



# Daily Opportunity Report

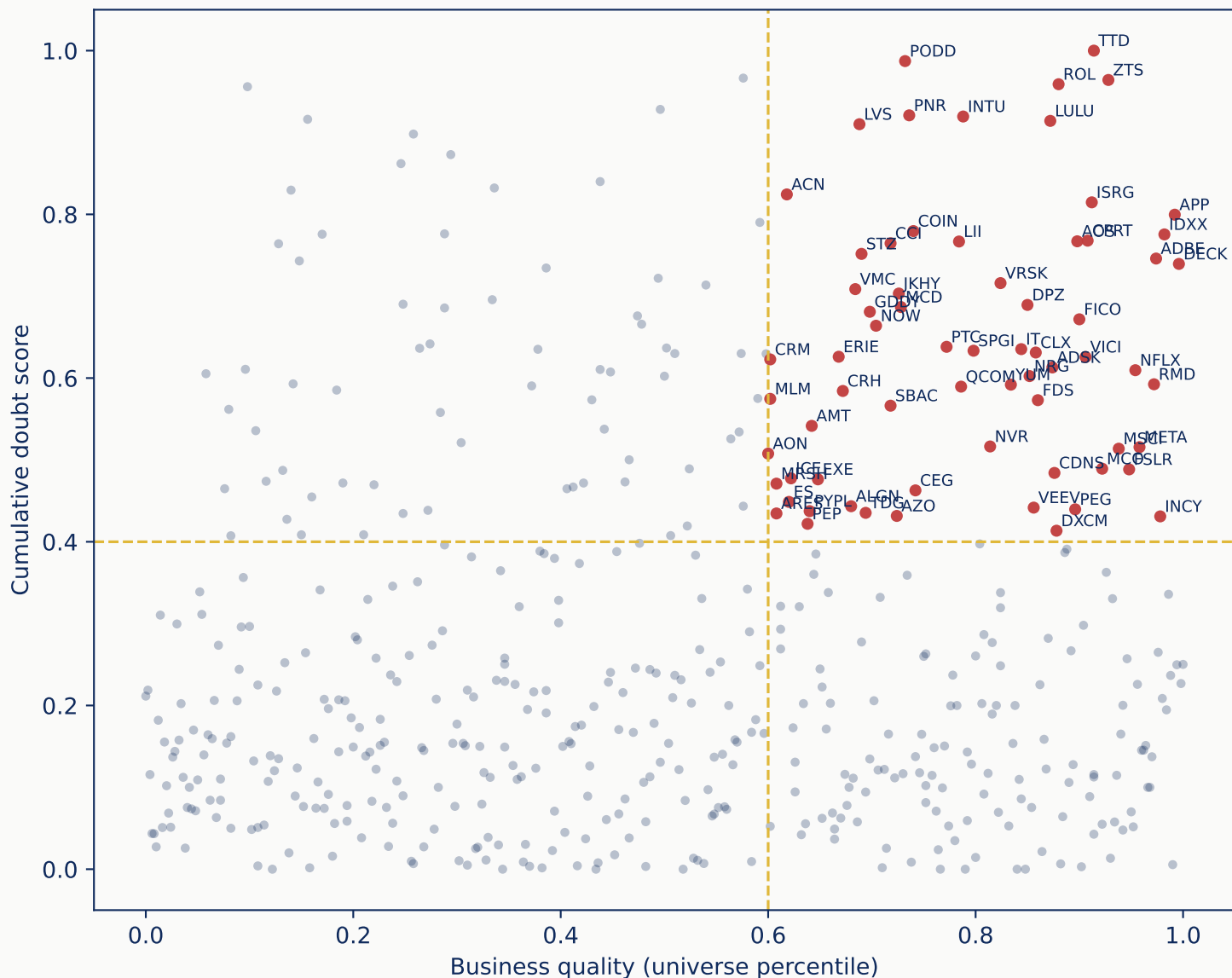
As of 2026-08-19 · 68 opportunities of 501 scored · top-tier quality + elevated market doubt

Top 10 — ranked by quality + doubt (the 'opportunity' zone). Per-name detail pages follow. Recommendations are research next-steps, not

| #                                                                           | NAME                                       | SECTOR           | QUAL %ILE | DOUBT | NEXT STEP           |
|-----------------------------------------------------------------------------|--------------------------------------------|------------------|-----------|-------|---------------------|
| 1                                                                           | <b>ZTS</b><br>Zoetis Inc.                  | Healthcare       | 92.8%     | 0.96  | Buy candidate       |
| Signals: cheap vs history · off highs · below trend · near low              |                                            |                  |           |       |                     |
| 2                                                                           | <b>TTD</b><br>The Trade Desk, Inc.         | Communication Se | 91.4%     | 1.00  | Buy candidate       |
| Signals: cheap vs history · off highs · below trend · near low              |                                            |                  |           |       |                     |
| 3                                                                           | <b>LULU</b><br>Lululemon Athletica Inc.    | Consumer Cyclica | 87.2%     | 0.91  | Buy candidate       |
| Signals: cheap vs history · off highs · below trend · near low              |                                            |                  |           |       |                     |
| 4                                                                           | <b>ROL</b><br>Rollins, Inc.                | Consumer Cyclica | 88.0%     | 0.96  | Buy candidate       |
| Signals: cheap vs history · off highs · below trend · near low              |                                            |                  |           |       |                     |
| 5                                                                           | <b>ADBE</b><br>Adobe Inc.                  | Technology       | 97.4%     | 0.75  | Hold — confirm turn |
| Signals: cheap vs history · off highs · below trend · turning up            |                                            |                  |           |       |                     |
| 6                                                                           | <b>IDXX</b><br>IDEXX Laboratories, Inc.    | Healthcare       | 98.2%     | 0.78  | Hold — confirm turn |
| Signals: cheap vs history · off highs · below trend · near low · turning up |                                            |                  |           |       |                     |
| 7                                                                           | <b>APP</b><br>AppLovin Corporation         | Technology       | 99.2%     | 0.80  | Buy candidate       |
| Signals: off highs · below trend · near low                                 |                                            |                  |           |       |                     |
| 8                                                                           | <b>PODD</b><br>Insulet Corporation         | Healthcare       | 73.2%     | 0.99  | Research the cause  |
| Signals: cheap vs history · off highs · below trend · near low              |                                            |                  |           |       |                     |
| 9                                                                           | <b>DECK</b><br>Deckers Outdoor Corporation | Consumer Cyclica | 99.6%     | 0.74  | Buy candidate       |
| Signals: cheap vs history · off highs · below trend · near low              |                                            |                  |           |       |                     |
| 10                                                                          | <b>INTU</b><br>Intuit Inc.                 | Technology       | 78.8%     | 0.92  | Research the cause  |
| Signals: cheap vs history · off highs · below trend · near low              |                                            |                  |           |       |                     |



# Quality × Doubt Map



x = business quality (universe percentile) y = cumulative doubt score. Oxblood = the opportunity quadrant — evidence to invest



# 1. ZTS

DOUBT = SENTIMENT

Zoetis Inc.

Healthcare | adj close 76.55 (div-adj) | as-of filing 2026-02-12 16:49:26

**News read — the doubt looks like sentiment, not damage: Price pullback with no fundamental catalyst; institutional buying, analyst support, no earnings miss or guidance cut.. Lifts the opportunity score to 0.97 (from 0.93).**

## BUSINESS

Industry: Drug Manufacturers - General

Zoetis Inc. stands as a global leader in animal health, focusing on the research, development, manufacturing, and commercialization of veterinary pharmaceuticals, vaccines, and diagnostic tools. Its comprehensive portfolio serves a broad spectrum of species, encompassing both livestock, including cattle, swine, poultry, fish, and sheep, and beloved companion animals such as dogs, cats, and horses. Among its pharmaceutical offerings are various therapeutic agents.

## BUSINESS QUALITY FINGERPRINT

|                     |              |   |                   |                     |
|---------------------|--------------|---|-------------------|---------------------|
| ROIC                | 21.5%        | ▲ | Revenue CAGR 3y   | 5.4%                |
| Gross margin        | 70.5%        | ▲ | EPS CAGR 3y       | 10.3%               |
| Operating margin    | 38.0%        | ▲ | Net debt / EBITDA | 1.76                |
| Gross profitability | 43.1%        | ▲ | Share count 5y    | -6.9%               |
| ROE                 | 80.2%        |   | Quality score     | 0.81 (pctile 92.8%) |
| FCF margin          | 24.1% (FCF+) |   |                   |                     |

## DOUBT / MISPRICING

The market doubts it (score 0.96): trading cheap versus its own multi-year range; down 50% from its 1-year high, below its 200-day line.

## RECOMMENDED NEXT STEP: BUY CANDIDATE — WORTH A CLOSE LOOK

Notable: management is buying back stock into the weakness (shrinking share count)— a tentative confidence signal.

## RECENT NEWS

- Deutsche Bank AG Purchases 319,709 Shares of Zoetis Inc. \$ZTS  
marketbeat.com · 3 hours ago
- Zoetis: A Solid Long-Term Buy After Harsh Drawdown (NYSE:ZTS)  
seekingalpha.com · 4 hours ago
- ZTS Stock Price, Quote & Chart  
chartmill.com · 4 days ago
- Zoetis (ZTS) Remains a Leader, So Why Was It Sold?  
finance.yahoo.com · 3 days ago



## 2. TTD

DOUBT = SENTIMENT

The Trade Desk, Inc.

Communication Services | adj close 13.31 (div-adj) | as-of filing 2026-02-27 16:13:39

**News read — the doubt looks like sentiment, not damage: Price decline to 7-year low with no earnings miss, guidance cut, demand loss, or regulatory action cited.. Lifts the opportunity score to 0.96 (from 0.91).**

### BUSINESS

Industry: Advertising Agencies

The Trade Desk, Inc. is a global technology company that provides a self-service, cloud-based platform. This platform enables advertising buyers to efficiently create, manage, and optimize data-driven digital ad campaigns across diverse formats and channels, including display, video, audio, native, and social media, reaching audiences on computers, mobile devices, and connected TVs. In addition to the platform, the company offers various data and value-added services.

### BUSINESS QUALITY FINGERPRINT

|                     |              |   |                   |                     |
|---------------------|--------------|---|-------------------|---------------------|
| ROIC                | 13.4%        | ▲ | Revenue CAGR 3y   | 22.4%               |
| Gross margin        | 78.6%        | ▼ | EPS CAGR 3y       | 102.2%              |
| Operating margin    | 20.3%        | ▲ | Net debt / EBITDA | -0.29               |
| Gross profitability | 37.0%        | ▲ | Share count 5y    | -3.2%               |
| ROE                 | 17.8%        |   | Quality score     | 0.80 (pctile 91.4%) |
| FCF margin          | 27.5% (FCF+) |   |                   |                     |

### DOUBT / MISPRICING

The market doubts it (score 1.00): trading cheap versus its own multi-year range; down 76% from its 1-year high, below its 200-day line.

### RECOMMENDED NEXT STEP: BUY CANDIDATE — WORTH A CLOSE LOOK

Notable: management is buying back stock into the weakness (shrinking share count)— a tentative confidence signal.

### RECENT NEWS

- Upland Software, The Trade Desk, and SoundHound AI Shares Are Falling, What You Need To Know  
finance.yahoo.com · 11 hours ago
- The Trade Desk Stock Just Crashed. Should Investors Buy the Dip?  
fool.com · 2 days ago
- Why The Trade Desk Stock Plunged to (Another) 7-Year Low Today  
finance.yahoo.com · 18 hours ago
- 1 Cash-Heavy Stock with Impressive Fundamentals and 2 We Turn Down  
finance.yahoo.com · 2 days ago



### 3. LULU

DOUBT = SENTIMENT

Lululemon Athletica Inc.

Consumer Cyclical | adj close 119.01 (div-adj) | as-of filing 2026-03-17 16:14:18

**News read — the doubt looks like sentiment, not damage: Sector sell-off, broad-market weakness, and fund exit; no fundamental damage or earnings miss.. Lifts the opportunity score to 0.91 (from 0.82).**

**Insider read — an insider buying in the open market. Adds insider conviction to the opportunity score.**

#### BUSINESS

Industry: Apparel - Retail

Lululemon Athletica Inc., alongside its subsidiaries, specializes in the design, global distribution, and retail of athletic apparel and accessories for both women and men. Its business operations are structured into two main divisions: company-owned retail establishments and direct-to-consumer sales. The firm's offerings encompass a range of clothing such as pants, shorts, tops, and jackets, all crafted for promoting a healthy lifestyle and facilitating athletic endeavors. These activities span yoga, running, training, and other physically demanding pursuits.

#### BUSINESS QUALITY FINGERPRINT

|                     |             |   |                   |                     |
|---------------------|-------------|---|-------------------|---------------------|
| ROIC                | 22.7%       | ▼ | Revenue CAGR 3y   | 11.0%               |
| Gross margin        | 56.6%       | ▼ | EPS CAGR 3y       | 25.7%               |
| Operating margin    | 19.9%       | ▼ | Net debt / EBITDA | -0.00               |
| Gross profitability | 74.3%       | ▲ | Share count 5y    | -8.6%               |
| ROE                 | 31.8%       |   | Quality score     | 0.76 (pctile 87.2%) |
| FCF margin          | 8.3% (FCF+) |   |                   |                     |

#### DOUBT / MISPRICING

The market doubts it (score 0.91): trading cheap versus its own multi-year range; down 45% from its 1-year high, below its 200-day line.

#### RECOMMENDED NEXT STEP: BUY CANDIDATE — WORTH A CLOSE LOOK

Notable: management is buying back stock into the weakness (shrinking share count)— a tentative confidence signal.

#### RECENT NEWS

- A Look Back at Apparel Retailer Stocks' Q1 Earnings: Lululemon (NASDAQ:LULU) Vs The Rest Of The Pack  
finance.yahoo.com · 1 day ago
- Lululemon Shares Slump Amid Sector Sell-Off, Soros Exit  
benzinga.com · 19 hours ago
- lululemon athletica inc. stock outperforms competitors despite losses on the day  
marketwatch.com · 15 hours ago
- NKE Vs LULU: Retail Traders See A Bigger Comeback Opportunity In One Stock  
finance.yahoo.com · 10 hours ago



## 4. ROL

DOUBT = SENTIMENT

Rollins, Inc.

Consumer Cyclical | adj close 36.83 (div-adj) | as-of filing 2026-02-12 16:44:36

**News read — the doubt looks like sentiment, not damage: Price decline to 52-week lows amid broad sentiment shift; no fundamental damage, earnings miss, guidance cut, or regulatory action reported.. Lifts the opportunity score to 0.89 (from 0.85).**

### BUSINESS

Industry: Personal Products & Services

Rollins, Inc. operates a network of subsidiaries that specialize in delivering pest and wildlife management solutions to a diverse clientele, encompassing both homeowners and commercial enterprises, throughout the United States and globally. For residential properties, the company offers comprehensive pest control, safeguarding homes from prevalent invaders such as rodents, insects, and other nuisance animals. Furthermore, it devises tailored pest management strategies for various business sectors, including healthcare, foodservice, and logistics.

### BUSINESS QUALITY FINGERPRINT

|                     |              |   |                   |                     |
|---------------------|--------------|---|-------------------|---------------------|
| ROIC                | 20.9%        | ▲ | Revenue CAGR 3y   | 11.7%               |
| Gross margin        | 49.4%        | ▼ | EPS CAGR 3y       | 13.3%               |
| Operating margin    | 19.4%        | ▲ | Net debt / EBITDA | 1.10                |
| Gross profitability | 59.2%        | ▼ | Share count 5y    | -1.6%               |
| ROE                 | 38.3%        |   | Quality score     | 0.77 (pctile 88.0%) |
| FCF margin          | 17.3% (FCF+) |   |                   |                     |

### DOUBT / MISPRICING

The market doubts it (score 0.96): trading cheap versus its own multi-year range; down 43% from its 1-year high, below its 200-day line.

### RECOMMENDED NEXT STEP: BUY CANDIDATE — WORTH A CLOSE LOOK

### RECENT NEWS

- Rollins Stock: Is Wall Street Bullish or Bearish?  
finance.yahoo.com · 5 days ago
- Rollins: The Selloff Has Created A Compelling Opportunity (NYSE:ROL)  
seekingalpha.com · 3 days ago
- S&CO Inc. Takes 6.53MillionPositioninRollins, Inc. ROL  
marketbeat.com · 2 days ago
- Why Did BSX, LI, ROL Stocks Fall To 52-Week Lows On Friday?  
stocktwits.com · 3 days ago



## 5. ADBE

DOUBT = SENTIMENT

Adobe Inc.

Technology | adj close 263.14 (div-adj) | as-of filing 2026-01-15 17:01:55

**News read — the doubt looks like sentiment, not damage: Price pullback (29% below 52-week high) with valuation focus. No earnings miss, guidance cut, demand decline, or hard negatives cited.. Lifts the opportunity score to 0.88 (from 0.77).**

**Insider read — a large insider purchase in the open market (\$1,945,130). Adds insider conviction to the opportunity score.**

### BUSINESS

Industry: Software - Application

Adobe Inc. stands as a prominent global software provider, delivering a diverse range of solutions. Its operations are structured into three primary business divisions: Digital Media, Digital Experience, and Publishing and Advertising. The Digital Media segment empowers individuals, teams, and enterprises to generate, disseminate, and amplify various forms of content through its array of products and services, including the cloud-native Document Cloud platform.

### BUSINESS QUALITY FINGERPRINT

|                     |              |   |                   |                     |
|---------------------|--------------|---|-------------------|---------------------|
| ROIC                | 36.7%        | ▲ | Revenue CAGR 3y   | 10.5%               |
| Gross margin        | 88.6%        | — | EPS CAGR 3y       | 18.2%               |
| Operating margin    | 36.6%        | — | Net debt / EBITDA | 0.12                |
| Gross profitability | 71.4%        | ▲ | Share count 5y    | -11.2%              |
| ROE                 | 61.3%        |   | Quality score     | 0.88 (pctile 97.4%) |
| FCF margin          | 41.4% (FCF+) |   |                   |                     |

### DOUBT / MISPRICING

The market doubts it (score 0.75): trading cheap versus its own multi-year range; down 28% from its 1-year high, below its 200-day line. Early signs of a turn in margins or returns.

### RECOMMENDED NEXT STEP: HOLD OFF — CONFIRM THE TURN

Notable: management is buying back stock into the weakness (shrinking share count)— a tentative confidence signal.

### RECENT NEWS

- Adobe Trades at 10 Times Next Year's Earnings. Is It Finally Time to Buy the Stock?  
finance.yahoo.com · 1 day ago
- How to find the right stock image on Adobe Stock in seconds  
techradar.com · 22 hours ago
- Adobe Stock Eyes Rebound. Is This a Golden AI Opportunity?  
247wallst.com · 3 days ago
- Adobe vs. AppLovin: Which Technology Stock Is a Better Buy in 2026?  
fool.com · 5 days ago



## 6. IDXX

DOUBT = SENTIMENT

IDEXX Laboratories, Inc.

Healthcare | adj close 553.32 (div-adj) | as-of filing 2026-02-20 16:09:24

**News read — the doubt looks like sentiment, not damage: Valuation pullback with no fundamental damage. Product rollout and institutional buying signal execution.. Lifts the opportunity score to 0.82 (from 0.78).**

### BUSINESS

Industry: Medical - Diagnostics &amp; Research

IDEXX Laboratories, Inc. is a global enterprise focused on creating, producing, and distributing a wide array of products and services. Its primary client base includes companion animal veterinary practices, the livestock and poultry industries, dairy operations, and water quality testing sectors. The company organizes its operations across several key divisions: the Companion Animal Group (CAG), Water Quality Products, Livestock, Poultry, and Dairy (LPD), and additional segments.

### BUSINESS QUALITY FINGERPRINT

|                     |              |   |                   |                     |
|---------------------|--------------|---|-------------------|---------------------|
| ROIC                | 40.3%        | ▼ | Revenue CAGR 3y   | 8.5%                |
| Gross margin        | 61.8%        | ▲ | EPS CAGR 3y       | 17.7%               |
| Operating margin    | 31.6%        | ▲ | Net debt / EBITDA | 0.61                |
| Gross profitability | 79.4%        | ▲ | Share count 5y    | -6.8%               |
| ROE                 | 66.0%        |   | Quality score     | 0.89 (pctile 98.2%) |
| FCF margin          | 24.5% (FCF+) |   |                   |                     |

### DOUBT / MISPRICING

The market doubts it (score 0.78): trading cheap versus its own multi-year range; down 28% from its 1-year high, below its 200-day line. Early signs of a turn in margins or returns.

### RECOMMENDED NEXT STEP: HOLD OFF — CONFIRM THE TURN

Notable: management is buying back stock into the weakness (shrinking share count)— a tentative confidence signal.

### RECENT NEWS

- IDEXX Labs Executing, But Valuation Continues To Weigh On That Execution (NASDAQ:IDXX)  
seekingalpha.com · 3 hours ago
- Plato Investment Management Ltd Takes 1.48MillionPositioninIDEXXLaboratories, Inc. IDXX  
marketbeat.com · 2 hours ago
- IDEXX Laboratories (NasdaqGS:IDXX) Stock Forecast & Analyst Predictions  
simplywall.st · 4 days ago
- Transamerica Large Core ESG's IDEXX Laboratories Inc(IDXX) Holding History  
gurufocus.com · 1 day ago



## 7. APP

DOUBT = SENTIMENT

### AppLovin Corporation

Technology | adj close 307.26 (div-adj) | as-of filing 2026-02-19 16:02:51

**News read — the doubt looks like sentiment, not damage: Price pullback with valuation commentary; no earnings miss, guidance cut, or fundamental deterioration reported.. Lifts the opportunity score to 0.81 (from 0.79).**

**Insider read — several insiders selling (3) — usually routine. Trims the opportunity score slightly.**

### BUSINESS

Industry: Software - Application

AppLovin Corporation provides a specialized software platform focused on empowering mobile application developers to enhance the marketing and revenue generation of their products. With operations spanning the United States and international markets, the company assists mobile app developers worldwide. Among its core software offerings is AppDiscovery, a marketing solution that intelligently connects advertiser demand with publisher supply through an auction-based model. Another key product is Adjust, an analytics platform that enables marketers to scale their mobile apps by offering...

### BUSINESS QUALITY FINGERPRINT

|                     |              |   |                   |                     |
|---------------------|--------------|---|-------------------|---------------------|
| ROIC                | 60.7%        | ▲ | Revenue CAGR 3y   | 24.8%               |
| Gross margin        | 87.9%        | ▲ | EPS CAGR 3y       | n/a                 |
| Operating margin    | 75.8%        | ▲ | Net debt / EBITDA | 0.24                |
| Gross profitability | 66.3%        | ▲ | Share count 5y    | -0.2%               |
| ROE                 | 156.2%       |   | Quality score     | 0.93 (pctile 99.2%) |
| FCF margin          | 71.9% (FCF+) |   |                   |                     |

### DOUBT / MISPRICING

The market doubts it (score 0.80): down 58% from its 1-year high, below its 200-day line.

### RECOMMENDED NEXT STEP: BUY CANDIDATE — WORTH A CLOSE LOOK

Notable: still growing fast (rev CAGR 24.8%) despite the doubt.

### RECENT NEWS

- AppLovin (APP) Stock Looks Cheap On Earnings While Broader Checks Stay Mixed  
finance.yahoo.com · 15 hours ago
- AppLovin: One Of The Most Impressive Businesses I Have Ever Seen (NASDAQ:APP)  
seekingalpha.com · 2 days ago
- Here's How Much You Would Have Made Owning AppLovin Stock In The Last 15 Years  
benzinga.com · 15 hours ago
- What's Wrong With AppLovin Stock?  
fool.com · 17 hours ago



## 8. PODD

DOUBT = SENTIMENT

### Insulet Corporation

Healthcare | adj close 152.08 (div-adj) | as-of filing 2026-02-18 16:03:03

**News read — the doubt looks like sentiment, not damage: 3.4% down with no hard catalyst mentioned; generic price-action reporting and routine institutional buying.. Lifts the opportunity score to 0.77 (from 0.73).**

### BUSINESS

Industry: Medical - Devices

Insulet Corporation specializes in the creation, production, and distribution of advanced insulin management systems for individuals living with insulin-dependent diabetes. At the core of their offerings is the Omnipod System, an innovative solution featuring a unique, self-adhesive, and disposable Omnipod device. This tubeless unit can be directly applied to the body for a duration of up to three days, and it operates in conjunction with a wireless handheld personal diabetes manager. The company's products reach customers predominantly through independent distributors and pharmaceutical...

### BUSINESS QUALITY FINGERPRINT

|                     |              |   |                   |                     |
|---------------------|--------------|---|-------------------|---------------------|
| ROIC                | 13.6%        | ▲ | Revenue CAGR 3y   | 27.5%               |
| Gross margin        | 71.6%        | ▲ | EPS CAGR 3y       | 275.4%              |
| Operating margin    | 17.5%        | ▲ | Net debt / EBITDA | 0.63                |
| Gross profitability | 60.8%        | ▲ | Share count 5y    | +4.8%               |
| ROE                 | 16.3%        |   | Quality score     | 0.66 (pctile 73.2%) |
| FCF margin          | 13.9% (FCF+) |   |                   |                     |

### DOUBT / MISPRICING

The market doubts it (score 0.99): trading cheap versus its own multi-year range; down 57% from its 1-year high, below its 200-day line.

### RECOMMENDED NEXT STEP: RESEARCH THE CAUSE FIRST

Notable: still growing fast (rev CAGR 27.5%) despite the doubt.

### RECENT NEWS

- Why Insulet (PODD) Stock Is Down Today  
google.com · 19 hours ago
- symbol\_\_ Stock Quote Price and Forecast  
google.com · 1 day ago
- OneDigital Investment Advisors LLC Buys Shares of 44,275 Insulet Corporation \$PODD  
google.com · 1 day ago
- Insulet Corporation's (PODD) Wearable Pod Tech Finds New Frontier  
google.com · 4 days ago



## 9. DECK

DOUBT = SENTIMENT

### Deckers Outdoor Corporation

Consumer Cyclical | adj close 89.51 (div-adj) | as-of filing 2026-05-22 15:06:44

**News read — the doubt looks like sentiment, not damage: 3.2% price drop with no fundamental catalyst; insider buying and valuation commentary suggest noise.. Lifts the opportunity score to 0.77 (from 0.73).**

#### BUSINESS

Industry: Apparel - Footwear &amp; Accessories

Deckers Outdoor Corporation, operating with its subsidiaries, is a global enterprise dedicated to the creation, promotion, and distribution of footwear, apparel, and accessories. Its product lines serve both casual everyday needs and specialized high-performance activities. The company manages a portfolio of prominent brands: Under the UGG label, it offers premium footwear, clothing, and related items. Teva is known for its range of sandals, shoes, and boots.

#### BUSINESS QUALITY FINGERPRINT

|                     |              |   |                   |                     |
|---------------------|--------------|---|-------------------|---------------------|
| ROIC                | 32.4%        | ▲ | Revenue CAGR 3y   | 14.6%               |
| Gross margin        | 56.1%        | ▲ | EPS CAGR 3y       | 29.5%               |
| Operating margin    | 22.8%        | ▲ | Net debt / EBITDA | -1.09               |
| Gross profitability | 83.0%        | ▲ | Share count 5y    | -12.6%              |
| ROE                 | 41.0%        |   | Quality score     | 0.93 (pctile 99.6%) |
| FCF margin          | 20.1% (FCF+) |   |                   |                     |

#### DOUBT / MISPRICING

The market doubts it (score 0.74): trading cheap versus its own multi-year range; down 28% from its 1-year high, below its 200-day line.

#### RECOMMENDED NEXT STEP: BUY CANDIDATE — WORTH A CLOSE LOOK

Notable: management is buying back stock into the weakness (shrinking share count)— a tentative confidence signal.

#### RECENT NEWS

- 20,042 Shares in Deckers Outdoor Corporation \$DECK Bought by Conway Capital Management Inc.  
marketbeat.com · 4 hours ago
- Is Deckers Outdoor Corp (DECK) a Bargain After 3.2% Drop? GF Val  
gurufocus.com · 13 hours ago
- Deckers Brands Reports First Quarter Fiscal Year 2027 Financial Results  
ir.deckers.com · 4 weeks ago
- Plato Investment Management Ltd Invests 1.24MillioninDeckersOutdoorCorporationDECK  
marketbeat.com · 3 hours ago



# 10. INTU

DEBATED

Intuit Inc.

Technology | adj close 350.41 (div-adj) | as-of filing 2025-09-03 16:16:09

**News read — a real but unresolved debate — no clear damage yet: AI impact on Intuit's business is real but unresolved; no hard negatives or catalysts present.. Leaves the opportunity score about unchanged.**

## BUSINESS

Industry: Software - Application

Intuit Inc. delivers a comprehensive array of financial management and regulatory compliance solutions, serving individual consumers, small businesses, independent contractors, and accounting professionals across the United States, Canada, and various international markets. The company's operations are structured into four primary divisions: Small Business & Self-Employed, Consumer, Credit Karma, and ProConnect. The Small Business & Self-Employed segment offers the popular QuickBooks ecosystem, which includes cloud-based solutions like QuickBooks Online Advanced, Self-Employed, Commerce (for...

## BUSINESS QUALITY FINGERPRINT

|                     |              |   |                   |                     |
|---------------------|--------------|---|-------------------|---------------------|
| ROIC                | 14.8%        | ▼ | Revenue CAGR 3y   | 14.0%               |
| Gross margin        | 80.8%        | ▼ | EPS CAGR 3y       | 23.4%               |
| Operating margin    | 26.1%        | — | Net debt / EBITDA | 0.64                |
| Gross profitability | 41.1%        | ▼ | Share count 5y    | +3.7%               |
| ROE                 | 19.6%        |   | Quality score     | 0.69 (pctile 78.8%) |
| FCF margin          | 32.3% (FCF+) |   |                   |                     |

## DOUBT / MISPRICING

The market doubts it (score 0.92): trading cheap versus its own multi-year range; down 51% from its 1-year high, below its 200-day line.

## RECOMMENDED NEXT STEP: RESEARCH THE CAUSE FIRST

## RECENT NEWS

- Intuit, MongoDB, Cloudflare, Palantir Technologies, and The Trade Desk Shares Are Soaring, What You Need To Know  
google.com · 2 days ago
- Should You Buy Intuit Stock Before the Huge Investor Update?  
google.com · 2 days ago
- Intuit (NASDAQ:INTU) Fits Peter Lynch's Growth-at-a-Reasonable-Price Strategy  
google.com · 3 hours ago
- 10,869 Shares in Intuit Inc. \$INTU Purchased by Citizens Financial Group Inc. RI  
google.com · 4 hours ago