Take-Two Interactive Software, Inc. (NASDAQ: TTWO)

GTA VI can reset earnings power; attractive accumulation range at current levels

RATING	PRICE	PRICE OBJECTIVE	ENTRY / BUYING RANGE
OUTPERFORM	$221.33	$330	$205 – $230

14 September 2026

Sector: Equity / Communication Services
Analyst: Spitrock Capital Research

VARIANT VIEW

The market still frames TTWO as a delayed-hit story with execution risk. Spitrock views GTA VI as a multi-year monetization platform supported by a far larger install base, higher standard pricing, and structurally higher digital and recurrent consumer spending than existed at the launch of GTA V. We believe the current valuation still understates the scale of the earnings reset if GTA VI executes and monetization persists beyond launch.

INVESTMENT THESIS

1. **Generational IP quality.** Grand Theft Auto is among the strongest franchises in entertainment, with proven ability to drive extraordinary engagement, premium pricing, and long-tail monetization.
2. **GTA VI earnings inflection.** GTA VI sold roughly 195 million units and generated over $8 billion of lifetime revenue. GTA VI enters a much larger console base with a $70 price point and materially better monetization infrastructure.
3. **Recurring revenue support.** TTWO benefits from recurrent consumer spending, live services, and mobile diversification through Zynga, helping extend the revenue cycle beyond the initial launch window.
4. **Upside from scale and optionality.** Trailer engagement, platform reach, and the depth of TTWO's broader portfolio support additional upside and strategic optionality beyond a single-title thesis.

ENTRY / BUYING RANGE

Preferred accumulation range:	$205 – $230 per share
Most attractive add zone:	below ~$215
Above ~$240:	risk/reward becomes less favorable without upward estimate revisions or fresh catalysts

We view the current price as inside our preferred accumulation band. The range reflects a balance between launch-related upside, consensus target support, and valuation discipline around execution and timing risk.

GTA FRANCHISE BENCHMARKS

Metric	GTA V (Actual)	GTA VI (Expected / Early Indicators)
Unit sales	195 million	50+ million first year (base case)
Lifetime revenue / Year-one potential	>$8 billion	Potentially $4.5 – $6.5 billion bookings contribution in year one
Launch price	$60 (2013)	$70+ expected
Trailer views (24 hours)	N/A	>475 million across platforms
Console install base at launch	~80 million	~200+ million

VALUATION FRAMEWORK

Metric	Bear	Base	Bull
2028E Adj. EPS	$10.9	$13.2	$15.5
Target Multiple	23x	25x	27x
Implied Value	$250	**$330**	$418
Thesis summary	Delay / softer monetization	Strong launch + durable recurrent spend	Blockbuster sell-through + multi-year flywheel

Internal price objective remains $330 based on the base case.

INVESTMENT CONCLUSION

TTWO is a highest-conviction idea for Spitrock Capital. Our preferred entry / buying range is $205 – $230, with the best risk/reward on pullbacks toward or below $215. We believe GTA VI can reset the company's earnings power while recurrent bookings and mobile cash flows provide a second layer of support. At current levels, we continue to see attractive upside to our $330 internal target.

STOCK DATA

Price	$221.33
Market value (equity)	~$44 billion
52-week range	$187.63 – $265.94
Consensus target	$283.69
Street low / high	$260 / $300
Internal target	$330
Positioning	Highest Conviction
Upside to internal target	+49%

KEY CATALYSTS

- GTA VI launch timing and marketing cadence
- Additional trailer / gameplay milestones
- Management commentary on bookings and monetization
- Analyst estimate revisions
- Strength in recurrent consumer spending

RISKS

- Launch delay
- Execution risk around game quality and online stability
- Weaker-than-expected monetization
- Console demand softness
- Valuation compression if growth slows

SHARE PRICE AND CONSENSUS TARGET RANGE

Iconic franchises.
Expansive worlds.
Longer runways.

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Estimates reflect Spitrock analysis and selected public company disclosures and may change.