

Reddit filed for IPO, expected to reach a value of up to 15 billion USD

Reddit, one of the world's largest online forums, has officially filed for an IPO with the United States Securities and Exchange Commission (SEC).

With the decision to list this stock, Reddit expects to be able to hope to raise its current valuation of \$10 billion to \$15 billion.

In fact, this is a much-anticipated move by Reddit after the platform saw significant growth in 2021, and rocked many investment funds around the world. Recently, Reddit also showed its ambition when it announced plans to double its staff to 1,400 people, as well as further expand its presence in the UK, Australia and Canada. This can easily be done with a successful IPO.

Founded in 2005 and one of the largest online social media platforms in the world, Reddit currently has around 52 million daily active users, and over 100,000 ongoing discussion topics (subreddits). . This number is absolutely nothing compared to pure social networking platforms like Facebook, Instagram or Twitter. However, in many unique ways, Reddit can bring much greater value to traders and hedge fund managers.



Reddit's advantage lies in the traditional forum-style operating model, with countless topics being discussed every day. Like many other companies in the tech space, Reddit has benefited as the COVID-19 pandemic has pushed more people to go online. This forum has become the hottest destination for many traders during this year's stock meme craze. The most prominent of which was the WallStreetBets theme, which pushed shares of retailers, including US video game company GameStop, to all-time highs.

Thanks to meme stock, Reddit's value has more than doubled to \$6 billion from a year earlier. By August, the platform had raised \$700 million, and pushed its valuation to \$10 billion. Reddit currently mainly makes money

through ads, with more than "\$100 million in ad revenue in Q2 2021". This is an increase of nearly 200% over the same period last year.

The platform has not revealed how many shares it will offer. Furthermore, there is also no clarity on the price range for Reddit stock. In fact, Reddit filed a confidential S-1 with the US Securities and Exchange Commission. So everything is still a mystery, at least for now.

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