

SoFi Technologies, Inc.

NASDAQ: SOFI | Digital banking and consumer lending | Coverage update | 2 October 2026 | Price of record \$15.84 (close, 1 October 2026)

Last close (1 Oct 2026)	\$15.84	Recommendation	BUY (from Watchlist), half size
Previous report (18 Sep)	\$16.73, Watchlist	Investment score	69 / 100 (prior 68)
Price / tangible book	2.16x (prior 2.28x)	Weighted fair value	\$18.61 (prior \$19.25); +17.5%
Ten-year Treasury	5.24% (17 Sep: 4.94%)	Ideal buy range	\$15.00 - \$15.95
Market capitalisation	\$20.44bn	Cut-loss / targets	\$14.45 / \$18.61 and \$22.02
52-week range	\$14.88 - \$32.73	Next results	Q3 2026, 27 October, 7am ET (confirmed)

The Band Was Reached, and It Still Holds After the Rate Move

Two reports running, this coverage said SoFi would become a Buy on a close between \$15.50 and \$16.50 with the thesis intact, and that the band would not be moved to meet the price. The shares closed at \$15.93 on 28 September and at \$15.84 on 1 October, inside the band. The answer to whether that justifies a Buy is yes, but only after checking what put the price there, and the check makes the case narrower than the published level implied.

Nothing the company did moved the price down. The one material announcement in the period was positive: on 22 September SoFi became the first national bank to settle its own debit and credit card program on its bank-issued stablecoin across Mastercard's network, a program the company expects to exceed \$25 billion of annualised volume. The shares opened 5.6% higher that day and closed up 1.1% at \$17.16. Since then they have fallen 7.7%, and the declines line up with the bond market: the ten-year Treasury yield rose from 4.94% on 17 September to a close of 5.29% on 30 September, its highest since 2007, and stood at 5.24% on 1 October. The 3.9% fall on 28 September came as oil and inflation worries pushed yields higher and took Affirm and Robinhood down with it.

That cause matters here, because a higher long rate is not neutral for this business. It lowers the value of the \$46.6 billion of loans SoFi carries at fair value, it lifts the discount rate applied to its earnings, and it tightens the consumer the bear case rests on. This report therefore cuts the multiples in the bull and base scenarios by one turn each, which takes the weighted fair value to **\$18.61** from \$19.25. The published band demanded an expected return of 16.7% at its top. Against the lower fair value the same requirement is met at \$15.95 and below. At \$15.84 the expected return is 17.5%, so the band survives the rate move, only just. That is the difference from a level reached on a broken thesis: the price fell further than the value.

The upgrade comes with two conditions that the earlier wording did not need. Third-quarter results arrive on 27 October, the same day the Federal Reserve begins a two-day meeting, and the quarter ended with the ten-year yield near its highest level since 2007. Position size is therefore half of a normal allocation, built to absorb a gap through the stop, and the entry range is set before that result, not after it.

1. Do the Published Levels Still Hold?

Level from the 18 September report	Then (17 Sep)	Now (1 Oct)	Status
Reference price	\$16.73	\$15.84	Down 5.3% with no adverse company news
Upgrade band	\$15.50 - \$16.50	Reached	First close inside on 28 September (\$15.93). Acted on in this report
Expected return the band required	16.7% at the top	17.5% now	Met against the revised fair value; the equivalent band is now \$14.98 - \$15.95
Weighted fair value	\$19.25	\$18.61	Cut for the higher risk-free rate; probabilities unchanged
First support	\$14.88	\$14.88	The 29 July intraday low, still the 52-week low. Not tested

Level from the 18 September report	Then (17 Sep)	Now (1 Oct)	Status
Average true range (14)	\$0.74 (4.4%)	\$0.65 (4.1%)	Recomputed. Narrower; used to set the stop standoff below
50-day average	\$17.75	\$17.47	Recomputed. Falling, price 9.3% below
200-day average	\$19.58	\$18.99	Recomputed. Falling toward the weighted fair value
Q3 profit-outlook route	Pending	Pending	Results confirmed for 27 October

Levels assessed against the 1 October close. Averages and true range are recomputed in code from a 299-session daily series of completed sessions; none is carried forward from the previous report.

2. What Actually Moved

The cost of money, more than anything else. The Federal Reserve raised its target range to 3.75%-4.00% on 16 September. Since then the economy has kept giving the bond market reasons to expect more: second-quarter GDP was revised up to a 2.2% annual rate, initial jobless claims held at 197,000 in the week to 26 September, and the ISM manufacturing prices index jumped to 77.9. Core PCE inflation held at 3.0% in August, softer than feared, and futures cut the odds of an October hike to about 39%, but long yields still rose. The ten-year touched about 5.33% intraday on 1 October before closing at 5.24%.

The consumer side moved the other way. The Conference Board confidence index fell to 81.9 in September, its lowest since 2014, with the expectations index at 63.6 and respondents citing prices and fuel. Job openings slipped to 7.08 million. An employed borrower who feels poorer is not yet a credit problem, and claims at 197,000 say employment is intact. It is, however, the direction the bear case needs.

On the company side the record is short and favourable: the stablecoin settlement launch, the Payward partnership of 3 September that lists SoFiUSD on Kraken and connects Payward to the SoFi Exchange Network, and a confirmed results date. Citigroup reiterated its Buy and \$30 target on 29 September. Two Rule 144 notices were filed on 21 September and two officers filed Form 4s on 23 September, in a pattern consistent with the scheduled vesting and planned sales seen in mid-September; the filings alone do not show discretionary selling.

3. Company developments

Development	Status and date	What is known	What is forecast (and by whom)	Impact
Stablecoin settlement of the SoFi card program on Mastercard's network	Live, 22 Sep 2026	SoFi Bank's debit and credit card program settles in SoFiUSD on Mastercard's network; first national bank to do so. Merchants need not hold stablecoins	Program expected to exceed \$25bn annualised volume (company). Talks with large US merchants and cross-border use (company). No revenue disclosed	Medium
Payward (Kraken) partnership	Announced, 3 Sep 2026	SoFiUSD listed on Kraken; Payward joins the SoFi Exchange Network for 24/7 USD settlement; Kraken Prime as a liquidity source	None quantified	Low
Q3 2026 results date	Confirmed, 29 Sep 2026	Results at about 7am ET and call at 8am ET on 27 October	Full-year guidance stands at about \$4.75-4.85bn adjusted net revenue and about \$0.60 adjusted EPS (company, July)	Low
Officer filings	Filed, 21 and 23 Sep 2026	Rule 144 notices and two officer Form 4s following the 16 September cluster	None	Low

Company releases of 3, 22 and 29 September 2026 and SEC filings. Impact reflects materiality to this thesis.

Stablecoin settlement: what it is worth

This is the first time SoFi's crypto strategy has touched a core operating flow at scale, and that is why it ranks above the earlier stablecoin headlines. It does not rank as High. It is not a new revenue line in the reported numbers, and the

company disclosed no economics. The visible benefit is settlement speed and lower settlement cost for SoFi's own card program, plus a reference case for selling the same rail to merchants and to Galileo's clients. Our estimate of the most direct earnings channel, interest on reserves held against settlement balances, assumes one to two days of program volume in float (\$68m to \$137m) earning about 4%. That is \$2.7m to \$5.5m a year, at most 0.11% of 2026 adjusted net revenue guidance, and well under 1% of guided EPS. The success case is merchants and third-party issuers adopting SoFiUSD settlement, which would show up first as disclosed program volume and tokenized deposit balances. The failure case costs little beyond development spend already in the run rate.

The market's verdict agrees with that sizing: the shares gave back the whole announcement-day gain within a day. The development leaves the verdict, the levels and every score unchanged. Without it, the case for a Buy would rest on exactly the same arithmetic.

4. Growth Drivers

Driver	Status	Fact versus forecast	Likelihood	Impact
Member and product growth	Ongoing	Fact: 15.8m members (+35%), 24.4m products (+42%) at Q2. Forecast: at least 30% member growth in 2026 (company)	High	High
Loan Platform Business (fee-based)	Ongoing	Fact: \$3.1bn originated for third parties in Q2; \$3.6bn of new agreements in March. Forecast: none given	Medium	High
Wider spread on deposit funding	Pending, 27 Oct	Fact: NIM 5.98% at Q2 on \$45.5bn deposits. Forecast: the September hike should help (this report's expectation)	Medium	Medium
Stablecoin and crypto banking	Live / early	Fact: settlement live 22 Sep; Big Business Banking launched April. Forecast: \$25bn+ annualised program volume (company)	Medium	Low
Raised profit outlook	Pending, 27 Oct	Fact: revenue guidance raised in July with profit guidance held. Forecast: none	Low-Medium	High

Company Q2 2026 results release and September 2026 releases.

5. Financial Position and Valuation

The second-quarter figures that carry this valuation were re-read from the company's release and stand as published: adjusted net revenue of a record \$1.2 billion, net income of \$157 million and diluted EPS of \$0.12, a record \$358 million of adjusted EBITDA, deposits of \$45.5 billion, a net interest margin of 5.98% and a total capital ratio of 18.8%. Full-year guidance is about \$4.75-4.85 billion of adjusted net revenue, about \$825 million of adjusted net income and about \$0.60 of adjusted EPS. Tangible book value is \$7.34 a share on 1.29 billion shares.

Measure	17 Sep	1 Oct	Note
Share price	\$16.73	\$15.84	-5.3%
Market capitalisation	\$21.58bn	\$20.44bn	1.29bn shares at 30 June
P/E on FY26 adjusted EPS of ~\$0.60	27.9x	26.4x	Guidance unchanged since July
Price / tangible book (\$7.34)	2.28x	2.16x	Lowest in this coverage
Price / book (\$8.58)	1.95x	1.85x	
Price / FY26 adjusted revenue (~\$4.8bn)	~4.50x	~4.26x	For 32-35% guided growth
Trailing P/E (TTM EPS \$0.47)	35.6x	33.7x	
Upside to weighted fair value	+15.1% to \$19.25	+17.5% to \$18.61	Fair value cut; price fell further

Book, tangible book, share count and guidance from the company's Q2 2026 release. Multiples and fair values are this report's calculations, computed in code.

The macro variables that drive this business are the same two as before, and both moved against it. The first is the rate path, which is two-sided for a deposit-funded lender: the policy rate at 3.75%-4.00% widens the spread on loans already

funded, while a ten-year yield at 5.24%, up 30 basis points in two weeks, presses refinancing volume and raises the discount rate on everything the company holds at fair value. The second is consumer credit, where employment remains firm and confidence has slumped to a twelve-year low.

The fair-value exposure deserves a number, because the third quarter ended with the ten-year yield near its highest level since 2007. In the second quarter a 37 basis point rise in benchmark rates lifted the personal loan discount rate from 4.61% to 4.97%, and the company still reported record results. Our estimate of the gross sensitivity, assuming an effective duration of about 1.5 years on \$27.5 billion of personal loans and about 3 years on \$16.9 billion of student loans, is roughly \$230 million pre-tax for each 25 basis points on the discount rate, about \$0.13 a share after tax. That is before hedges, higher coupons on new loans and any change in credit assumptions, none of which can be measured from outside. It would be a one-off mark against roughly 1.8% of tangible book, not a recurring loss of earnings, but it can make the reported quarter look weaker than the business.

6. Scenario Analysis

Scenario	Prob.	Earnings path	Fair value	vs \$15.84	Conditions
Bull	25%	FY27 adj. EPS ~\$0.95	\$25.65	+61.9%	Cross-buy compounds, the spread benefit shows in Q3 and Q4, the platform business scales; multiple 27x, one turn lower for the risk-free rate
Base	50%	FY26 at guidance; FY27 adj. EPS ~\$0.80	\$18.40	+16.2%	Execution continues, profitability improves gradually; multiple 23x, one turn lower than before
Bear	25%	Charge-offs rise, marks reverse	\$12.00	-24.2%	Credit deteriorates as the tightening reaches the borrower; de-rating toward about 1.6x tangible book

Probabilities sum to 100% and are unchanged: the September data moved the discount rate but did not yet show a weaker borrower. Weighted fair value \$18.61 = 0.25 x \$25.65 + 0.50 x \$18.40 + 0.25 x \$12.00, computed in code. The stablecoin item does not change any scenario. Fair values are this report's estimates.

7. Sentiment and Positioning

The sell side remains split rather than negative. Twenty-four analysts follow the stock, half of them at Hold, and the average target is about \$20.35, 28% above the price. The spread runs from KBW's Sell at \$16 to Citigroup's Buy at \$30, reiterated on 29 September on deposit funding savings and fee income from Galileo and Technisys. Short interest is about 14.9% of the float, roughly 4.7 days of volume, which leaves room for a sharp move in either direction around the results.

Institutional positioning is Cautionary, with low confidence (as of 30 June 2026, filings through 19 August 2026). Active managers have trimmed their reported holdings in five of the last six quarters, by small amounts, a net reduction of about 2.3% over four quarters, and active funds now hold little of the stock. The register is thin and the label rests on persistence rather than size, so it could as easily read Inconclusive. It cuts mildly against the upgrade without changing it. 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 tone of news coverage in the period is mildly positive on the stablecoin launch and neutral overall: the price action has been read as a rate story, not a company story. Options turnover stayed heavy, with open interest near 3.9 million contracts.

8. Technical Position

The chart remains weak and is not the reason for the upgrade. The shares sit below every average: 6.6% below the twenty-day at \$16.97, 9.3% below the fifty-day at \$17.47, 8.4% below the hundred-day at \$17.28 and 16.6% below the two-hundred-day at \$18.99. The MACD line at -0.51 is below zero and below its signal. Relative strength at 36.8 is weak but not oversold. Two details help the entry. Volume is fading, with the twenty-day average 14.6% below the fifty-day, so this is a drift on thinning interest rather than heavy distribution. And the price has held above the \$14.88 low of 29 July for three weeks of rising yields.

Indicator	17 Sep	1 Oct	Read
SMA20 / EMA20	\$17.89 / \$17.61	\$16.97 / \$16.79	Price below; falling
SMA50 / EMA50	\$17.75 / \$17.70	\$17.47 / \$17.27	Price below; falling
SMA100	\$17.29	\$17.28	Flat
SMA200	\$19.58	\$18.99	Falling; near the weighted fair value
RSI(14)	41.4	36.8	Weak, not oversold
MACD / signal / histogram	-0.25 / -0.09 / -0.16	-0.51 / -0.38 / -0.13	Negative, below signal
ATR(14)	\$0.74 (4.4%)	\$0.65 (4.1%)	Range narrowing
Volume, 20d vs 50d	39.8m vs 58.8m	44.8m vs 52.4m	Participation below average
100-session / 52-week range	\$14.88 - \$19.74 / \$14.88 - \$32.73	\$14.88 - \$19.74 / \$14.88 - \$32.73	Price in the lower fifth of the 100-session range

All averages are computed in code from one daily series of completed sessions, measured against the 1 October close. Technicals inform entry timing only.

9. Risks

Risk	Probability	Severity	Comment
Fair-value marks in the Q3 report	Medium	Medium	Gross estimate about \$230m pre-tax per 25bp before hedges; one-off, but it can dominate the headline
Consumer credit deteriorates	Medium	High	Carries the bear case at \$12, -24.2% from here. Claims at 197,000 argue against it; confidence at a 12-year low argues for watching it
Origination and refinancing volume falls with rates	High	Medium	Long yields at multi-decade highs press student and personal loan refinancing
Capital intensity	Medium	High	Holding loans on balance sheet defers the returns the multiple pays for
Multiple compression	Medium	Medium	2.16x tangible book on a mid-to-high single-digit return on equity
Results-day gap	High	Medium	Beta about 2.2, ATR 4.1%, short interest near 15% of float, results and FOMC on the same day

Risk 4/10 means higher than average risk; the list above describes a leveraged consumer lender facing a rate shock and a results date. The two agree.

10. Investment Scorecard

Criterion	Weight	Score		Prior	Rationale and what moved
Business Quality	15%		8/10	8/10	Unchanged. The flywheel is evidenced by cross-buy data; the card program now settles on the company's own bank-issued stablecoin
Financial Strength	12%		7/10	7/10	Unchanged. 18.8% total capital ratio and \$45.5bn of deposits, offset by \$46.6bn of loans carried at fair value
Competitive Advantage	12%		7/10	7/10	Unchanged. Funding cost and low-cost cross-sell are real; the stablecoin rail is a lead, not yet a moat
Management	10%		8/10	8/10	Unchanged. Took stablecoin settlement from the March announcement to live in six months
Growth Potential	18%		9/10	9/10	Unchanged. 35% member and 42% product growth at a \$4.8bn revenue scale
Valuation	18%		6/10	5/10	Raised from 5. 26.4x guided EPS and 2.16x tangible book; 17.5% to a fair value that was itself cut
Risk (10 = lowest risk)	10%		4/10	5/10	Cut from 5. Ten-year yield 30bp higher at multi-decade highs raises the mark-to-market and credit exposure into the Q3 print
Technical Setup	5%		3/10	3/10	Unchanged. Below all four averages, MACD negative, RSI 36.8; holding above the \$14.88 July low

Scored 1-10, where 10 is always best, including Risk. The 18 September report used the same direction and weights, so no restatement was required. Weighted total computed in code: 69.3 (previously 68.5), shown as 69 out of 100.

Overall Investment Score: 69 / 100 (previously 68)

Two scores moved in opposite directions. Valuation rises to 6 because the price fell further than the reduced fair value. Risk falls to 4 because the rise in long yields enlarges the mark-to-market and credit exposure going into a results date. No company development moved a score.

11. Recommendation

Rating: BUY, upgraded from Watchlist, at half size. The upgrade band published on 29 August and held on 18 September has been reached, and it has been reached for a reason that does not break the thesis: no company disclosure was negative, and the one company announcement was positive. The reason it did arrive, higher long yields, lowers fair value, and after allowing for it the expected return of 17.5% still meets the 16.7% the band was built to require. The verdict changes on the level published in advance, as the previous report said it would, and on the arithmetic rechecked after the cause was known. Without the stablecoin development the verdict and levels would be the same.

Item	Level	Basis
Recommended entry	\$15.84	The 1 October close, inside the band
Ideal buy range	\$15.00 - \$15.95	Where the expected return meets the band's requirement against \$18.61; the floor sits just above the July low
Cut-loss	\$14.45 (daily close)	About 0.7 ATR below the \$14.88 52-week low, 8.8% below entry; a close there means the support the entry leans on has failed
Take-profit 1	\$18.61	Weighted fair value, +17.5%; near the 200-day average at \$18.99
Take-profit 2	\$22.02	Midpoint of base and bull fair values, +39.0%
Expected upside / downside	+17.5% / -8.8%	To weighted fair value / to the stop. Bear case -24.2%
Risk / reward	2.0 : 1	To take-profit 1 against the stop

Item	Level	Basis
Holding horizon	12-18 months	Through the 2027 earnings path
Position size	Half of a normal position	Results and the FOMC both fall on 27 October; a gap through the stop toward the bear case must be survivable
Suggested allocation	1.0% - 1.5% of a portfolio	A full gap to the bear case would cost about 0.3% of a portfolio at 1.25%

The levels are set before the 27 October results and do not assume their outcome. Adding the second half is for after the results, if the profit outlook is raised or the net interest margin widens.

What would change the view

Condition	Direction	Why it matters
Q3 converts the July revenue raise into a raised profit outlook	Add the second half	Answers the return-on-equity objection that held the rating for four reports
Net interest margin widens visibly on the higher policy rate	Supportive	Shows deposit funding turning the rate cycle into earnings
A fair-value mark large enough that guidance is cut	Toward Watchlist	Would show the rate move reaching earnings, not only book value
Charge-offs rising as tightening reaches the borrower	Toward Avoid	The input that carries the bear case
A daily close below \$14.45	Exit	The July support has failed and the position is closed
Long yields keep rising alongside further Fed tightening	Lower fair value	A discount-rate and credit effect, not a business effect
Long yields retreat as the Fed signals a pause	Higher fair value	The one-turn multiple cut would reverse

Macro rows are directional. Price levels come from the revised fair value, the band's required return and the July support.

12. Final Verdict

Would an investor put money into SoFi at \$15.84? Yes, in a measured amount. For two reports this coverage named the price at which the reward would justify the volatility and refused to move it. The market has now delivered that price. The honest test was whether it arrived because the business got worse, and it did not: it arrived because the bond market repriced, while the company put its card program onto its own stablecoin and confirmed its results date. A higher discount rate lowers what the shares are worth, and this report has cut fair value to \$18.61 for that reason. The shares fell further, so the margin the band was meant to provide is still there.

The single biggest concern has not gone away. SoFi earns a mid-to-high single-digit return on equity and keeps loans on its balance sheet, so it is deferring the returns that 2.2 times tangible book pays for, and a quarter that ended with long yields near multi-decade highs could carry a mark that makes 27 October look worse than the business is. That is why the position is half size and why the second half waits for the results. A close below \$14.45 ends the trade. A raised profit outlook would complete it.

Sources

- Company: SoFi Q2 2026 earnings release (investors.sofi.com, 29 July 2026); releases of 3 September 2026 (SoFi and Payward partner), 22 September 2026 (SoFi becomes first national bank to go live with stablecoin settlement across Mastercard's global payments network) and 29 September 2026 (Q3 2026 conference call scheduled); earlier releases of 3 March, 2 April, 27 May and 26 March 2026 for context
- Stablecoin launch coverage: The Block, 22 September 2026; Barron's headline, 22 September 2026; Benzinga, 30 September 2026
- Price moves: 24/7 Wall St, 28 September 2026 (fintech decline on yields); Citigroup reiteration via 24/7 Wall St, 29 September 2026
- Price of record: Alpha Vantage global quote, 1 October 2026. Technicals: Twelve Data daily series of 299 completed sessions to 1 October 2026, computed in code
- Analyst counts, short interest, shares: MarketBeat, 28 September 2026; StockAnalysis.com, 2 October 2026
- Ratings, notices and company headlines: moomoo news, notice and research channels and stock digest, 2 October 2026; SEC Form 4 and Form 144 filings, September 2026
- Macro: Beating The Bull economic data posts of 17, 24, 29 and 30 September and 1 October 2026
- Institutional positioning: quarterly 13F read, Q2 2026 (quarter ended 30 June 2026, filings through 19 August 2026)

- No earnings call has taken place since 29 July 2026; that call was reviewed for an earlier report

This report is informational only and is not financial advice, nor a recommendation to buy or sell any security. It reflects the author's assessment as at 2 October 2026 and may change without notice. Scenario multiples and fair values, the fair-value mark sensitivity, the stablecoin float estimate, the investment score and the materiality ratings are this report's calculations and are not company measures.