

Morgan Stanley (MS) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

\$217.36 **-\$1.02 (-0.47%)** AS OF 2026-08-14

Strategy: Conservative Stop Loss (Fixed ATR-based)

■ QUICK DECISION

Action: HOLD | Confidence: MEDIUM | Signal Strength: 5/7 (last fired 2026-07-29, 16d ago)

EXECUTIVE SUMMARY - Essential Metrics

TECHNICAL METRICS	VALUE	FUNDAMENTAL METRICS	VALUE
Current Price	\$217.36	Market Cap	\$341.7B
Past Win Rate (Backtest)	50.0%	Forward P/E	15.9x
Past Total Return	+80.3%	Analyst Target	\$236.62
RSI / Trend Strength	54 / 11	Upside to Target	+8.9%
MACD Signal	Bullish	Revenue Growth	+28.0%
Profit Factor	6.36	Institutional Own.	63.9%
Position Entry	2026-07-29 @ \$202.02	Analyst Ratings	10 Buy / 14 Hold / 1 Sell
Open Position Past P&L	+7.6%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$215.24	Bullish
EMA 50	\$211.88	Bullish
RSI (14)	53.6	Neutral range
Trend Strength (ADX)	10.7	Weak/No trend (<20)

■ CONSENSUS HUD

BUY +8.9% to \$236.62 on a 1.71:1 reward-to-risk, 6-12 month horizon

SIGNAL STRENGTH 5/7 fired 16d ago	WIN RATE 50% 18 backtested trades	STREET 10/25 analysts rate buy	UPSIDE +8.9% to analyst target	RISK / REWARD 1.71:1 vs. 2x ATR stop
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Technical Confluence	5/7 (fired 16d ago)	Backtest	50.0% win rate, +80.3% total return
Analyst Consensus	10 buy / 14 hold / 1 sell	Target Price	\$236.62 (+8.9%)
Market Volatility	Beta 1.21	Valuation	15.9x forward P/E
Revenue Growth	+28.0%	Institutional Own.	63.9%
Position	Already open — +7.6%	News Sentiment	Slightly Bullish (+2.7/10)

Action Plan: Maintain position with +7.6% unrealized gain. Watch for confluence signal to add.

■ KEY INSIGHT

The fixed stop strategy has proven effective (Win Rate: 50.0%, Avg Return: +13.8%), but patience is critical. Only enter on confirmed signals with proper risk management. Current technical confluence of 5 meets entry criteria - consider initiating position. Fundamental backdrop shows 62% earnings growth with 64% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$217.36	Latest market price
Buy Stop Loss	\$206.09	Conservative 2.0x ATR (5.2% distance)
Position Stop Loss	\$207.50	Adaptive 1.75x ATR (4.5% distance)
ATR (14-day)	\$5.64	Volatility: 2.6% of price
ADX Strength	10.7	Weak/No Trend

Status: Position up +8% - Adaptive strategy adjusts for momentum

ADX: 20-25 = Emerging trend | 25-50 = Strong trend | 50+ = Very strong

■ Strategy Comparison: Conservative vs Adaptive

METRIC	CONSERVATIVE (2.0x ATR)	ADAPTIVE (Dynamic)
Past Win Rate	50%	59%
Past Total Return	+80.3%	+55.2%
Max Drawdown	-8.2%	-8.2%
Total Trades	18	22
Position	OPEN	OPEN

Both strategies analyzed independently. Conservative uses fixed 2.0x ATR stops. Adaptive adjusts stops based on position profit.

For the latest stock analysis, support, resistance and interactive charts, visit [Ultra Stock Analysis Pro](#)

■ ANALYST RATING CHANGES - COMPLETE HISTORY

All recent upgrades, downgrades, and price target changes (last 90 days)

Firm	Action	From → To	Date
Freedom Broker	UPGRADE	Hold → Buy	Jul 17, 2026
Oppenheimer	DOWNGRADE	Perform → Underperform	Jun 30, 2026

Analyst Price Targets

Average Target: \$236.62 (+8.9% from current)

High Target: \$262.00 (+20.5%)

Low Target: \$184.00 (-15.3%)

Current Price: \$217.36

RISK HUD - Deep Dive Assessment

Five risk axes scored LOW / MODERATE / HIGH, then the mitigation that follows from them.

CONTAINED RISK no single axis reads high

MARKET MODERATE beta 1.21	VOLATILITY MODERATE ATR 2.6% of price	VALUATION LOW fwd P/E 15.9x	EVENT LOW earnings in 61d	TECHNICAL LOW RSI 54
Mitigation - Stop	2-3x ATR = \$11.27 - \$16.91 below entry (5.2% at 2x)	Mitigation - Sizing	standard position size is supportable	
52-Week Range	\$141.03 - \$232.25, now \$217.36	Next Earnings	Oct 14, 2026 (61d away)	
Short Interest	0.0% of float - normal short activity	Sector Exposure	Financial Services - cycle and regulatory risk specific to the group	
Backtest Edge	50.0% win rate (9W / 9L), 6.36x profit factor	Win vs. Loss Size	avg win 32.8% vs. avg loss -5.2%	
Current Setup	5/7 (fired 16d ago) - high conviction	Company-Specific	Competition, Market conditions, Regulatory changes	

BUY-SIDE HUD - Portfolio Management

How much to own, what the historical edge is, and whether the position can be traded at size.

MARKET WEIGHT +8.9% to the \$236.62 analyst target against a 5.2% stop - moderate risk-adjusted return

UPSIDE +8.9% to analyst target	RISK / REWARD 1.71:1 vs. 2x ATR stop	WIN RATE 50% 18 backtested trades	PROFIT FACTOR 6.36x avg trade +13.8%	POSITION +7.6% open position
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Signal Strength	5/7 (fired 16d ago) - high conviction setup	RSI / ADX	54 / 10.7 - weak/no trend (<20)
Stop Zone (2-3x ATR)	\$11.27 - \$16.91 below entry	Next Catalyst	Oct 14, 2026 earnings
Avg Volume	5.9M/day - lower liquidity	Execution Risk	Moderate at institutional size
Market Cap	\$341.7B - large cap	Beta	1.21 - above-market volatility
Institutional Own.	63.9% - largest: Mitsubishi UFJ Financial Group Inc	Short Interest	0.0% of float - moderate

SELL-SIDE HUD - Investment Research

Morgan Stanley - Financial Services / Capital Markets. What the business is worth and where the Street stands.

STRONG GROWTH positive operating leverage - revenue and earnings both accelerating

FORWARD P/E 15.9x reasonable multiple	PEG 2.06 growth-adjusted P/E	REVENUE GROWTH +28% year over year	EPS GROWTH +10% next fiscal year	OPERATING MARGIN 42% profitability
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Analyst Consensus	Buy - 10B / 14H / 1S across 25 analysts	Target Range	\$184.00 - \$262.00, avg \$236.62 (+8.9%)
Trailing P/E	17.5x	Price / Sales	4.39x - premium
Price / Book	3.21x	Enterprise Value	\$220.7B (2.84x revenue)
Revenue (TTM)	\$77.8B	Free Cash Flow	\$0.0B
Earnings Growth	+62.4%	Institutional Own.	63.9% - strong backing
Key Competitors	Various industry players	Market Share	0% US / 0% global - competitive player
Moat	Market position, Technology, Brand	Key Products	Core products and services

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+2.7 / 10	Slightly Bullish
Articles Analyzed	5	Last 7 days (top 5 shown per category)
Bullish Articles	2 (40%)	Positive sentiment
Bearish Articles	0 (0%)	Negative sentiment
Neutral Articles	3 (60%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. Morgan Stanley Turns More Bullish on IT Hardware as 'Chipflation' Drives Faster Spending (InvestorsHub, Aug 14)

Morgan Stanley has adopted a more constructive stance on U. S....

Source: <https://investorshub.adfn.com/market-news/article/34270/morgan-stanley-turns-mo>

2. Morgan Stanley doubles down on SpaceX stock for investors (TheStreet, Aug 13)

There is a number making the rounds on Wall Street right now that would have seemed disconnected from reality 12 months ago: a \$600 price target for a...

Source: <https://www.thestreet.com/investing/stocks/morgan-stanley-doubles-down-on-spacex>

■ SENTIMENT INTERPRETATION

The news sentiment is **moderately bullish**, showing generally positive coverage with some caution. Market perception appears favorable but not overwhelmingly positive. This neutral-to-positive sentiment suggests steady conditions without extreme optimism.

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
Current Price	\$217.36	as of 2026-08-14
Volume	3.4M	avg 5.9M/day
EMA 20	\$215.24	Short-term trend
EMA 50	\$211.88	Medium-term trend
EMA 200	\$187.23	Long-term trend
Relative Strength	53.6	Neutral range
MACD	0.77	Bullish
MACD Signal	0.27	Signal line
MACD Histogram	0.50	Bullish
Volatility (ATR 14)	\$5.64	2.6% of price
Trend Strength (ADX)	10.7	Weak/No trend (<20)
+DI	23.7	Positive directional movement
-DI	22.7	Negative directional movement
Stochastic %K	81.2	Overbought
Stochastic %D	79.3	Neutral
Bollinger Upper	\$221.87	Upper volatility band
Bollinger Middle	\$213.76	Moving average
Bollinger Lower	\$205.65	Lower volatility band
Band Position	72.2%	0% = lower band, 100% = upper
VWAP	\$217.13	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$341.7B	Total market value
Valuation	Enterprise Value	\$220.7B	Total company value
Valuation	Forward P/E	15.9x	Price to forward earnings
Valuation	Trailing P/E	17.5x	Price to trailing earnings
Valuation	PEG Ratio	2.06	P/E relative to growth
Valuation	Price/Sales	4.39x	Market cap to revenue
Valuation	Price/Book	3.21x	Price to book value
Valuation	EV/Revenue	2.84x	Enterprise value to revenue
Valuation	EV/EBITDA	N/A	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$77.8B	Trailing 12-month revenue
Performance	Revenue Growth	+28.0%	Year-over-year growth
Performance	Earnings Growth	+62.4%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+10.0%	Forward EPS growth estimate
Performance	Gross Profit	\$68.2B	Revenue minus COGS
Performance	Operating Income	\$-15.6B	EBIT
Performance	Net Income	\$19.5B	Bottom line profit
Performance	Free Cash Flow	\$0.0B	Cash after capex
Performance	Operating Cash Flow	\$-15.6B	Cash from operations
Profitability	Gross Margin	N/A	Gross profit margin
Profitability	Operating Margin	41.6%	Operating efficiency
Profitability	Profit Margin	25.9%	Net margin
Profitability	ROE	18.0%	Return on equity
Profitability	ROA	1.3%	Return on assets
Profitability	ROIC	N/A	Return on invested capital
Balance Sheet	Total Assets	\$0.0B	Total assets
Balance Sheet	Total Liabilities	\$0.0B	Total liabilities
Balance Sheet	Total Debt	\$607.5B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$739.1B	Liquid assets
Balance Sheet	Book Value/Share	\$67.80	Net worth per share
Balance Sheet	Current Ratio	2.00	Current assets/liabilities
Balance Sheet	Quick Ratio	1.60	Liquid assets/liabilities
Balance Sheet	Debt/Equity	5.17	Leverage ratio
Market	Beta	1.21	Market correlation
Market	52-Week High	\$232.25	Annual high
Market	52-Week Low	\$141.03	Annual low

Market	Avg Volume	5.9M	Average daily volume
Market	Shares Outstanding	1.6B	Total shares
Market	Float	1.2B	Tradeable shares
Market	Short Interest	0.0%	Shares sold short
Market	Institutional Own.	63.9%	Institution held
Analysts	Coverage Count	21	Number of analysts
Analysts	Average Rating	2.3	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	10/14/1	Rating distribution
Analysts	Target Price	\$236.62	Average price target
Analysts	Target High	\$262.00	Highest target
Analysts	Target Low	\$184.00	Lowest target
Other	Next Earnings	Oct 14, 2026	Earnings report date
Other	Dividend Yield	2.12%	Annual dividend rate
Other	Ex-Dividend Date	1785456000	Next ex-div date

REFERENCE: APPENDIX C - Complete Trade History

Detailed Backtesting Results and Trade Log

Entry	Exit	Type	Entry \$	Exit \$	Past P&L %	Past P&L \$
2019-09-12	2019-10-03	GOLDEN_CROSS	\$35.82	\$32.53	-9.2%	\$-411
2019-10-21	2019-11-25	GOLDEN_CROSS	\$36.35	\$40.68	+11.9%	+\$515
2020-01-16	2020-01-30	CONFLUENCE	\$45.95	\$44.11	-4.0%	\$-238
2020-02-26	2020-02-28	CONFLUENCE	\$38.72	\$36.90	-4.7%	\$-149
2020-07-16	2020-09-24	CONFLUENCE	\$43.52	\$38.80	-10.8%	\$-297
2020-11-09	2021-11-19	CONFLUENCE	\$46.98	\$83.22	+77.1%	+\$2210
2022-07-05	2023-02-02	CONFLUENCE	\$66.38	\$88.90	+33.9%	+\$1081
2023-03-10	2023-03-16	CONFLUENCE	\$80.69	\$77.97	-3.4%	\$-183
2023-03-24	2023-08-22	CONFLUENCE	\$75.23	\$75.70	+0.6%	+\$22
2023-09-19	2023-09-26	GOLDEN_CROSS	\$80.74	\$74.96	-7.2%	\$-486
2023-12-05	2024-04-04	GOLDEN_CROSS	\$74.03	\$86.04	+16.2%	+\$961
2024-05-21	2024-06-03	CONFLUENCE	\$95.54	\$91.66	-4.1%	\$-310
2024-08-05	2024-08-12	CONFLUENCE	\$87.42	\$90.05	+3.0%	+\$126
2024-08-15	2025-02-07	GOLDEN_CROSS	\$95.56	\$134.85	+41.1%	+\$2043
2025-03-04	2025-03-06	CONFLUENCE	\$117.26	\$115.00	-1.9%	\$-84
2025-04-07	2026-01-06	CONFLUENCE	\$97.22	\$184.71	+90.0%	+\$2362
2026-01-15	2026-01-16	CONFLUENCE	\$188.13	\$186.02	-1.1%	\$-88
2026-04-13	2026-06-04	GOLDEN_CROSS	\$179.19	\$217.08	+21.1%	+\$1137
2026-07-29	OPEN	CONFLUENCE	\$202.02	OPEN	+7.6%	+\$384

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Next Earnings: Oct 14, 2026

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