

Snap Inc. (SNAP)

NYSE; business equipment; SIC 7370, Services-Computer Programming, Data Processing, Etc.; CIK 0001564408

Snap Inc. SNAP; business equipment	
Grade	B A B C D E second fifth of 497 graded peers percentile 32.3; sampling error 2.2 points; lower is stronger
Rank	161 of 497
Profitability	B percentile 35.8
Solvency	C percentile 52.5
Growth and financing	C percentile 42.8
Reliability	0.94 AUC filers with over \$2.67B assets; 95% interval 0.88 to 0.97; 61 events, 2020 to 2025
Peer failure rate	0.52% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	over \$2.67B assets total assets \$7.7B
Standard universe	inside revenue above \$1M and assets above \$10M
Warnings	none active
Inputs computable	10 of 14
Graded from	filings received through Feb 5, 2026 246 days before the rescan; latest periodic filing 10-Q received Aug 4, 2026
Last close	\$5.87 2026-10-08; market equity \$10.1B
Price used in grade	None



B, the elk

second fifth of its sector; letters are fifths of the 497 graded peers

Share price, twelve months to the rescan

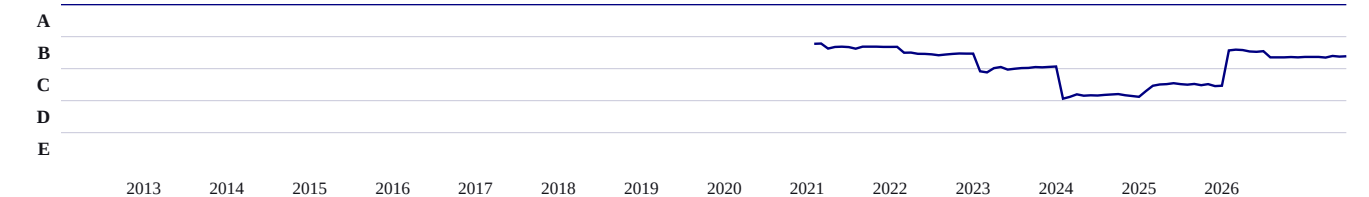
split-adjusted close; the letter is fixed at the rescan that set it



Rescans on file: C from Apr 21, 2024, C/D from Jan 21, 2025, C from Feb 21, 2025, B from Feb 21, 2026

Letter at every rescan

Jan 21, 2012 to Oct 9, 2026; sector percentile, stronger toward the top; facts filed by each date only



Business, in the company's words

opening of Item 1 of the 10-K received Feb 5, 2026

Snap Inc. is a technology company. We believe the camera presents the greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. Our flagship product, Snapchat, is a visual messaging application that enhances your relationships with friends, family, and the world. Visual messaging is a fast, fun way to communicate with friends and family using augmented reality, video, voice, messaging, and creative tools.

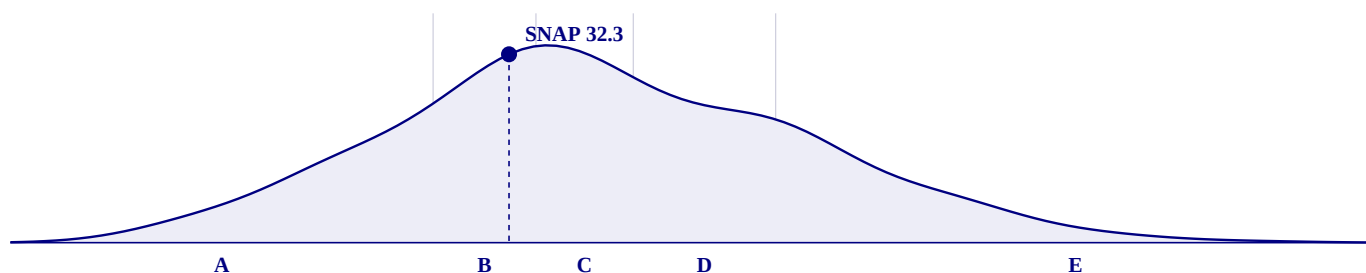
The fourteen inputs

lower percentile is stronger; equal-weighted sleeves

Input	Percentile, 0 to 100	Value	Peer median	Percentile	Peers	Period end
Profitability, sleeve percentile 35.8						
Gross profitability		42.5%	28.5%	23.3	558	2025-12-31
Return on invested capital		not computable	10.9%			pretax income must exceed the validity floor and imply a 0%-100% tax rate
Accruals ratio		(14.3%)	(7.4%)	30.0	621	2025-12-31
Gross margin stability, five years		2.5 pts	2.4 pts	54.0	429	2025-12-31
Solvency, sleeve percentile 52.5						
Twelve-month failure probability		0.07%	0.05%	60.0	101	2026-06-30
Altman Z double-prime		(3.13)	2.18	70.8	566	2025-12-31
Net debt to EBITDA		not computable	1.11x			EBITDA must exceed \$100,000
Interest coverage		not computable	3.77x			latest aligned inputs end 2023-12-31; latest annual assets end 2025-12-31
Current ratio		3.56x	2.02x	26.6	666	2025-12-31
Growth and financing, sleeve percentile 42.8						
Revenue growth, three-year compound		8.8%	6.4%	42.6	538	2025-12-31
Free cash flow growth, three-year compound		99.2%	17.2%	7.5	268	2025-12-31
Reinvestment rate		not computable	14.3%			pretax income must exceed the validity floor and imply a 0%-100% tax rate
Asset growth, three years		(1.5%)	5.0%	65.8	563	2025-12-31
Net share issuance, one year		1.1%	0.5%	55.2	407	2025-12-31

Among 497 peers

business equipment; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
156	CarGurus, Inc. (CARG)	31.2	B	fortress balance sheet

157	Wetouch Technology Inc. (WETH)	31.5	B	late filer
158	Transact Technologies Inc. (TACT)	31.7	B	
159	Mitek Systems Inc. (MITK)	31.9	B	fortress
				balance sheet
160	CS Disco, Inc. (LAW)	32.1	B	
161	Snap Inc. (SNAP) <	32.3	B	
162	Shoals Technologies Group, Inc. (SHLS)	32.5	B	
163	Consensus Cloud Solutions, Inc. (CCSI)	32.7	B	
164	Intapp, Inc. (INTA)	32.9	B	
165	Veralto Corp. (VLTO)	33.1	B	
166	Coursera, Inc. (COUR)	33.3	B	

What the price implies

at the 2026-10-08 close; none enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	(28.0%)	2.2%	25
Distance from 52-week high	(35.5%)	(30.0%)	41
EBIT to enterprise value	(4.2%)	1.5%	21
Free cash flow yield	4.3%	2.7%	63
Book value to price	0.19	0.23	43
Sales to price	0.59	0.30	66
Composite equity issuance, five years	not computable	3.9%	
Relative strength against the sector, log excess return	(0.61)	(0.26)	25

Diagnostics

not in the grade

Measure	Value
Piotroski F-score 6 of 9, period end 2025-12-31	
Return on assets above zero	fail
Operating cash flow above zero	pass
Return on assets improved	pass
Operating cash flow exceeds net income	pass
Long-term leverage fell	pass
Current ratio improved	fail
No new shares issued	fail
Gross margin improved	pass
Asset turnover improved	pass
Cash, filings, liquidity	
Cash and equivalents	\$958.8M
Operating cash flow, four quarters	\$919.1M
Months of runway	not finite
Days since last periodic filing	66 (10-Q received Aug 4, 2026)
Median daily dollar volume, 63 sessions	\$166.2M

Sources

each row links to the filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$5.9B	2025-12-31	2026-02-05	10-K	0001564408-26-000013
2	cost of revenue	us-gaap:CostOfRevenue	\$2.7B	2025-12-31	2026-02-05	10-K	0001564408-26-000013
3	assets	us-gaap:Assets	\$7.7B	2025-12-31	2026-02-05	10-K	0001564408-26-000013
4	operating income	us-gaap:OperatingIncomeLoss	-\$532.2M	2025-12-31	2026-02-05	10-K	0001564408-26-000013
5	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeIncomeTaxesExtraordinaryItemsNoncontrollingInterests	\$1.0B	2025-12-31	2026-02-05	10-K	0001564408-26-000013
6	income tax	us-gaap:IncomeTaxExpenseBenefit	\$9.4M	2025-12-31	2026-02-05	10-K	0001564408-26-000013
7	total debt	us-gaap:LongTermDebt	\$3.5B	2025-12-31	2026-02-05	10-K	0001564408-26-000013
8	book equity	us-gaap:StockholdersEquity	\$2.3B	2025-12-31	2026-02-05	10-K	0001564408-26-000013
9	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	\$1.0B	2025-12-31	2026-02-05	10-K	0001564408-26-000013
10	total debt	us-gaap:LongTermDebt	\$3.6B	2024-12-31	2026-02-05	10-K	0001564408-26-000013

11	book equity	us-gaap:StockholdersEquity	\$2.5B	2024-12-31	2026-02-05	10-K	0001564408-26-000013
12	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	\$1.0B	2024-12-31	2026-02-05	10-K	0001564408-26-000013
13	net income	us-gaap:NetIncomeLoss	-\$460.5M	2025-12-31	2026-02-05	10-K	0001564408-26-000013
14	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$656.2M	2025-12-31	2026-02-05	10-K	0001564408-26-000013
15	assets	us-gaap:Assets	\$7.9B	2024-12-31	2026-02-05	10-K	0001564408-26-000013
16	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$5.4B	2024-12-31	2026-02-05	10-K	0001564408-26-000013
17	cost of revenue	us-gaap:CostOfRevenue	\$2.5B	2024-12-31	2026-02-05	10-K	0001564408-26-000013
18	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$4.6B	2023-12-31	2026-02-05	10-K	0001564408-26-000013
19	cost of revenue	us-gaap:CostOfRevenue	\$2.1B	2023-12-31	2026-02-05	10-K	0001564408-26-000013
20	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$4.6B	2022-12-31	2025-02-05	10-K	0001564408-25-000019
21	cost of revenue	us-gaap:CostOfRevenue	\$1.8B	2022-12-31	2025-02-05	10-K	0001564408-25-000019
22	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$4.1B	2021-12-31	2024-02-07	10-K	0001564408-24-000019
23	cost of revenue	us-gaap:CostOfRevenue	\$1.8B	2021-12-31	2024-02-07	10-K	0001564408-24-000019
24	current assets	us-gaap:AssetsCurrent	\$4.6B	2025-12-31	2026-02-05	10-K	0001564408-26-000013
25	current liabilities	us-gaap:LiabilitiesCurrent	\$1.3B	2025-12-31	2026-02-05	10-K	0001564408-26-000013
26	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-\$13.9B	2025-12-31	2026-02-05	10-K	0001564408-26-000013
27	liabilities	us-gaap:Liabilities	\$5.4B	2025-12-31	2026-02-05	10-K	0001564408-26-000013
28	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	\$163.6M	2025-12-31	2026-02-05	10-K	0001564408-26-000013
29	operating income	us-gaap:OperatingIncomeLoss	-\$1.4B	2023-12-31	2026-02-05	10-K	0001564408-26-000013
30	interest expense	us-gaap:InterestExpense	\$22.0M	2023-12-31	2024-02-07	10-K	0001564408-24-000019
31	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$219.0M	2025-12-31	2026-02-05	10-K	0001564408-26-000013
32	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$413.5M	2024-12-31	2026-02-05	10-K	0001564408-26-000013
33	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$194.8M	2024-12-31	2026-02-05	10-K	0001564408-26-000013
34	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$246.5M	2023-12-31	2026-02-05	10-K	0001564408-26-000013
35	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$211.7M	2023-12-31	2026-02-05	10-K	0001564408-26-000013
36	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$184.6M	2022-12-31	2025-02-05	10-K	0001564408-25-000019
37	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$129.3M	2022-12-31	2025-02-05	10-K	0001564408-25-000019
38	current assets	us-gaap:AssetsCurrent	\$4.9B	2024-12-31	2026-02-05	10-K	0001564408-26-000013
39	current liabilities	us-gaap:LiabilitiesCurrent	\$1.2B	2024-12-31	2026-02-05	10-K	0001564408-26-000013
40	assets	us-gaap:Assets	\$8.0B	2023-12-31	2025-02-05	10-K	0001564408-25-000019
41	assets	us-gaap:Assets	\$8.0B	2022-12-31	2024-02-07	10-K	0001564408-24-000019
42	shares outstanding	us-gaap:CommonStockSharesOutstanding	1,756,223,000	2025-12-31	2026-02-05	10-K	0001564408-26-000013
43	shares outstanding	us-gaap:CommonStockSharesOutstanding	1,737,867,000	2024-12-31	2026-02-05	10-K	0001564408-26-000013