

Affirm Holdings, Inc.

NASDAQ: AFRM | Financial Technology – Buy Now, Pay Later & Consumer Lending | Price-level review | 29 September 2026

BUY	\$67.21	\$66 – \$72	\$64	\$86 / \$112	67/100
Rating, unchanged	Last close, 28 Sep 2026	Ideal buy range, stage in thirds	Cut-loss, -4.8%	Targets, +28.0% / +66.6%	Investment score, from 68

The rating stays at Buy. Probability-weighted fair value is reduced to \$86 from \$90, and at \$67.21 the gap to it is 28%, against 25% at the 17 September report. The business has not changed in twelve days. The company added two UK distribution agreements, one of them with Amazon, and launched a new underwriting model, and none of these moves the numbers enough to alter the case. What has changed is the cost of money. The two-year Treasury yield has risen roughly twenty basis points since the Federal Reserve's 16 September increase and the ten-year has reached its highest level since 2007, which is the one macro channel this report identified as working directly against Affirm's income statement. Fair value comes down for it again. The shares fell 6.0% on 28 September to close \$67.21, 0.7% above the 200-day average and \$3.21 above the unchanged \$64 cut-loss. All figures as at the 28 September 2026 close.

What has changed since the last report

The 17 September report upgraded the shares to Buy at \$71.58 with an explicit plan: a first tranche near the 100-day average, the second and third reserved for the 200-day average near \$66.68, and a stop at \$64 that would not be negotiated with. Twelve sessions later the plan has been tested once and is being tested again. The shares traded to \$66.62 on 23 September, recovered to \$71.57 the next day, and fell back to \$67.21 on 28 September. The published entry levels are therefore still usable at today's price, which is the main thing a refresh has to establish, and the cut-loss has not been touched.

Reference point	Price	Versus today	What it was
Close, 16 Sep (last report)	\$71.58	-6.1%	Price of record for the upgrade to Buy
Intraday low, 23 Sep	\$66.62	+0.9%	Tested the 200-day zone and recovered the next session
Close, 24 Sep	\$71.57	-6.1%	Rebound high of the period, on 6.1m shares
Close, 28 Sep	\$67.21	—	Fell 6.0% as Treasury yields extended to new highs
200-day average	\$66.75	+0.7%	Rising; the level the staged entry was built around
Low, 10 Sep	\$66.03	+1.8%	The September low beneath the cut-loss logic

Price path computed from a Twelve Data daily OHLCV series of completed sessions. The 28 September close of \$67.21 is the price of record.

The 28 September fall had no company-specific cause that could be found. Established press attributed that session's pressure on equities to rising Treasury yields and oil, after the United States rejected an Iranian proposal to end the conflict, and fintech names with consumer-credit exposure fell together. Affirm's 6.0% decline was roughly twice that of the most comparable listed lender, which is consistent with a five-year beta above 3.5 rather than with news. No Tier 1 or Tier 2 source explains the gap, and this report does not invent one.

Company developments

Development	Status and date	What is known	What is forecast (and by whom)	Impact
Amazon and Affirm partner on UK instalments	Announced 23 Sep 2026; rolling out over the coming weeks	Company release: eligible Amazon.co.uk customers get 0% Pay-in-3 and longer plans up to 48 months at a 22% representative APR, £50 minimum basket, no late fees. No financial terms or volumes disclosed.	Truist (24 Sep) called it positive but said it drew limited investor attention. No volume estimate published.	Medium

Development	Status and date	What is known	What is forecast (and by whom)	Impact
Transformer-based underwriting model	Live at US checkout; announced 17 Sep 2026	Company release: the model reads the sequence of events in credit histories and approved some previously declined applicants. The company reports 3.4% more completed purchases from the added approvals, performing better than a comparable expansion under the prior models.	None published. All metrics are company-reported.	Medium
Costco UK members can pay with Affirm	Live; announced 15 Sep 2026	Company release: interest-free and interest-bearing monthly plans for Costco UK online members, no late fees.	None published.	Low
Annual equity grants to four officers	Filed 18 Sep 2026	Form 4s for the President, Chief Operating Officer and two other officers recorded restricted stock unit grants on 16 September, vesting quarterly over three years from December 2026. No open-market sale was filed after 16 September.	Not applicable.	Low

Sources: Affirm investor relations releases of 15, 17 and 23 September 2026; Form 4 filings of 18 September 2026; Truist note as reported by Investing.com.

None of these reaches High materiality. Amazon is already Affirm's largest US partner, and the UK remains a small share of gross merchandise volume, so the extension adds reach in the company's main non-US market without plausibly moving fiscal 2027 or 2028 revenue by anything close to 5%. It is the most significant item of the three, and the right way to read it is as evidence that the distribution moat keeps widening, not as a new earnings line. The underwriting model matters for a different reason. If the company's own figures hold, it lifts conversion without buying volume with credit, and credit is the combination this coverage treats as the sell signal. The figures are unaudited and self-reported, so they earn a mention and no weight in the numbers. The verdict and every price level would be identical without any of the four items.

Valuation

Method	Input	At \$67.21	At \$71.58 (16 Sep)	Assessment
Price / FY27E revenue	\$5.47bn consensus	4.15x	4.41x	Below the pre-results multiple on unchanged guidance
Price / FY27E RLTC	\$2.66bn, our calculation	8.5x	9.1x	The multiple that best fits a spread business
Street average target	\$98.78, 32 analysts	+47.0%	+38.9% (median \$100)	Coverage and targets broadly unchanged
Probability-weighted	\$86, reduced from \$90	+28.0%	+25.3%	Reduced again for the funding-cost channel

Market capitalisation of \$22.68bn on 337.42m shares at the price of record. Revenue less transaction costs (RLTC) is this report's own 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. Street average from MarketBeat, retrieved 29 September 2026.

At 8.5 times the contribution the company has guided for fiscal 2027, the stock is cheaper than at the upgrade. That statement needs a qualifier this time. The multiple fell because the price fell, and the price fell on the same day that the variable most likely to erode that contribution got worse. A lower multiple on a number that is itself under pressure is less of a discount than it looks, and that is why fair value is marked down rather than held.

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 term securitisation. On that volume a higher funding cost cannot be passed to the

consumer within the life of the loan. The Federal Reserve raised its target range to 3.75%–4.00% on 16 September, and the two-year yield closed that day at 4.74%. It reached 4.85% on 23 September and was quoted near 4.95% by 28 September, as S&P Global's composite PMI printed 58.4 with input-cost inflation at its highest since October 2022. The ten-year closed at 5.18% on 24 September, its highest since 2007. Futures pricing reported by data providers put the odds of a further increase in October at roughly 70%. That is roughly twenty basis points of additional short-end repricing in twelve days, and it is the reason for the cut to fair value.

The second is discretionary spending, which sets volume, and it still supports the case. August retail sales rose 1.2% against a 0.8% forecast, initial jobless claims fell to 197,000 in the week to 19 September, and new home sales reached an eight-month high. The University of Michigan's final September sentiment reading fell to a four-month low on gasoline prices, which is the first soft note on the demand side in this coverage and worth watching. On balance the consumer is still spending out of rising incomes, and that supports the volume guide without stressing the loan book.

Sentiment and positioning

Indicator	Latest	At last report	Interpretation
Analyst consensus	Moderate Buy; 24 Buy, 8 Hold, 0 Sell (MarketBeat)	19 Strong Buy, 5 Buy, 9 Hold	Unchanged in substance; no downgrades in the window
Average target	\$98.78; range \$75 – \$124	\$99.39 average	47% above the price; the sell-side has not followed the stock down
Actions since 17 Sep	Truist Buy reiterated at \$85 (24 Sep)	Six positive actions	Truist called the pullback an attractive entry near 17x calendar 2028 adjusted EPS
Insider activity	Grants only after 16 Sep; no new sales filed	Eleven filings, five officers	The selling that cost management a point has not continued
Short interest	16.28m shares, 5.53% of float	15.67m, 4.64%	Rising modestly; 3.6 days to cover
Reported holdings (13F)	Mixed, Low confidence	—	As of 30 June 2026; see below

Consensus and short interest from MarketBeat and Benzinga, retrieved 29 September 2026. Insider filings from the company notice feed and Form 4 filings.

Reported holdings as of 30 June 2026, filings through 19 August 2026, read **Mixed** with Low confidence. Active managers' net position changed direction almost every quarter over the past six, finishing with a small net reduction of about 1.3% of reported shares over four quarters but a net addition of about 2.5% in the latest quarter, with eighteen managers adding and seventeen cutting. The register turns over quickly, so this is weak evidence either way. Based on reported holdings filed by the cutoff. Late filers are not included, and passive, strategic and mixed holders are left out of the flow measure. The positioning predates the results and the September price action and says nothing about either.

The directional read from the news digest over the last fortnight is neutral: constructive on analyst actions and company distribution news, negative on price and rates. The raw news feed added nothing the digest missed apart from the grant filings, which correct the impression that the September insider selling had continued.

Technical picture

Indicator	Value	Reading
Close, 28 Sep 2026	\$67.21	52-week range \$42.10 – \$90.44 on the computed series
SMA 20 / EMA 20	\$71.23 / \$71.49	Price 5.6% and 6.0% below
SMA 50 / EMA 50	\$73.61 / \$72.83	Price 8.7% below the 50-day
SMA 100 / EMA 100	\$73.13 / \$71.68	Lost; price 8.1% below the 100-day, which was the first-tranche level
SMA 200 / EMA 200	\$66.75 / \$71.32	Price 0.7% above the 200-day, recomputed today; it has risen \$0.07 since the last report
RSI (14)	40.2	Neutral, from 45.9; no oversold condition

Indicator	Value	Reading
MACD (12,26,9)	-1.34 vs -1.21	Histogram -0.14; line under signal and under zero
ATR (14)	\$3.61	5.4% of price; the stop is 0.9 average ranges away
Volume, 20-day vs 50-day	4.9m vs 4.4m	Participation 10.7% above the longer average, into weakness

Computed from a Twelve Data daily OHLCV series of 300 completed sessions, 21 July 2025 to 28 September 2026, Wilder smoothing for RSI and ATR, SMA-seeded EMAs. Distances measured against the \$67.21 price of record.

The chart is weaker than at the upgrade. The stock has lost the 100-day average it was sitting on, and it is now below every short and medium average, with the MACD line under both its signal and zero. What holds it together is the 200-day average, recomputed today at \$66.75 and still rising, together with two September lows at \$66.03 and \$66.62 that sit just beneath it. That cluster is the support the staged entry was built around, and the stock is back on it for the third time in three weeks. A third test that holds is constructive. A close through it on volume is the exit signal set out below.

Scorecard

Factor	Score	Now	Prior	Rationale and what moved
Business Quality weight 15%		7/10	7/10	Unchanged. A genuine two-sided network that remains a balance-sheet lender at heart.
Financial Strength weight 15%		7/10	7/10	Unchanged. No funding or credit disclosure since the fiscal fourth quarter; funding costs still to reset.
Competitive Advantage weight 12%		7/10	7/10	Unchanged. Amazon extended the partnership to the UK, which widens reach but does not alter the moat.
Management weight 10%		7/10	7/10	Unchanged. The September Form 4s filed after the last report were annual equity grants, not sales.
Growth Potential weight 18%		8/10	8/10	Unchanged. Amazon UK, Costco UK and the new underwriting model support the volume guide at the margin.
Valuation weight 15%		7/10	7/10	Unchanged. The price fell 6.1% and weighted fair value fell 4.4%, so the gap barely moved.
Risk (10 = lowest risk) weight 10%		4/10	4/10	Unchanged at the lowest level this name has carried. Yields rose again, but the score already assumed further tightening.
Technical Setup weight 5%		4/10	5/10	Lowered one. Below the 20-, 50- and 100-day averages and sitting on the 200-day, with the MACD under its signal.

Scored 1–10, where 10 is always best, including Risk. The 17 September report used the same direction, so no restatement was required. Weighted total computed in code: 67.3, shown as 67 out of 100 against 68. Bars are drawn to the column width and read left-to-right as better on every row.

One point moved, on the component that measures the chart. The Risk score stays at 4, and that deserves a sentence of explanation because rates moved against the company. The 17 September score was set on a hike already delivered and a Committee projecting at least one more, so a market now pricing that further increase has confirmed the assumption rather than exceeded it. If the funding cost shows up in the first fiscal 2027 quarter's contribution margin, the score comes down with it.

Recommendation and trade plan

Rating: **BUY, unchanged**. The case is the one set out on 17 September: fiscal 2027 guidance of revenue above \$5.44bn, volume above \$64bn and revenue less transaction costs near 4.16% of volume, a sell-side that has not followed the price down, and a consumer still spending. Against that, the funding-cost channel has worsened again, so fair value comes down a further \$4 to \$86. The gap between price and fair value is 28%, which is above the 20% this

coverage treats as the minimum for this risk profile. The rating would be the same if none of the September company announcements had been made.

The cut-loss does not move, and the reason needs stating because the arithmetic has changed. The \$64 stop was set below the 200-day average and the September low. Recomputed today, the 200-day less one average range gives \$63.14, and two average ranges below the close gives \$59.99. The stop sits within the structural method and above the volatility method, so the standoff from the close is now only 4.8%, less than one day's average range. Moving the stop lower to restore that standoff would be widening it to accommodate the position, which this coverage does not do. The consequence is stated plainly: a normal day's noise can take the stop out, so size for that possibility and treat an exit at \$64 as the plan working, not failing.

Parameter	This report	17 September	Rationale
Recommended entry	\$66 – \$72, three tranches	\$66 – \$75	Top trimmed now the 100-day average is overhead rather than support
Ideal buy range	\$66 – \$72	\$66 – \$72	4.1x to 4.4x FY27E revenue
Opportunistic entry	At or below \$67	At or below \$67	The rising 200-day and the two September lows
Cut-loss	\$64	\$64	Unchanged; below the 200-day and both September lows
Take-profit 1	\$86	\$90	Lowered to the revised probability-weighted fair value
Take-profit 2	\$112	\$115	The floor of the revised bull-case range
Expected upside	+28.0% / +66.6%	+25.7% / +60.7%	From the \$67.21 close to targets one and two
Expected downside	-4.8%	-10.6%	From the close to the cut-loss
Risk / reward	5.9 : 1	2.4 : 1	Against target one; 14.0 : 1 against target two. Flattered by a stop inside one day's range
Position size	2 – 3% of portfolio	2 – 3%	Unchanged; five-year beta above 3.5 and a 5.4% daily true range
Holding horizon	12 – 24 months	12 – 24 months	Time for one reported quarter to prove the take-rate guide

Upside, downside and risk/reward computed in code from the stated levels and checked against the printed values.

What would change the view

Condition	Consequence
Fiscal 2027 revenue less transaction costs printing back inside the old 3.25–4.00% band	Back to Watchlist. The 4.16% guide is the disclosure the Buy rests on.
Funding costs visibly compressing contribution in the first fiscal 2027 quarter, expected in early-to-mid November (date not yet announced)	Cut the position, not necessarily the rating.
Delinquencies rising while growth is maintained	Sell. Volume bought with credit is the combination management said would not happen.
A securitisation market disruption or a materially wider new-deal spread	Sell. The loan book is funded, not held.
A close below \$64 on volume above the twenty-day average	Exit. Loses the 200-day average and both September lows together.
Short-end yields continuing to rise alongside a further Federal Reserve increase	Trim fair value again and review the rating if the gap falls below 20%.
Consumer sentiment weakness spreading into retail sales and hiring	Cut the position size. Volume follows discretionary spending.
One quarter demonstrating the 4.16% take rate with the new funding costs already in the number	Raise conviction and size.

Scenario analysis

Scenario	Prob.	Revenue and volume	Earnings and margin	Fair value
Bull	27%	FY27 revenue \$5.6–5.8bn; GMV above \$66bn with UK partners adding reach	RLTC holds above 4.2% as funding costs stabilise; card attach past 25%	\$112 – \$125
Base	49%	FY27 revenue near \$5.47bn; GMV near \$64bn as guided	RLTC near 4.16% with funding costs absorbing more of the gain than at the last report	\$82 – \$90
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
Weighted	100%			\$86

Probabilities sum to 100%. Weighted fair value of \$86.38 is the probability-weighted average of the case midpoints, computed in code and rounded to \$86. Case figures are this report's own estimates, not company measures.

Every case moves down by two to three dollars and the bear case gains two points of probability, from 22% to 24%, at the expense of the other two. The reason is the same as last time and the evidence is stronger: short-end yields kept rising after the hike rather than settling. No scenario assumes anything from the Amazon UK agreement beyond the reach it adds to the bull case, because nothing about its volume has been disclosed.

Final verdict

Yes, still, in tranches, and with the stop where it was. Twelve days after the upgrade the company has done nothing to damage the case and a little to help it: Amazon took the partnership to the UK, and a new underwriting model is, on the company's own figures, approving more customers without worse credit. The price is lower, and the published entry zone around the 200-day average is exactly where the stock now trades.

The single biggest concern is the one that cut fair value twice in a fortnight. Affirm's funding costs reprice faster than its zero-interest receivables, and the short end of the curve has kept rising after the Federal Reserve's increase. The case survives that, at a 28% gap to a fair value already marked down for it. It would not survive a first fiscal 2027 quarter showing contribution compressed below the guide. That is the report that settles this, and until it arrives the position stays small and the \$64 stop stays where it is.

Sources and notes

Company: Affirm investor relations releases (Amazon UK, 23 Sep 2026; transformer underwriting model, 17 Sep 2026; Costco UK, 15 Sep 2026); Form 4 filings, 18 Sep 2026. Price of record: Alpha Vantage global quote, 28 Sep 2026. Technicals: Twelve Data daily series, computed in code. Consensus: MarketBeat; short interest: Benzinga; broker note: Truist via Investing.com. Macro: Beating The Bull economic posts of 11, 16, 17, 23, 24 and 25 Sep 2026 (Treasury daily par curve, Census, S&P Global, University of Michigan); Treasury yield levels for 28 Sep from Yahoo Finance and Trading Economics. News and notices: moomoo news, notice and research feeds, 29 Sep 2026. The fiscal first-quarter earnings date had not been announced at publication. Informational use only. Not financial advice.