



Mastercard Incorporated / MA

Equity | Generated Oct 29, 2026 11:31 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$642.29	+31.98 +5.24%	-/-	\$610.31

Market	NYSE
Industry	Financial Services
Market data as of	Oct 29, 2026 11:31 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 29, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
68.9 / 100	Constructive	high	20 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$622.00	\$658.00	\$602.00	53 / 100

Options stance	bullish
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Oct 29, 2026 6:50 PM EDT

Key insight

MA Option Market Prices in Strong Earnings Beat and Bullish Sentiment

Market read

The MA option market is pricing in a bullish outlook following strong Q3 earnings. Implied volatility is elevated, reflecting the recent price surge and uncertainty surrounding future performance. The term structure shows backwardation, with near-term options more expensive than longer-dated options, suggesting traders expect continued upward momentum. Bullish sentiment is reflected in both news commentary and technical indicators.

Strategy context

The market appears to be pricing in further upside potential for MA, with bullish sentiment driving option demand.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bullish

AI analysis updated

Oct 29, 2026 1:57 PM EDT

Short-term scenario

Cautiously bullish over 1-3 weeks; prefer entry on a pullback rather than chasing the post-earnings spike, as momentum is positive but the stock is extended near highs with elevated profit-taking and macro uncertainty.

Three-month outlook

Moderately positive bias supported by double-digit growth guidance, resilient spending, expanding value-added services and cross-border volumes, plus ongoing capital returns; analyst consensus targets near \$676 imply modest upside from current levels. High uncertainty persists from inflation, geopolitical energy shocks, potential consumer slowdown, FX, regulation, and a premium valuation near 35x earnings—any guidance disappointment or broad risk-off move could erase gains. This is not a prediction or recommendation.

Market sentiment

Constructive to bullish. Recent posts highlight the EPS/revenue beat, services growth outpacing the network, buybacks boosting EPS, and a breakout to new highs in an uptrend. Some holders remain invested and note relative strength alongside peers; volume of discussion is moderate rather than euphoric. Uncertainty: sentiment can shift quickly with broader market earnings reactions and macro headlines.

Supporting evidence

Implied volatility is elevated at 20.8%, reflecting the recent price surge and uncertainty surrounding future performance. | The term structure shows backwardation, with near-term options more expensive than longer-dated options, suggesting traders expect continued upward momentum. | News sentiment is constructive to bullish, highlighting the EPS/revenue beat, services growth, buybacks, and a breakout to new highs in an uptrend.

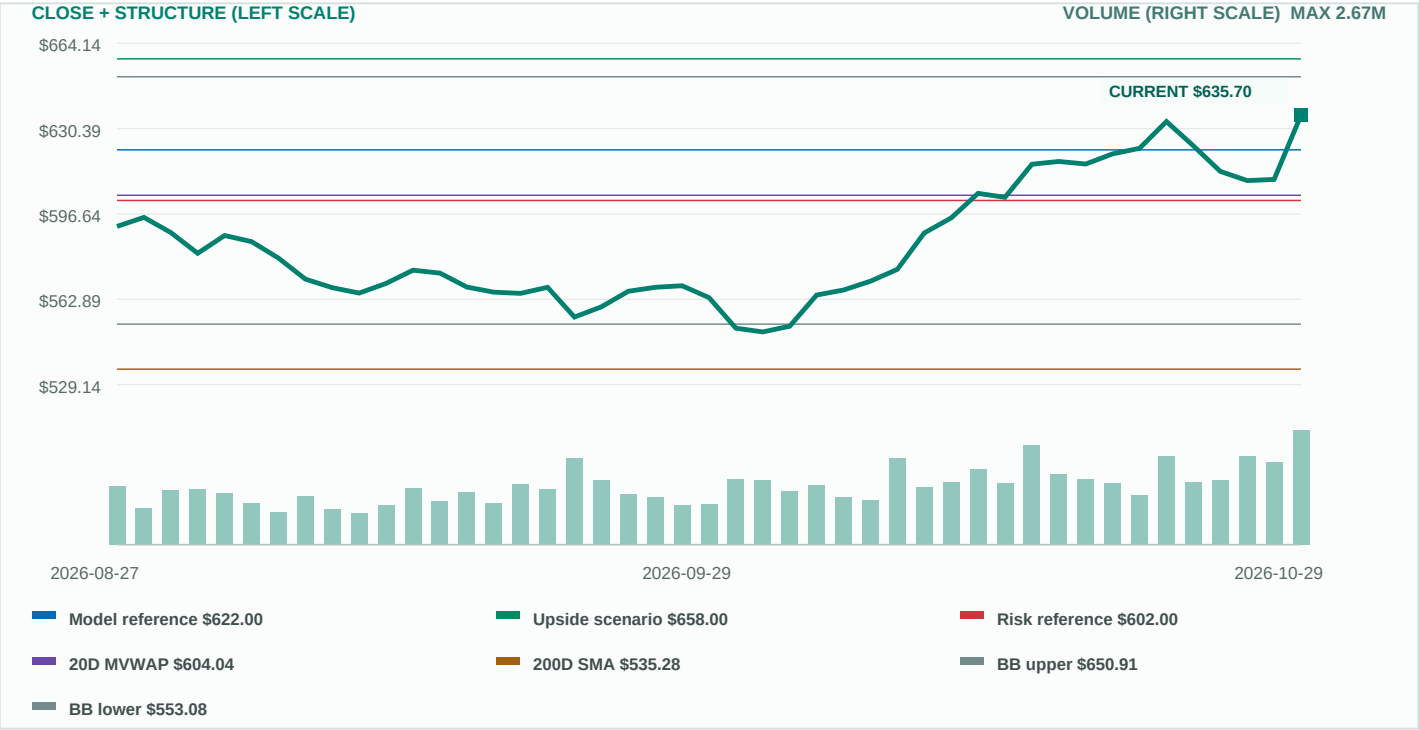
Risk watch

Macro headwinds and post-earnings profit-taking risk remain. | Overbought extension after the gap-up increases pullback risk.



Enhanced price structure

45 trading days with volume, model levels and current technical reference bands

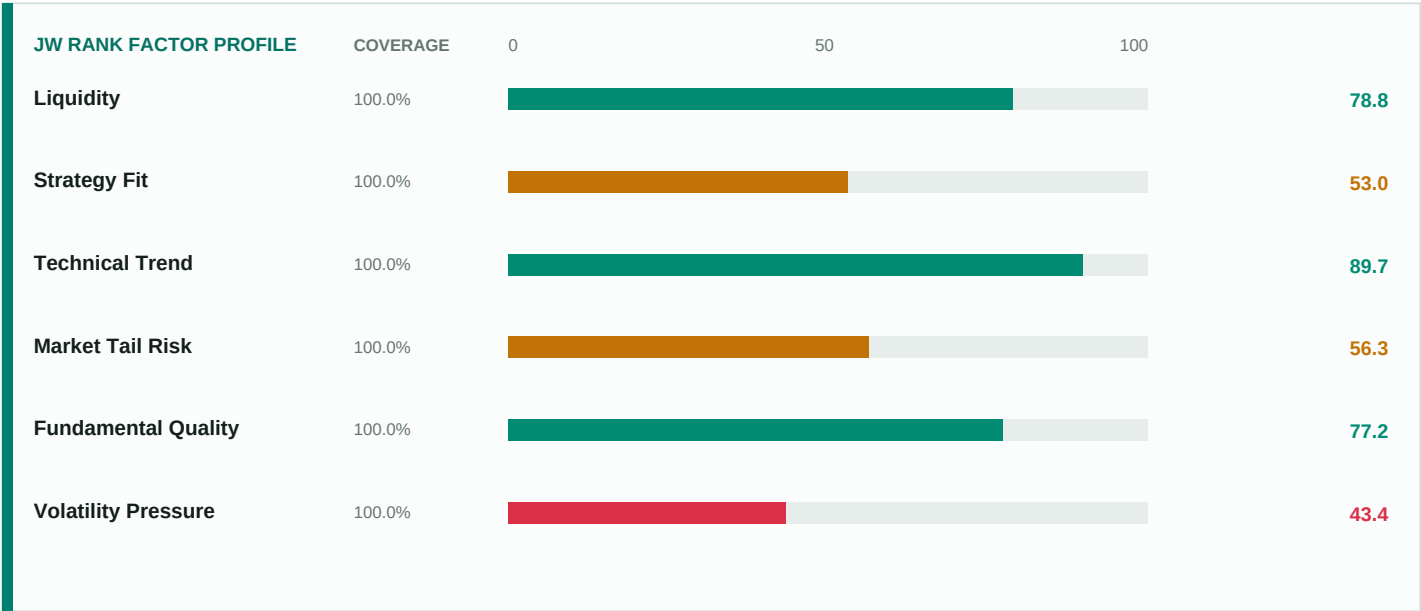


45 complete trading-session observations



JW Rank factors

Score, source coverage and interpretation for each decision factor



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

strong_bull

Institutional flow

Above MVWAP

Structure

Above 200D trend

Volatility

low



Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	STRONG BULL neutral MACD decelerating
Trend signal	STRONG BULL
RSI signal	neutral
RSI (7 / 14 / 21)	72.63 / 69.88 / 67.37
RSI velocity	2.75
MACD line / signal / histogram	13.56 / - / 12.51
MACD acceleration	-0.35
Stochastic K / D	71.21 / 69.90

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	3.23
20-day MVWAP	\$604.04
Price vs 20-day MVWAP	+6.33%
Daily reference VWAP	\$631.24
Price vs daily reference	+1.75%
Volume	2.67M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	3.18
20-day / 200-day SMA	\$601.99 / \$535.28
Bollinger range	\$553.08 - \$650.91
Bollinger position	0.845



Options and volatility intelligence

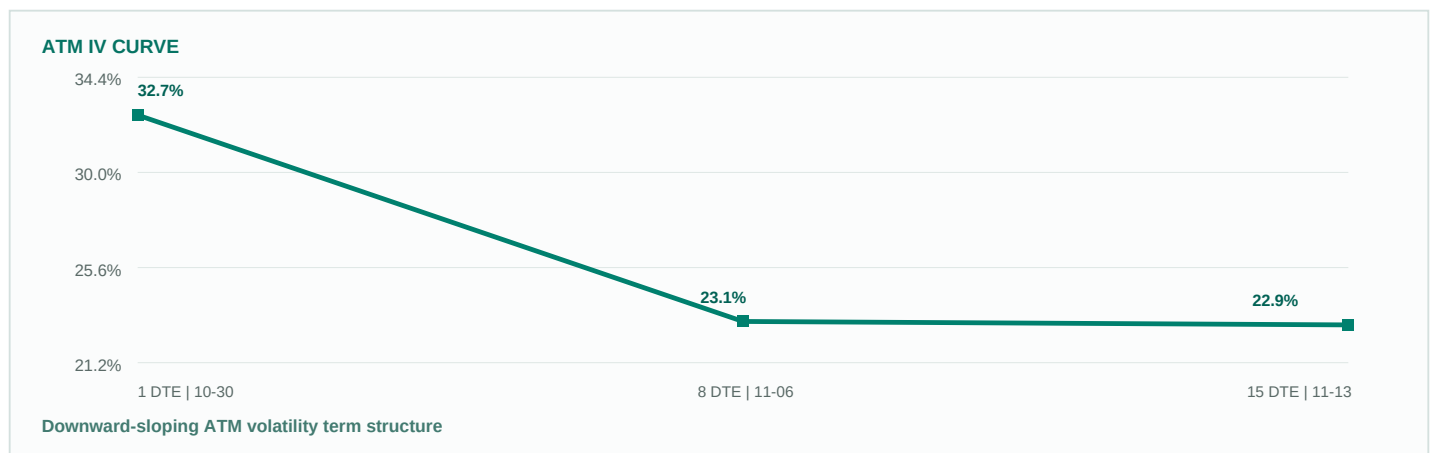
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
29 / 100	20 / 100	95.19	148.74

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	backwardation
Term slope	-9.76 pts
Skew read	balanced
Liquidity / quote coverage	97.3%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 29, 2026 2:38 PM EDT
Options data quality	Coverage 100.0%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-10-30	1	32.7%	-
2026-11-06	8	23.1%	-
2026-11-13	15	22.9%	-

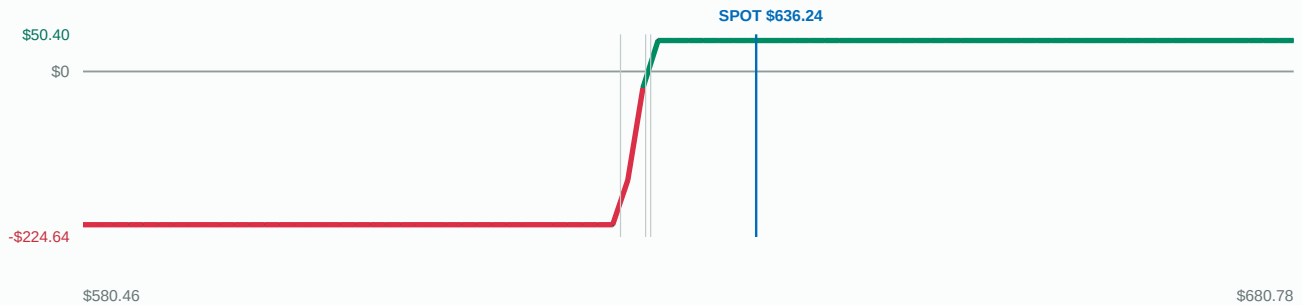


Reference spread payoff

Illustrative expiry profit/loss per one-lot structure, including quoted net credit

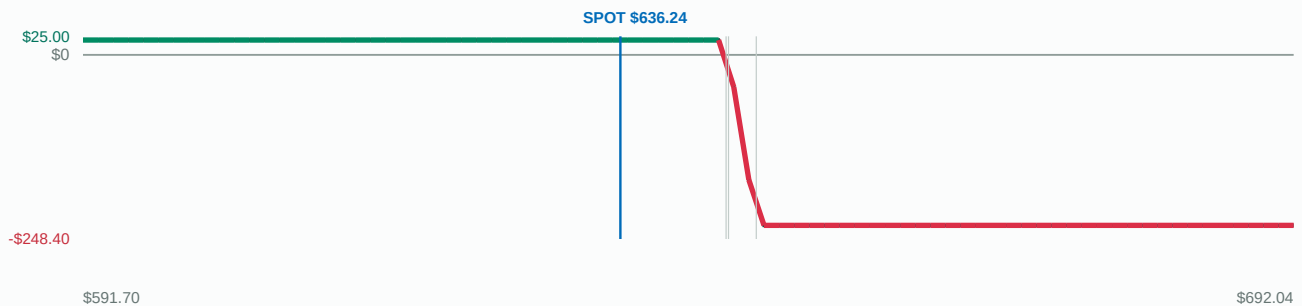
Bull Put Spread reference

Short \$627.50 | Long \$625.00 | Width \$2.50 | Net credit \$0.42



Bear Call Spread reference

Short \$645.00 | Long \$647.50 | Width \$2.50 | Net credit \$0.20



Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	2026-10-29
Earnings IV-crush risk	high
Event IV premium	9.60
VIX	16.89
VVIX	95.19
SKEW index	148.74
Observation confidence	high
Option quote quality	reliable



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	150
Contracts with quotes	146

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The MA option market is pricing in a bullish outlook following strong Q3 earnings. Implied volatility is elevated, reflecting the recent price surge and uncertainty surrounding future performance. The term structure shows backwardation, with near-term options more expensive than longer-dated options, suggesting traders expect continued upward momentum. Bullish sentiment is reflected in both news commentary and technical indicators.

Options context

MA Option Market Prices in Strong Earnings Beat and Bullish Sentiment

Wheel context

The market appears to be pricing in further upside potential for MA, with bullish sentiment driving option demand.

Observed evidence

Implied volatility is elevated at 20.8%, reflecting the recent price surge and uncertainty surrounding future performance. | The term structure shows backwardation, with near-term options more expensive than longer-dated options, suggesting traders expect continued upward momentum. | News sentiment is constructive to bullish, highlighting the EPS/revenue beat, services growth, buybacks, and a breakout to new highs in an uptrend.

Principal risks to monitor

Macro headwinds and post-earnings profit-taking risk remain. | Overbought extension after the gap-up increases pullback risk.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$534.64B	32.87
ROE	Revenue growth
232.5%	13.8%
EPS growth	Operating margin
17.3%	58.3%
Net profit margin	Gross margin
46.3%	-
Free cash flow CAGR	Debt / equity
20.3%	2.46
Dividend yield	Beta
0.6%	0.81
52-week range	
\$464.52 - \$633.29	

Company or fund profile

Issuer identity and classification

Name	Market
Mastercard Incorporated	NYSE
Industry	Country
Financial Services	US
Currency	IPO date
USD	2006-05-25
Shares outstanding	52-week return
876.01M	7.8%
Book value per share	Revenue per share
\$6.39	\$39.73
Website	mastercard.us



Latest strategy observation

Most recent shared general market signal available when this report was generated

MA Covered Call signal
Covered Call | 2026-10-23
At signal \$614.50 | Current \$642.29
SHORT Option \$615.00 B \$6.60 / A \$7.40
High turnover | CR \$7.00

Oct 16, 2026 2:50 PM EDT



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$11.71
ATR as % of price	1.8%
Volatility environment	low
Current IV	20.8%
IV rank	29 / 100
IV percentile	20 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 29, 2026 7:31 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	80 / 100
Trend health	92 / 100
Momentum health	73 / 100
Volatility health	82 / 100
Structure health	66 / 100
Earnings risk / date	unknown 2026-10-29
Macro risk	unknown
Volatility risk	low
Structure risk	low

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	\$601.99 / \$585.45 / \$535.28
EMA (9 / 21)	\$617.71 / \$604.88
Bollinger upper / middle / lower	\$650.91 / \$601.99 / \$553.08



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.845
True high / low	\$641.57 / \$610.31
5-day true high / low	\$641.57 / \$605.00

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	3.180	-
SMA50	0.971	-
MVWAP20	3.226	-
MACD	-0.353	-
RSI	2.747	-
Volume	392120.000	-
ATR	0.471	-
T1	-	12.47 / 599.17 / 616.42 / 605.00
T2	-	13.48 / 596.30 / 613.50 / 605.81
T3	-	14.62 / 594.37 / 623.60 / 611.37



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$636.24
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 29, 2026 2:38 PM EDT
Options data coverage	100.0%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FALLING
Front expiration / DTE	2026-10-30 1 DTE
Front at-the-money IV	32.7%
25-delta skew	1.43
Put / Call 25-delta	\$627.50 Delta -0.217 / \$645.00 Delta 0.225
Median option bid/ask spread	26.9%
Bid/ask spread	-
Contracts observed / quoted	150 / 146

Price context

Last Price: 636.24 | Bid: 636.08 | Ask: 636.39 | Previous Close: 610.31 | Change: 25.93 | Daily change: 4.25% | Update Time: 2026-10-29T14:38:13.442337-04:00 | Latest History Date: 2026-10-29 | Latest History Price: 636.42

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-06 | Latest Date: 2026-10-29 | Latest Price: 636.42 | Max Drawdown 60d Percent: -8.31%

Fundamental context

Current Iv Percent: 20.80% | Iv Rank: 29.29 | Iv Percentile: 20.32 | Next Earnings Date: 2026-10-29 | Ex Dividend Date: 2026-10-08



Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

This report is general quantitative research and market commentary. It is not investment, legal, tax or accounting advice; it is not an offer, solicitation, order, recommendation or promise of performance. It does not consider any reader's holdings, objectives, financial circumstances, risk tolerance or suitability.

Model observations - not instructions

JW Rank, strategy fit, model reference, upside scenario and risk reference levels are model observations. They are not entries, price targets, stops, position sizes or instructions to buy, sell, open, close or hold a security or option. A higher score does not imply lower risk or a guaranteed favorable outcome.

Data, AI and model limitations

Prices, volumes, fundamentals, options data, news-derived context and model outputs reflect the timestamps shown and may be delayed, incomplete, revised or inaccurate. AI-generated explanations can omit context or produce errors. Models can fail when volatility, liquidity, correlations or market regimes change.

Performance and scenario limitations

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Options risk

Options are complex and are not suitable for all investors. They may involve total or substantial loss, assignment, early exercise, margin calls, liquidity and spread risk, volatility and Greek exposure, event risk, regime shifts and expiration risk. Multi-leg positions may not execute or close at modeled prices.

Investor responsibility and ODD

Use current market information, assess suitability independently and consult qualified professionals when appropriate. Before trading listed options, read Characteristics and Risks of Standardized Options (ODD) available from the Options Clearing Corporation at theocc.com.

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Reference documents

Official product terms and standardized options disclosure

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