

# Hims & Hers Health Inc — Asymmetric Bets Dossier

NYSE: HIMS · San Francisco, CA · dossier generated 2026-05-29. Structured research note for an asymmetric, potential-focused fund. Not a final analysis — raw inputs for synthesis.

## Snapshot

- Ticker: NYSE: HIMS
- Price (2026-05-28): ~\$24.50 (52-wk range \$13.75 – \$70.42) [S1]
- Market cap: ~\$5.83B [S1]
- Revenue: FY2023 \$872M · FY2024 \$1,477M · FY2025 \$2,348M [S2][S3][S4]
- Growth (YoY): FY24 +69% · FY25 +59% · FY26 guide +19–28% (\$2.8–3.0B) [S2][S3][S4][S5]
- Profitability (GAAP): FY23 -\$23.5M · FY24 +\$126.0M · FY25 +\$128.4M; Adj. EBITDA FY25 \$318M (~13.5%) [S2][S3][S4]
- Q1 2026 (latest): Revenue \$608M (+4% YoY), net loss -\$92.1M, Adj. EBITDA \$44.3M, GM 65% (vs 73%) — compounded-GLP-1 wind-down inventory & restructuring write-off \$33M [S5][S6]
- FCF: Operating cash flow FY25 \$52.8M (capex compressed FCF; specifics undisclosed) [S4]
- Net cash/debt: \$228.6M cash + \$348.9M ST investments = ~\$578M liquidity vs \$1.0B 0% convertible notes due 2030 -> ~\$420M net debt (notes are 0%-coupon, dilution-priced) [S4][S7]
- Valuation: EV ~\$6.25B -> EV/Sales (FY25) ~2.7x; EV/Sales (FY26E mid) ~2.2x; EV/Adj.EBITDA (FY25) ~20x; EV/Adj.EBITDA (FY26E mid \$312M) ~20x; P/E undefined on Q1 26 loss (TTM P/E ~50x on FY25 GAAP NI) [S1][S4][S5]
- Currency: USD
- Geography: US ~95%+ of FY25 revenue; international (UK/EU/Canada) launched 2025 via Zava/Medici/Livewell acquisitions — Q1 26 international revenue \$78.2M (+969% YoY), ~13% of mix and rising; Eucalyptus deal (mid-2026 close) adds AU/JP and deepens UK/DE/CA [S4][S5][S8][S9]
- What: Direct-to-consumer subscription telehealth platform — async clinician access + owned 503A/503B pharmacy fulfillment + AI-driven personalization across sexual health, hair, derm, mental health, weight loss
- Value-chain position: Last-mile consumer access layer between pharma manufacturers (Novo, Lilly, generic compounders) and ~2.6M subscribers; owns telehealth + clinician network + fulfillment but not the molecules
- End markets: US adult consumer health — ED/hair (legacy core), GLP-1 weight loss (2024–25 growth engine), derm, mental health, testosterone, menopause, longevity (in launch)
- Founded / HQ: 2017 / San Francisco, CA
- CEO: Andrew Dudum (co-founder; Class V supervoting share ~ 87.7% voting power)
- Top competitors: Ro/Roman (private, \$598M ARR), LifeMD, Amazon One Medical + Pharmacy (Foundayo \$149/mo, Wegovy/Zepbound \$299/mo cash launched Apr 2026), LillyDirect, Cost Plus Drugs, Henry Meds, traditional pharmacy chains
- Key partners/customers: Novo Nordisk (Mar 2026 deal — Ozempic, Wegovy injectables + Wegovy oral) [S10][S11]; Eli Lilly (Apr 2026 expansion — Zepbound vials/KwikPen, Foundayo via LillyDirect self-pay) [S12]; consumer subscribers ~2.6M (Q1 26)
- Catalyst: Branded-GLP-1 ramp through Novo/Lilly bundles + Eucalyptus closing mid-2026 = first quarter where global, branded, multi-specialty platform thesis is testable in audited numbers (Q3/Q4 2026).
- Verdict: Post-GLP-1-compounding reset is creating a multi-quarter optics gap between consensus (decel narrative) and platform reality (ex-GLP-1 subs +9% with international and specialty surface expanding) — asymmetric setup if the 2030 \$6.5B/\$1.3B EBITDA framework lands within 18 months of trajectory.
- Confidence: 0.58

## The asymmetric thesis

The market is treating HIMS as a one-trick GLP-1 compounder caught by FDA enforcement — the stock is down ~65% from its \$70 high on exactly that story [S1] — but the underlying business has quietly become

the only DTC consumer-health platform to clear \$2B in revenue with GAAP (Generally Accepted Accounting Principles (US)) profitability and a 2.6M-subscriber recurring base [S4]. The "pre-trend" bet is that 2026 is the trough year of a forced transition (compounded -> branded GLP-1, US-only -> global, single-specialty -> multi-specialty) and that consensus has not yet modeled what a \$6.5B / \$1.3B EBITDA (earnings before interest, taxes, depreciation & amortisation) 2030 platform [S13] looks like across (a) Novo+Lilly branded GLP-1 cash-pay channel, (b) ~775K Eucalyptus customers in AU/UK/EU/CA/JP closing mid-2026 [S8], (c) new specialties (testosterone, menopause, longevity, sleep) launching from a brand with 75% direct/organic traffic [hims-hers-moat-may9.md]. Path to 3–10x: if 2030 targets land — implying ~22% revenue CAGR (compound annual growth rate) from FY25 with 20% Adj. EBITDA margin — the stock would re-rate at 15x \$1.3B EBITDA = ~\$20B EV (electric vehicle), ~3.4x from here; a "platform" multiple (25–30x) on outperformance plus international and longevity optionality gets to ~5–7x. The optionality the market is ignoring is that HIMS is becoming the consumer access layer for branded pharma's cash-pay GLP-1 channel at the exact moment the GLP-1 TAM (total addressable market) is on a \$30B -> \$95–190B trajectory [S14][S15] — pharma needs a DTC interface, and post the March 2026 Novo deal and April 2026 Lilly expansion, HIMS is demonstrably it.

## Financials

USD millions	FY2023	FY2024	FY2025
Revenue	872	1,477	2,348
YoY (year-on-year) growth	+65%	+69%	+59%
Gross margin	~82%	~79%	~74%
Adj. EBITDA	~50	177	318
Adj. EBITDA margin	~6%	~12%	~13.5%
GAAP operating income	n/m	~62	106
GAAP net income	-23.5	126.0	128.4
Operating cash flow	~73	~209	52.8
Cash + ST investments	~97	~300	577
Convertible notes (0% 2030)	—	—	1,000
Subscribers (M, end of period)	1.5	2.2	2.5

Sources: [S2][S3][S4]. FY25 OCF compressed by working-capital build for Novo branded inventory + Eucalyptus deal costs. Q1 2026 standalone: Revenue \$608M (+4%), Adj. EBITDA \$44.3M, GAAP NI -\$92.1M (includes \$33M compounded-GLP-1 restructuring), subs 2.6M (+9% YoY), international \$78M (+969%) [S5][S6].

## Sector / TAM

- US DTC telehealth services: \$1.47B (2023) -> \$9.53B (2030E), ~30.3% CAGR [S16]. HIMS at ~\$2.35B FY25 already exceeds the 2030 sized market — i.e., DTC telehealth is no longer a "sector," HIMS is in the process of defining it, with global expansion adding the second-leg TAM.
- Global telehealth (broader): \$123B (2024) -> \$455B (2030E), ~25% CAGR [S16].
- GLP-1 obesity drug market: \$30B (2025) -> \$48–95B (2030E) per Grand View / Goldman Sachs forecasts; Morgan Stanley sees \$190B by 2035 [S14][S15]. ~12–15M US patients projected on GLP-1s by 2030 vs ~110M US adults clinically obese — meaningful headroom; cash-pay channel currently ~30–40% of branded volume given insurance gaps, which is HIMS's swim lane.
- HIMS-stated 2030 ambition: >=\$6.5B revenue and >=\$1.3B Adj. EBITDA [S13] — implies ~22% revenue CAGR FY25->FY30 and 20% margin (vs 13.5% FY25). Confidence in this is the entire bet.

## Recent news (last 12 months)

- 2026-05-11 — Q1 2026 earnings: Revenue \$608M (+4%), GAAP net loss -\$92M from \$33M compounded-GLP-1 write-down; FY26 guide raised to \$2.8–3.0B revenue / \$275–350M Adj. EBITDA despite the reset [S5][S6].  
<https://investors.hims.com/news/news-details/2026/Hims--Hers-Health-Inc--Reports-First-Quarter-2026-Financial-Results/default.aspx>
- 2026-04-22 — Eli Lilly partnership expanded: Zepbound vials, KwikPen, and Foundayo (oral, FDA-approved Apr 1 2026) accessible via LillyDirect self-pay through HIMS clinicians; stock +7% on the day [S12]. <https://www.tipranks.com/news/eli-lilly-ily-expands-partnership-with-hims-hers>
- 2026-03 (mid) — Novo Nordisk deal: HIMS adds branded Ozempic, Wegovy injectables, and Wegovy oral; agrees to stop promoting compounded GLP-1s. Resolves the Apr-2025 / Jun-2025 deal collapse and Feb-2026 FDA action [S10][S11].  
<https://www.fiercepharma.com/pharma/novo-and-hims-make-nice-striking-deal-sees-novos-branded-glp-1s-sold-hims-telehealth/>
- 2026-02-19 — Eucalyptus acquisition announced: up to \$1.15B (~\$240M upfront, balance deferred/earnout through 2029) for 775K-customer DTC platform in AU/UK/DE/CA/JP; closes mid-2026 [S8].  
<https://investors.hims.com/news/news-details/2026/Hims--Hers-Announces-Agreement-to-Acquire-Eucalyptus-Accelerating-Its-Growth/default.aspx>
- 2026-02-06 — FDA crackdown statement explicitly names HIMS; HHS refers compounded-GLP-1 marketing to DOJ; stock falls ~14% after-hours [S17][S18]. HIMS subsequently pulls compounded-semaglutide pill from market.  
<https://www.statnews.com/pharmalot/2026/02/06/fda-take-action-against-hims-telehealth-wegovy-compounding/>

## What would change the view

Specific, falsifiable signals over the next 18 months. Both directions.

- \*(+)\* FY2026 Adj. EBITDA lands at the upper end of the \$275–350M guide AND international revenue tracks above \$400m for the year — confirms the platform + geo-extension narrative.
- \*(+)\* HIMS discloses same-category, ex-GLP-1 cohort retention >55% at 12 months on at least two categories — validates the platform/moat framing the bear case tests.
- \*(+)\* Founder Dudum makes >\$10m of open-market purchases — materially resets the insider-alignment concern.
- \*(-)\* Q3/Q4 2026 subscriber net adds fall below +50K for two consecutive quarters — confirms the Q1 2026 +40K print as the new normal.
- \*(-)\* HHS DOJ referral results in a consent decree or marketing-claim cap — re-prices the platform on regulatory + SBC dilution risk.
- \*(-)\* Branded-GLP-1 cash-pay take-rate visibly compressed by Amazon/Ro/LillyDirect pricing within two quarters — the channel-shift bull case loses its central data point.

## Bull case

1. The platform is monetizing the right side of the GLP-1 wave, not the wrong side. Pre-FDA-crackdown bears were right that compounded sema was structurally dead. Post the March 2026 Novo + April 2026 Lilly deals, HIMS is the only multi-pharma cash-pay DTC channel with both Novo (Wegovy oral, Ozempic) and Lilly (Zepbound, Foundayo) at scale — pharma chose them as the consumer access layer twice in 60 days [S10][S12]. With the GLP-1 TAM tracking to \$95B+ by 2030 and cash-pay being ~30–40% of branded volume due to insurance gaps [S14][S15], even single-digit channel share on branded is materially larger than the compounded P&L it replaces. 2. International + multi-specialty optionality is barely modeled. Q1 2026 international revenue +969% YoY to \$78M [S5]; Eucalyptus closes mid-2026 adding 775K subscribers across AU/UK/DE/CA/JP at a ~\$240M upfront price (~\$310/customer) [S8] — i.e., HIMS is acquiring international DTC infrastructure for less than a single quarter of US ad spend. Layer on testosterone, menopause, longevity, sleep specialty launches into a brand with 75% direct/organic traffic [moat note], and the 2030 \$6.5B target needs only ~22% CAGR — well below FY24/FY25 actuals. 3. Liquidity, cost base, and balance sheet survived the reset. \$577M cash + ST investments [S4] against \$1.0B 0%-coupon convertible due 2030 [S7] means net debt is artificially low and there is no maturity wall. The Q1 26 net loss is restructuring-driven, not operating-driven — Adj. EBITDA stayed positive (\$44M) through the GLP-1 mix cliff. Marketing as % of revenue compressed 51% (FY23) -> 39% (FY25) with implied gross-add CAC down ~24% YoY [moat note] — operating leverage is showing up, in the worst

possible competitive year.

## Bear case

1. The 2030 target needs platform mechanics that have not been audited. Consensus FY26 mid is +24% growth — a sharp decel from +59%. If the same-category, ex-GLP-1 cohort retention curves (which HIMS still does not disclose by vintage/category) are at literature floors (~30–50% 12-mo for finasteride; ~30% for PDE5 inhibitors; ~33% for SSRIs [moat note]), the unit economics cannot support \$6.5B / \$1.3B by 2030. The Q1 26 +4% revenue print and 65% GM compression are the first audited datapoints consistent with a more normal DTC subscription business, not a moat-grade platform. 2. Competitive entry has fully materialized at lower price points. Amazon One Medical launched ED/hair/derm at \$10–19/mo (Nov 2024) and full GLP-1 program at \$149 Foundayo / \$299 Wegovy cash (Apr 2026); Ro is offering 50%-off GLP-1 pricing (\$39 first month vs HIMS \$149); LillyDirect captured ~45% of obesity-drug volume engaging 1M+ patients in 2025 [moat note]. HIMS has not exercised list-price pricing power against any of these, and Q4 25 / Q1 26 subscriber net adds decelerated sharply (+182K -> +40K Q4 YoY) [moat note]. Pharma can also disintermediate HIMS by directing branded volume to its own DTC portals. 3. Capital structure and governance create founder-exit asymmetry. CEO Dudum holds Class V supervoting (~87.7% voting power) while Class A economic dispositions ran ~\$48–70M in 2024–25 with zero open-market insider purchases across 24 months — including after the Feb 26 FDA action and ~14% gap-down [moat note]. SBC at fully-burdened FY25 ~\$200–230M wipes out the \$128M GAAP NI; the 0% convertible due 2030 (\$1.0B principal) is a non-amortizing dilution time-bomb if the equity is below conversion at maturity. The HHS DOJ referral remains unresolved.

## Sources

- [S1] [T3] Yahoo Finance — HIMS quote, market cap, 52-wk range (accessed 2026-05-29).  
<https://finance.yahoo.com/quote/HIMS/>
- [S2] [T3] HIMS Q4/FY 2023 results — revenue \$872M, GAAP NI -\$23.5M (via FY2024 release comparatives).  
<https://investors.hims.com/news/news-details/2025/Hims--Hers-Health-Inc.-Reports-Fourth-Quarter-and-Full-Year-2024-Financ>
- [S3] [T3] HIMS Q4/FY 2024 results — revenue \$1.48B (+69%), GAAP NI \$126.0M, Adj. EBITDA \$177M, subs 2.2M.  
<https://investors.hims.com/news/news-details/2025/Hims--Hers-Health-Inc.-Reports-Fourth-Quarter-and-Full-Year-2024-Financ>
- [S4] [T1] HIMS Q4/FY 2025 results & 10-K — revenue \$2.348B (+59%), GAAP NI \$128.4M, Adj. EBITDA \$318M, cash+ST inv \$577.5M, subs 2.5M, OCF \$52.8M.  
<https://investors.hims.com/news/news-details/2026/Hims--Hers-Health-Inc--Reports-Fourth-Quarter-and-Full-Year-2025-Financ> and <https://www.sec.gov/Archives/edgar/data/0001773751/000177375126000022/hims-20251231.htm>
- [S5] [T3] HIMS Q1 2026 earnings release — revenue \$608M (+4%), net loss -\$92.1M, Adj. EBITDA \$44.3M, subs 2.6M, intl rev \$78.2M (+969%), FY26 guide \$2.8–3.0B / \$275–350M EBITDA.  
<https://investors.hims.com/news/news-details/2026/Hims--Hers-Health-Inc--Reports-First-Quarter-2026-Financial-Results/defau>
- [S6] [T3] FierceHealthcare — Q1 26 \$92M loss tied to GLP-1 transition restructuring.  
<https://www.fiercehealthcare.com/health-tech/hims-hers-posts-92m-loss-q1-it-shifts-branded-glp-1-medications>
- [S7] [T1] HIMS 0% convertible senior notes due 2030, \$1.0B principal, issued May 2025 (per FY25 10-K). <https://www.sec.gov/Archives/edgar/data/0001773751/000177375126000022/hims-20251231.htm>
- [S8] [T3] HIMS announcement — Eucalyptus acquisition, up to \$1.15B (~\$240M upfront), 775K customers AU/UK/DE/CA/JP, mid-2026 close.  
<https://investors.hims.com/news/news-details/2026/Hims--Hers-Announces-Agreement-to-Acquire-Eucalyptus-Accelerating-Its>
- [S9] [T1] HIMS — 2025 acquisitions (Zava Global UK/EU; Medici/Livewell Canada).  
<https://www.sec.gov/Archives/edgar/data/0001773751/000177375126000022/hims-20251231.htm>
- [S10] [T3] FiercePharma — March 2026 Novo + HIMS deal terms (Wegovy/Ozempic + oral; HIMS halts compounded promotion).  
<https://www.fiercepharma.com/pharma/novo-and-hims-make-nice-striking-deal-sees-novos-branded-glp-1s-sold-hims-telehealth>
- [S11] [T3] The Hill — Novo / HIMS partnership; HIMS to stop selling compounded GLP-1s.  
<https://thehill.com/policy/healthcare/5775413-novo-nordisk-hims-hers-collaboration/>
- [S12] [T3] TipRanks / Investing.com — April 2026 Eli Lilly expanded partnership (Zepbound, KwikPen, Foundayo via LillyDirect); stock +7%.

<https://www.tipranks.com/news/eli-lilly-ly-expands-partnership-with-hims-hers>

- [S13] [T3] HIMS 2030 roadmap — >=\$6.5B revenue / >=\$1.3B Adj. EBITDA (May 2025 investor framework).  
<https://news.hims.com/newsroom/building-the-future-of-healthcare-our-roadmap-to-6-5b>
- [S14] [T2] Grand View Research — GLP-1 obesity drugs to \$48.84B by 2030 (18.5% CAGR).  
<https://www.grandviewresearch.com/industry-analysis/glp-1-agonists-weight-loss-drugs-market-report>
- [S15] [T3] Morgan Stanley — GLP-1 market to ~\$190B by 2035; Goldman ~\$95B by 2030.  
<https://www.morganstanley.com/insights/articles/glp1-weight-loss-market-may-double-190-billion-2035>
- [S16] [T2] Grand View Research — US DTC telehealth \$1.47B (2023) -> \$9.53B (2030E), 30.3% CAGR.  
<https://www.grandviewresearch.com/industry-analysis/us-direct-consumer-telehealth-services-market-analysis>
- [S17] [T3] STAT News — FDA action against HIMS on compounded GLP-1, Feb 6 2026.  
<https://www.statnews.com/pharmalot/2026/02/06/fda-take-action-against-hims-telehealth-wegovy-compounding/>
- [S18] [T2] CNBC — Feb 6 2026 FDA signal on compounded GLP-1s; HIMS shares tumble.  
<https://www.cnbc.com/2026/02/06/fda-to-restrict-glp-1-ingredients-used-in-nonapproved-compounded-drugs.html>
- Prior moat note (internal): /home/user/AutoLab/topics/research/hims-hers-moat-may9.md — same-cohort retention, marketing leverage, competitive entry, insider activity, SBC analysis.

## Appendix — methodology & sources

Generated by AutoLab (thesis mode) on 2026-05-30. The loop iteratively scouts the weakest point, researches it, red-teams it, and integrates the findings; . Headline confidence 0.00.