

Affirm Holdings, Inc. (AFRM)

NASDAQ: AFRM | Financial technology: buy now, pay later and consumer lending | Price-level review | 11 October 2026

Last close (9 October 2026)	\$80.70	Recommendation	WATCHLIST (from Buy), from fundamentals
Previous report (29 Sep)	\$67.21, Buy	Investment score	65.4 / 100 (prior 68.7, restated)
Move since then	+20.1%	Weighted fair value	\$86 (unchanged); +6.6%
Published buy range	\$66-72; price now above it	Price of interest	About \$71, 21% upside to fair value
Price / FY27E revenue	4.98x (was 4.15x)	Technical read (chart only)	Neutral: mixed
10-year Treasury	5.22% (8 Oct close)	Next results	Q1 FY2027, 5 November (confirmed)

The Range Was Used, Then Left Behind

The 29 September report kept Affirm at Buy with a staged entry between \$66 and \$72, a \$64 stop and a first target of \$86, the probability-weighted fair value. The plan worked faster than expected. The shares closed at \$80.70 on 9 October 2026, up 20.1% in nine sessions, with the stop never threatened and the 9 October high of \$81.09 within 6.1% of the target. Most of the gain came in two sessions: 5.6% on 5 October and 4.6% on 9 October.

The fundamentals moved far less than the price. Affirm announced three distribution agreements in the period, with Crate & Barrel on 29 September, and with Antom, the merchant payments arm of Ant International, on 6 October, on top of Amazon UK in late September. It also fixed its first fiscal 2027 report for 5 November. None of these changes the fiscal 2027 guide or comes with a volume figure. The larger change is in rates. After September payrolls rose by only 29,000 on 2 October, futures pricing for a Fed increase at the 27-28 October meeting fell to roughly 16% to 18% from about 64% a week earlier. Short-end funding costs are the one macro channel that works directly against Affirm's income statement, and the two previous fair-value cuts were made for that reason. The rally fits that shift, though no single cause can be shown.

Verdict: Watchlist, from Buy, on fundamentals. Technical read (chart only): Neutral. The business case is unchanged. What has changed is the margin of safety. This coverage treats a 20% gap to fair value as the minimum for a stock with Affirm's funding and credit exposure. At \$80.70 the gap to \$86 is 6.6%, while the bear-case value of about \$51 sits 37% below the price. The name becomes a Buy again at about **\$71**, which restores a 21% gap, or on a first-quarter report on 5 November that supports a higher fair value.

1. The published levels at the new price

Level (29 Sep report)	Published	Status at \$80.70	Read
Ideal buy range	\$66-72, staged in thirds	Price 12.1% above the top	Left behind; no new entry at this price
Cut-loss	\$64, below the 200-day and September lows	26.1% below the price; never touched	200-day average recomputed at \$66.81, still rising
Take-profit 1	\$86, the weighted fair value	6.6% above; high of \$81.09 on 9 Oct	Fair value unchanged, so the remaining gain is small
Take-profit 2	\$112, floor of the bull range	38.8% above	Needs the bull case
Gap to fair value	28.0%	6.6%	Below the 20% minimum for a Buy

Averages and ATR(14) of \$3.32 recomputed in code from a 300-session daily series ending 9 October 2026. A Watchlist rating carries no entry range, stop or target, so the earlier levels are withdrawn.

The levels did what they were meant to do. A buyer inside the range now holds a gain of roughly 12% to 22%, and the remaining distance to fair value is small next to the downside if the funding or credit picture turns. That is the reason for the change. It is a call on price, not a downgrade of the business.

2. Company developments

Items from 21 September to 11 October 2026 that bear on what Affirm earns or how it competes. Rating actions appear under Sentiment.

Development	Status and date	What is known	What is forecast (and by whom)	Impact
Antom partnership: Affirm pay-over-time for Antom's US merchants	Announced 6 Oct 2026; US live from October, UK expected this year	Merchants enable Affirm through Antom's portal; purchases of \$35 to \$30,000 over 30 days to 36 months; company states 96% of transactions come from repeat customers. No volume or financial terms	None quantified	Medium
Q1 FY2027 results date	Set 5 Oct 2026; report 5 Nov	Date fixed by the company	FY27 guide: revenue above \$5.44bn, GMV above \$64bn, RLTC near 4.16% of GMV (management)	High (scheduled)
Crate & Barrel Holdings partnership	Announced 29 Sep 2026	Pay-over-time across the group's brands; no terms disclosed	None quantified	Low
Amazon UK instalments	Announced 23 Sep 2026; rolling out	0% Pay-in-3 and plans up to 48 months for eligible Amazon.co.uk customers; no volumes disclosed	None quantified	Medium
Officer proposed-sale notice (Form 144)	Filed 9 Oct 2026	Notice of a proposed sale; no Form 4 yet	None	Low

Company releases (Affirm newsroom, 23 Sep to 6 Oct 2026); Form 144 notice of 9 Oct 2026.

No development in the period reaches the threshold that moves the scenarios, the fair value or the scores. Antom is the most notable item. It opens a new route to merchants that use a large global payments platform, and the UK leg follows later this year. Without a disclosed merchant count or volume it adds reach rather than a sized earnings line, and the bull case already allows for wider distribution. The verdict change would be the same without any of these items, because it rests on price.

3. Valuation at \$80.70

Method	Input	At \$80.70	At \$67.21 (28 Sep)	Assessment
Price / FY27E revenue	\$5.47bn consensus	4.98x	4.15x	Back above the old buy range's 4.1-4.4x
Price / FY27E RLTC	\$2.66bn, our calculation	10.2x	8.5x	Paying more for the same guided contribution
Probability-weighted	\$86, unchanged	+6.6%	+28.0%	Below the 20% bar
Bear-case midpoint	\$51	-36.8%	-24.1%	Downside now wider than upside

Market capitalisation of \$27.23bn on 337.42m shares at the price of record. RLTC (revenue less transaction costs) is this report's calculation of 4.16% of the guided \$64bn of volume, not a company figure. Enterprise-value multiples are avoided because Affirm's debt funds the loan book.

At 4.98 times fiscal 2027 revenue and 10.2 times guided contribution, the shares are back where they traded before the September sell-off. Fair value is held at \$86 rather than raised. The fall in near-term hike odds helps the funding channel, but the ten-year yield is still 5.22%, the minutes of the September Fed meeting leaned toward another increase by year end, and the first quarter that carries the new funding costs is not reported until 5 November. Raising the value now would anticipate evidence that has not arrived. If the October meeting passes without an increase and the first quarter shows contribution holding near the guide, the base case can move up.

The macro variables that matter here. The first is the short end of the curve, because Affirm funds a large zero-interest book through warehouse lines, forward-flow agreements and securitisation, and cannot pass a higher funding cost to the consumer on that volume. That channel eased in the period: October hike odds dropped sharply after the payrolls miss. The second is discretionary spending, which drives volume. Consumer confidence fell to 81.9 in September, a twelve-year low, and payroll growth has slowed to a crawl, while weekly jobless claims stayed low at 197,000. The two pull in opposite directions. A slower labour market lowers the rate path but eventually reaches the spending that Affirm finances.

4. Sentiment

Input	Reading	Interpretation
Broker actions since 29 Sep	Freedom Capital Markets Buy, \$105 (1 Oct); TD Cowen Buy, \$110 from \$124 (6 Oct); Citi Buy, \$115 (6 Oct); Susquehanna Buy, \$110 (8 Oct)	Ratings held at Buy; one target trimmed. Targets sit well above the price
Insiders	Form 144 notice of a proposed officer sale (9 Oct); September Form 4s were equity grants	Routine so far; watch for the Form 4
News flow	Distribution agreements and a confirmed results date; no credit or funding disclosure	Mildly positive, light on numbers

Rating actions and notices to 9 Oct 2026 from the moomoo news, notice and research channels; company releases.

The sell side has not moved with the price. Every action in the period kept a Buy rating, with targets between \$105 and \$115. Those targets assume the fiscal 2027 take rate is delivered. This report's fair value is lower because it gives more weight to the funding-cost and credit risks, and that difference has not changed.

5. Risks

Risk	Probability	Severity	Comment
Funding cost and rate sensitivity	High	High	Near-term hike odds fell, but a further increase is not ruled out; zero-interest volume carries the cost
Giving back the October rally	Medium-high	Medium	Up 20% in nine sessions with no change to guidance; ATR at 4.1% of price
Take-rate guidance unproven in reported numbers	Medium	Medium	The 4.16% RLTC guide is first tested on 5 November
Credit quality and delinquency	Low	High	Rising delinquencies with growth maintained would mean volume bought with credit
Securitisation market disruption	Low	High	The loan book is funded, not held
Consumer demand softening	Medium	Medium	Confidence at a twelve-year low and hiring slowing

Probability and severity are this report's assessments. The Risk score of 4/10 below denotes an above-average risk profile, consistent with this register.

6. Scorecard

Criterion	Weight	Score		Prior	Rationale and what moved
Business Quality	16%		7/10	7/10	Unchanged. A genuine two-sided network that remains a balance-sheet lender at heart.
Financial Strength	16%		7/10	7/10	Unchanged. No funding or credit disclosure since the fiscal fourth quarter.
Competitive Advantage	16%		7/10	7/10	Unchanged. Antom, Crate & Barrel and Amazon UK widen distribution without changing the moat.
Management	10%		7/10	7/10	Unchanged. An officer filed a proposed-sale notice on 9 Oct; no Form 4 sales reported yet.
Growth Potential	16%		8/10	8/10	Unchanged. New merchant channels support the volume guide at the margin; none is sized.
Valuation	16%		5/10	7/10	Down 2. The price rose 20% with fair value unchanged; only 6.6% to \$86.
Risk (10 = lowest risk)	10%		4/10	4/10	Unchanged. Funding-cost and credit exposure; near-term hike odds fell, but long yields stay above 5.2%.

Scored 1-10, where 10 is always best, including Risk. The 29 September report used the same direction, so no Risk restatement was required. Weighted total computed in code: 65.4 out of 100.

Overall Investment Score: 65.4 / 100

The prior score is restated without the Technical Setup factor for comparability: 68.7 on the seven fundamental factors, against 67 as published. Weights now follow the standard split of 16% for each of the five main factors and 10% each for Management and Risk. One score moved. Valuation falls from 7 to 5 because the price rose 20% with no change to fair value, leaving a 6.6% gap. No company development moved a score.

7. Recommendation: Watchlist

Rating: WATCHLIST, from Buy. The case set out in September still stands: a fiscal 2027 guide of revenue above \$5.44bn, volume above \$64bn and a take rate near 4.16%, a sell side that rates the stock a Buy, and new distribution through Amazon UK and Antom. The rating changes because the price has caught up with the value this coverage puts on that case. A new buyer at \$80.70 would be paying close to fair value ahead of the first quarter that carries the higher funding costs, with roughly five dollars of downside to the bear case for every dollar of upside to fair value.

The price of interest is about \$71. That level restores a 21% gap to fair value, sits inside the earlier buy range at about 4.4 times fiscal 2027 revenue, and lies just under the 20-day average of \$72.11 with the 50 and 100-day averages just above. The other route back to Buy is the 5 November report: contribution holding near the 4.16% guide with the new funding costs included would justify a higher base case.

Condition	Direction	Why it changes the view
Shares fall back to about \$71 with the fiscal 2027 guide intact	Toward Buy	Restores the 20% margin of safety
Q1 FY27 (5 Nov) shows RLTC near 4.16% of GMV with new funding costs included	Toward Buy	Supports a higher base-case value
The Fed holds at the 27-28 October meeting and short-end yields ease	Up	Lowers the funding cost in every scenario
Q1 FY27 RLTC back inside the old 3.25-4.00% band	Toward Avoid	Removes the disclosure the case rests on
Delinquencies rising while growth is maintained	Down	Volume bought with credit
A securitisation market disruption or a materially wider new-deal spread	Down	The loan book is funded, not held
Consumer weakness spreading from sentiment into retail sales and hiring	Down	Volume follows discretionary spending

Macro rows are directional. Numeric levels come from company guidance and the report's own valuation.

8. Technical read

Chart as of the 9 October 2026 close.

Verdict: Watchlist, from fundamentals. **Technical read (chart only): Neutral.** The chart state is mixed. The price has broken above the 20, 50 and 100-day averages and MACD has turned positive, but the 50-day average is not yet rising and sits almost level with the 100-day. Watch whether a pullback holds above the 50-day near \$73.78; a move toward \$71 would bring price and value back into line. The Technical read looks only at the price chart. It does not change the verdict or the Investment Score and only guides timing.

Indicator	Value	Reading
Price of record (9 October 2026)	\$80.70	+20.1% since the previous report
SMA 20 / EMA 20	\$72.11 / \$73.30	Price 11.9% and 10.1% above
SMA 50 / EMA 50	\$73.78 / \$73.18	Price 9.4% and 10.3% above; 50-day flat
SMA 100 / EMA 100	\$73.86 / \$72.05	Price 9.3% and 12.0% above
SMA 200 / EMA 200	\$66.81 / \$71.57	Price 20.8% and 12.8% above
RSI (14)	66.5	Strong, approaching overbought
MACD (12,26,9)	0.98, signal -0.23, hist. +1.21	Positive and above its signal

Indicator	Value	Reading
ATR (14)	\$3.32, 4.1% of price	High volatility
Volume, 20-day vs 50-day	4.0m vs 4.4m	The two up days ran above average
Support / resistance	\$73.78 and \$67.21 / \$90.44	50-day average and the 60-session closing low; the 100-session high overhead
100-session range	\$61.18 - \$90.44	Close 31.9% above the low, 10.8% below the high

Computed in code from a 300-session Twelve Data daily series, 1 Aug 2025 to 9 Oct 2026, all averages from that one series; distances against the price of record. Chart state classified by fixed rules.

9. Scenario analysis

Case	Prob.	Outlook	Fair value	vs \$80.70 (mid)
Bull	27%	FY27 revenue \$5.6-5.8bn on GMV above \$66bn with UK partners and new distribution adding reach; RLTC holds above 4.2% as funding costs stabilise.	\$112 - \$125	+46.8%
Base	49%	FY27 revenue near \$5.47bn on GMV near \$64bn as guided; RLTC near 4.16% with funding costs absorbing more of the gain.	\$82 - \$90	+6.6%
Bear	24%	Growth slows to the high teens as the consumer softens; delinquencies rise and RLTC falls back into the old band as funding reprices.	\$46 - \$56	-36.8%
Weighted	100%	Probability-weighted, on range midpoints	\$86	+6.6%

Weighted fair value computed in code on range midpoints: \$86.38, rounded to \$86. Assumptions and probabilities are unchanged from the 29 September report.

No scenario depends on a development from the period. The probabilities are held because the evidence that would move them, contribution margin with the new funding costs and the Fed's October decision, arrives on 28 October and 5 November.

10. Final verdict

Would an investor buy Affirm at \$80.70? Not at this price. Nothing is wrong with the business, and the move in rate expectations helps the one macro channel that hurts it most. But the shares have run 20% in nine sessions to within 6.6% of fair value, ahead of the quarter that will show whether higher funding costs dent the take rate. The single biggest concern is paying close to full value for a lender whose bear case sits more than a third below the price. At about \$71, or after a 5 November report that supports a higher value, the Buy returns.

Sources

- Company: Affirm investor relations newsroom: Antom partnership, 6 October 2026; first quarter fiscal 2027 results date, 5 October 2026; Crate & Barrel Holdings partnership, 29 September 2026; Amazon UK partnership, 23 September 2026; fiscal 2026 fourth-quarter results and fiscal 2027 outlook, 27 August 2026
- Form 144 notice filed 9 October 2026, sec.gov
- Price of record: Alpha Vantage global quote, 9 October 2026 close. Technicals: Twelve Data daily series of 300 completed sessions to 9 October 2026, computed in code
- Rating actions and notices: moomoo news, notice and research channels, to 9 October 2026
- Macro: Beating The Bull economic data posts of 29 and 30 September and 2, 7, 8 and 9 October 2026

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