorité de Contrôle Prudentiel et de Résolution (ACPR) and Autorité des Marchés Financiers (AMF).

To our readers in Hong Kong: This publication is being distributed in Hong Kong by Sanford C. Bernstein (Hong Kong) Limited 盛博香港有限公司, which is licensed and regulated by the Hong Kong Securities and Futures Commission (Central Entity No. AXC846) to carry out Type 4 (Advising on Securities) regulated activities and subject to the licensing conditions mentioned in the SFC Public Register (<https://www.sfc.hk/publicregWeb/corp/AXC846/details>). This publication is solely for professional investors, as defined in the Securities and Futures Ordinance (Cap. 571). The purpose of this report is solely to provide an analysis of the issuers referred to in this report and is not intended for any purpose contrary to the laws of Hong Kong.

To our readers in Singapore: This publication is being distributed in Singapore by Sanford C. Bernstein (Singapore) Private Limited, only to accredited investors or institutional investors, as defined in the Securities and Futures Act 2001 of Singapore ("SFA"). Recipients in Singapore should contact Sanford C. Bernstein (Singapore) Private Limited in respect of matters arising from, or in connection with, this publication. Sanford C. Bernstein (Singapore) Private Limited is regulated by the Monetary Authority of Singapore and licensed under the SFA as a capital markets services licence holder for dealing in capital markets products that are securities and collective investment schemes and an exempt financial adviser for advising on, issuing and promulgating analyses and reports on securities. Sanford C. Bernstein (Singapore) Private Limited is registered in Singapore with Company Registration No. 20213710W and located at One Raffles Quay, #27-11 South Tower, Singapore 048583, +65-6230-4612.

To our readers in the People's Republic of China: The securities referred to in this document are not being offered or sold and may not be offered or sold, directly or indirectly, in the People's Republic of China (for such purposes, not including the Hong Kong and Macau Special Administrative Regions or Taiwan, the "PRC") in contravention of any applicable laws of the PRC.

This document does not constitute an offer to sell or the solicitation of an offer to buy any securities in the PRC to any person to whom it is unlawful to make the offer or solicitation in the PRC.

We do not represent that this document may be lawfully distributed, or that any securities may be lawfully offered, in compliance with any applicable registration or other requirements in the PRC, or pursuant to an exemption available thereunder, or assume any responsibility for facilitating any such distribution or offering. In particular, no action has been taken by us which would permit a public offering of any securities or distribution of this document in the PRC. Accordingly, the securities are not being offered

or sold within the PRC by means of this document or any other document. Neither this document nor any advertisement or other offering material may be distributed or published in the PRC, except under circumstances that will result in compliance with any applicable laws and regulations.

To our readers in Japan: This publication is being distributed in Japan by Sanford C. Bernstein Japan KK (サンフォード・C・バーンスタイン株式会社), which is registered in Japan as a Financial Instruments Business Operator with the Kanto Local Finance Bureau (registration number: The Director-General of Kanto Local Finance Bureau (FIBO) No.3387) and regulated by the Financial Services Agency. It is also a member of Japan Investment Advisers Association. This publication is solely for qualified institutional investors in Japan only, as defined in Article 2, paragraph (3), items (i) of the Financial Instruments and Exchange Act.

For the institutional client readers in Japan who have been granted access to the Bernstein website by Daiwa Securities Group Inc. ("Daiwa"), your access to this document should not be construed as meaning that Bernstein is providing you with investment advice for any purposes. Whilst Bernstein has prepared this document, your relationship is, and will remain with, Daiwa, and Bernstein has neither any contractual relationship with you nor any obligations towards you.

To our readers in Australia: Sanford C. Bernstein (Hong Kong) Limited 盛博香港有限公司 is responsible for distributing research in Australia. It is regulated by the Securities and Exchange Commission under U.S. laws, by the Financial Conduct Authority under U.K. laws, which differs from Australian laws. Sanford C. Bernstein (Hong Kong) Limited 盛博香港有限公司 is exempt from the requirement to hold an Australian financial services license under the Corporations Act 2001 in respect of the provision of the following financial services to wholesale clients:

- providing financial product advice;
- dealing in a financial product;
- making a market for a financial product; and
- providing a custodial or depository service.

To our readers in India: This publication is being distributed in India by Sanford C. Bernstein (India) Private Limited (SCB India) which is licensed and regulated by Securities and Exchange Board of India ("SEBI") as a research analyst entity under the SEBI (Research Analyst) Regulations, 2014, having registration no. INH000006378 and as a stock broker having registration no. INZ000213537. SCB India is currently engaged in the business of providing research and stock broking services. Please refer to www.bernsteinresearch.in for more information.

- SCB India is a Private limited company incorporated under the Companies Act, 2013, on April 12, 2017 bearing corporate identification number U65999MH2017FTC293762, and registered office at Level 3A, 4th Floor, First International Financial Centre, Plot Nos C-54 and C-55, G Block, Near CBI Office, Bandra Kurla Complex, Bandra (East), Mumbai 400098, Maharashtra, India (Phone No: +91-22-68421401).
- For details of Associates (i.e., affiliates/group companies) of SCB India, kindly email MUM-BERNSTEIN-InCompliance@bernsteinsg.com.
- SCB India does not have any disciplinary history as on the date of this report.
- Except as noted above, SCB India and/or its Associates (i.e., affiliates/group companies), the Research Analysts authoring this report, and their relatives
 - do not have any financial interest in the subject company
 - do not have actual/beneficial ownership of one percent or more in securities of the subject company;
 - is not engaged in any investment banking activities for Indian companies, as such;
 - have not managed or co-managed a public offering in the past twelve months for any Indian companies;
 - have not received any compensation for investment banking services or merchant banking services from the subject company in the past 12 months;
 - have not received compensation for brokerage services from the subject company in the past twelve months;

- have not received any compensation or other benefits from the subject company or third party related to the specific recommendations or views in this report; and
- do not currently, but may in the future, act as a market maker in the financial instruments of the companies covered in the report.
- do not have any conflict of interest in the subject company as of the date of this report.
- Except as noted above, the subject company has not been a client of SCB India during twelve months preceding the date of distribution of this research report. Neither SCB India nor its Associates (i.e., affiliates/group companies) have received compensation for products or services other than investment banking, merchant banking or brokerage services from the subject company in the past twelve months.
- The principal research analyst(s) who prepared this report, members of the analysts' team, and members of their households are not an officer, director, employee or advisory board member of the companies covered in the report.
- Our Compliance officer / Grievance officer is Ms. Rupal Talati, who can be reached at +91-22-68421451, or MUM-BERNSTEIN-InCompliance@bernsteinsg.com / Scbin-investorgrievance@bernsteinsg.com
- The Research investor charter and Terms & Conditions of SCB India are available on its website and may be accessed at [Sanford C. Bernstein \(India\) Private Limited](https://bernsteinresearch.in/) (https://bernsteinresearch.in/) for your reference.
- Disclaimer: Registration granted by SEBI, and certification from NISM, is in no way a guarantee of performance of the intermediary or provide any assurance of returns to investors. Investments in securities market are subject to market risks. Read all the related documents carefully before investing.

To our readers in Switzerland: This document is provided in Switzerland by or through Bernstein Autonomous LLP, and is provided only to qualified investors as defined in article 10 of the Swiss Collective Investment Scheme Act ("CISA") and related provisions of the Collective Investment Scheme Ordinance and in strict compliance with applicable Swiss law and regulations. The products mentioned in this document may not be suitable for all types of investors. This document is based on the Directives on the Independence of Financial Research issued by the Swiss Bankers Association (SBA) in January 2008.

To our readers in the Middle East: Bernstein Autonomous LLP, DIFC branch has its principal office at Gate Village 06, DIFC, Dubai, UAE. Bernstein Autonomous LLP, DIFC branch is regulated by the Dubai Financial Services Authority (DFSA) with the registration number CL10040 and is provisioned for Arranging Deals in Investments and Advising on Financial Products. All communications and services are directed at Professional Clients and Market Counterparties only (as defined in the DFSA rulebook). Persons other than Professional Clients and Market Counterparties, such as Retail Clients, are not the intended recipients of our communications or services.

LEGAL

All research publications are disseminated to our clients through posting on the firm's password protected websites, bernsteinresearch.com and autonomous.com. Certain, but not all, research publications are also made available to clients through third-party vendors or redistributed to clients through alternate electronic means as a convenience.

This publication has been published and distributed in accordance with the Firm's policy for management of conflicts of interest in investment research, a copy of which is available from Bernstein Institutional Services LLC, Director of Compliance, 245 Park Avenue, New York, NY 10167. Additional disclosures and information regarding Bernstein's business are available on our website www.bernsteinresearch.com.

The securities described herein may not be eligible for sale in all jurisdictions or to certain categories of investors where that permission profile is not consistent with the licenses held by the entities noted herein. This document is for distribution only as may be permitted by law. This publication is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of, or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would subject any of the entities referenced herein or any of their subsidiaries or affiliates to any registration or licensing requirement within such jurisdiction. This publication is based upon public sources we believe to be reliable, but no representation is made by us that the publication is accurate or complete. We do not undertake to advise you of any change in the reported information or in the opinions herein. This publication was prepared and issued by entity referred to herein for distribution to eligible counterparties or professional clients. This publication is not an offer to buy or sell any security, and it does not constitute investment, legal or tax advice. The investments referred to herein may not be

suitable for you. Investors must make their own investment decisions in consultation with their professional advisors in light of their specific circumstances. The value of investments may fluctuate, and investments that are denominated in foreign currencies may fluctuate in value as a result of exposure to exchange rate movements. Information about past performance of an investment is not necessarily a guide to, indicator of, or assurance of, future performance.

This report is directed to and intended only for our clients who are “eligible counterparties”, “professional clients”, “institutional investors” and/or “professional investors” as defined by the aforementioned regulators, and must not be redistributed to retail clients as defined by the aforementioned regulators. Retail clients who receive this report should note that the services of the entities noted herein are not available to them and should not rely on the material herein to make an investment decision. The result of such act will not hold the entities noted herein liable for any loss thus incurred as the entities noted herein are not registered/ authorised/ licensed to deal with retail clients and will not enter into any contractual agreement/arrangement with retail clients. This report is provided subject to the terms and conditions of any agreement that the clients may have entered into with the entities noted herein. All research reports are disseminated on a simultaneous basis to eligible clients through electronic publication to our client portal.

The information in this report was prepared by Bernstein solely for the internal business use of our clients. Clients may store, display, analyze, reformat and print the information in this report for this limited use only. Clients may not copy, alter, create derivative works, resell, reverse engineer, commercially exploit, share or distribute any part of the information contained herein for any purpose without Bernstein’s express written consent. These restrictions include extracting data or using the content to develop indices or other products. Further, you may not use this report, or any portion of this report, to train or finetune any third-party machine learning or artificial intelligence system, or as a prompt or input into any such system. You also may not, without Bernstein’s express written consent, do any of the foregoing in connection with your own internal machine learning or artificial intelligence system.

Bernstein may use artificial intelligence tools in the preparation of its materials. Any such materials are reviewed by Bernstein’s research analysts prior to publication.

This report has been prepared for information purposes only and is based on current public information that we consider reliable, but the entities noted herein do not warrant or represent (express or implied) as to the sources of information or data contained herein are accurate, complete, not misleading or as to its fitness for the purpose intended even though the entities noted herein rely on reputable or trustworthy data providers, it should not be relied upon as such. Opinions expressed are the author(s)’ current opinions as of the date appearing on the material only and we do not undertake to advise you of any change in the reported information or in the opinions herein.

This publication was prepared and issued by the entity referred to herein for distribution to eligible counterparties or professional clients. The information in this report is intended for general circulation and does not constitute an offer to buy or sell any security, investment, legal or tax advice nor a personal recommendation, as defined by any of the aforementioned regulators. It does not take into account the particular investment objectives, financial situations, or needs of individual investors. The report has not been reviewed by any of the aforementioned regulators and does not represent any official recommendation from the aforementioned regulators. The investments referred to herein may not be suitable for you. Investors must make their own investment decisions in consultation with advice sought from a financial adviser regarding the suitability of the investment product, taking into account the specific investment objectives, financial situation or particular needs of any recipient of the recommendation, before the recipient makes a commitment to purchase the investment product.

The analysis contained herein is based on numerous assumptions. Different assumptions could result in materially different results. The information in this report does not constitute, or form part of, any offer to sell or issue, or any offer to purchase or subscribe for shares, or to induce engage in any other investment activity. The value of any securities or financial instruments mentioned in this report may fluctuate subject to market conditions. Information about past performance of an investment is not necessarily a guide to, indicative of, or assurance of future performance. Estimates of future performance mentioned by the research analyst in this report are based on assumptions that may not be realized due to unforeseen factors like market volatility/fluctuation. In relation to securities or financial instruments denominated in a foreign currency other than the clients’ home currency, movements in exchange rates will have an effect on the value, either favorable or unfavorable. Before acting on any recommendations in this report, recipients should consider the appropriateness of investing in the subject securities or financial instruments mentioned in this report and, if necessary, seek for independent professional advice.

The securities described herein may not be eligible for sale in all jurisdictions or to certain categories of investors where that permission profile is not consistent with the licenses held by the entities noted herein. This document is for distribution only as may be permitted by law. It is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or would subject the entities noted herein to any regulation or licensing requirement within such jurisdiction.

Source: Bloomberg Index Services Limited. BLOOMBERG® is a trademark and service mark of Bloomberg Finance L.P. and its affiliates (collectively “Bloomberg”). Bloomberg or Bloomberg’s licensors own all proprietary rights in the Bloomberg Indices.

Neither Bloomberg nor Bloomberg's licensors approves or endorses this material, or guarantees the accuracy or completeness of any information herein, or makes any warranty, express or implied, as to the results to be obtained therefrom and, to the maximum extent allowed by law, neither shall have any liability or responsibility for injury or damages arising in connection therewith.

No part of this material may be reproduced, distributed or transmitted or otherwise made available without prior consent of the entities noted herein. Copyright Bernstein Institutional Services LLC Bernstein Autonomous LLP, BSG France S.A., Sanford C. Bernstein (Hong Kong) Limited 盛博香港有限公司, Sanford C. Bernstein (Canada) Limited, Sanford C. Bernstein (India) Private Limited (SEBI registration no. INH000006378), Sanford C. Bernstein (Singapore) Private Limited and Sanford C. Bernstein Japan KK (サンフォード・C・バーンスタイン株式会社). All rights reserved. The trademarks and service marks contained herein are the property of their respective owners. Any unauthorized use or disclosure is strictly prohibited. The entities noted herein may pursue legal action if the unauthorized use results in any defamation and/or reputational risk to the entities noted herein and research published under the Bernstein and Autonomous brands.