



FEATURED OPTIONS RADAR REPORT



Put Sales Show Confidence in Wix.com

Ticker/Price: WIX (\$299.90)

Analysis:

Wix.com (WIX) with a large trade on 4/7 as 2000 January \$300 puts were sold to open for \$9.5M premium with shares trading right near that \$300 level. Put sales have been popular in WIX which has 14,000 July \$190 short puts in open interest while January \$250 calls bought 800X on 9/17 are worth \$5M and remain in open interest. WIX shares surged on earnings last quarter but pulled back with growth tech recently, basing on its rising 200-day moving average which is currently \$274.25 and overall holding up well. Shares have a large volume zone \$245/\$305 and currently nearing a breakout to the upside for a continuation move higher. WIX is a leading global cloud-based web development platform for millions of registered users and creators worldwide. The \$16.1B company trades 12.6X EV/Sales with revenues rising to \$988.8M in 2020 from \$290M in 2016 and seen rising 30% in 2021. WIX has been expanding from its core products and capitalizing on all the needs of small and medium businesses to have a website presence as well as all the required features such as payments. WIX has opportunities across ecommerce tools, payments, coding and more while also starting to expand Internationally. WIX is positioning itself to become a one-stop shop for building an internet business and has a long runway for further growth. WIX is building out a large ecosystem of subscribers that will allow it to cross-sell and up-sell to drive further upside. WIX sees \$12.9B in future collections over the next ten years from existing cohorts. Analysts have an average target of \$345 and short interest is low at 3.5% of the float. Evercore started coverage at Outperform with a \$370 target this week seeing a long tailwind for growth with businesses needing to move online. On 2/25 Wedbush raised its target to \$420 seeing Wix with a unique marketplace driven by multiple business verticals. Jackson Square a large holder that added to its position in Q4 filings as did Winslow Capital.

Hawk Vision:



Hawk's Perspective: WIX is a great company and always feels overlooked, its \$16B market cap seems very small for the long-term opportunity and it keeps delivering strong numbers.

Confidence Ranking: \$\$