

Employees	Revenue (12/31/2024)	Profit Margin (6/29/2025)	Return on Equity (Trailing Twelve Months)	Price-to-Earnings (P/E Ratio) (Trailing Twelve Months)	Debt-to-Equity (D/E Ratio) (Q2-25 Avg)	Earnings Per Share (EPS) (Trailing Twelve Months)
43,000	\$28,163,300 M	29.27%	58.24%	26.52	0.22	28.00

Financials - yahoo finance

<https://finance.yahoo.com/quote/ASML/>

Porter's Five Forces Analysis

VERY LOW

Competitive Rivalry

- No direct competition
 - Dominance in EUV
- Decades ahead of the competition
- Internal R&D race
- Ahead in DUV
- Deep relationships with suppliers

LOW

Threat of New Entrants

- High barriers to entry:
- High Capital Investment
 - High R&D Cost
 - Dominant technology
 - IP - 16k+ patents

HIGH

Bargaining Powers of Suppliers

- High switching cost due to integration
- Specialized suppliers
 - Zeiss (optics)
 - Trumpf (lasers)
- Highly Customized Parts

MODERATE

Bargaining Powers of Buyers

- High switching costs
- Select buyers
- Strong collaborations
- Geopolitical regulations
 - China is restricted to buying only older versions

VERY LOW

Threat of Substitutes

- Dominance in both DUV and EUV segments
- No emerging technology
- No other EUV alternatives in sight

Business Model Canvas ASML Holding N.V.

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KEY PARTNERS <ul style="list-style-type: none">• TSMC• Samsung• Intel• Zeiss (optics)• Trumpf (lasers)• Nvidia• imec• ARCNL• Global Universities and Institutes	KEY ACTIVITIES <ul style="list-style-type: none">• Manufacturing of DUV and EUV• Software Development• Customer Support and Maintenance• Lithography R&D	VALUE PROPOSITIONS <ul style="list-style-type: none">• World's only EUV supplier and manufacturer• Cutting-edge EUV and DUV lithography systems• Unmatched precision for advanced chips below 5 nm• Enabling future of computing	CUSTOMER RELATIONSHIPS <ul style="list-style-type: none">• Joint R&D Initiatives• Long-term service agreements• Long-term co-development agreements• Deeply integrated into their hardware and software stack	CUSTOMER SEGMENTS <p>Semiconductor Manufacturing</p>
	KEY RESOURCES <ul style="list-style-type: none">• Global footprint• Top EUV technology• Top-tier talent• 16k+ Patents		CHANNEL <ul style="list-style-type: none">• Direct Sales• Field Service & Support• Joint R&D Ventures• Software platforms• Digital and educational training centers• Contracting	
COST STRUCTURE <ul style="list-style-type: none">• Cost of Sales (materials & components, wages, factory overhead, logistics, warranty & field services• R&D Spent• Marketing• Supply Chain Management		REVENUE STREAMS <ul style="list-style-type: none">• Equipment Sales (EUV and DUV• Service, maintenance, and licensing software• Joint Development• System upgrades and service contracts• Refurbishments and resale		