

# MARKET EXPECTATIONS FOR BLOCK'S TOTAL CASH APP REVENUE

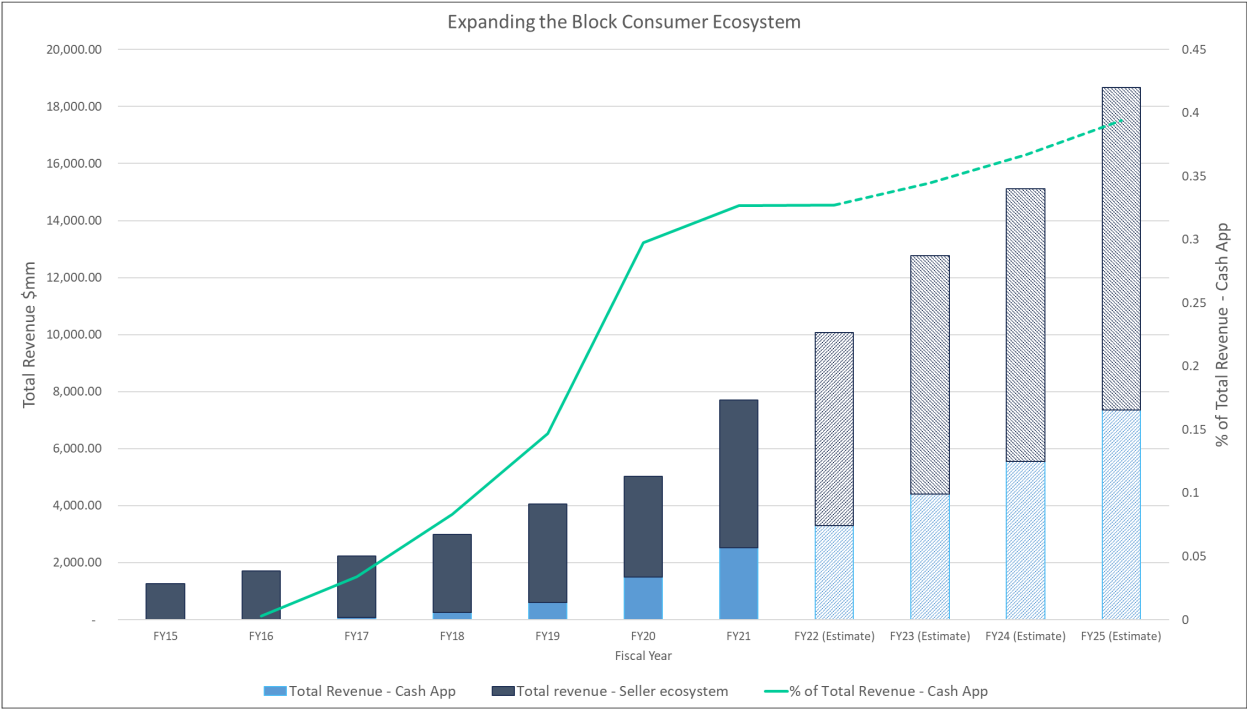


visible alpha

**In Business Breakdowns’ recent podcast episode “[Block: Square, Cash App, and Economic Access](#),” released April 6, 2022, host Jesse Pujji interviews Hamish Corlett, an investor at TDM Growth Partners. Together they cover the “common threads that have enabled Block to organically build two major ecosystems in Square and Cash App, how the recent Afterpay acquisition can strengthen the connective tissue between those businesses, and the competitive frontiers Block faces.”**

During the episode, listeners learn how Block has made strategic moves to becoming an all-in-one financial transaction ecosystem. The Cash App began as a peer-to-peer payment product to include services such as Bitcoin transactions and a branded Visa debit card. With the acquisition of Afterpay, which will help bridge the gap of the consumer-merchant ecosystem that Block is creating, the company is expected to attract more active users to the Cash App product.

All of this has enabled Block to steadily increase the share of revenue contributed by the consumer portion of their business. Analysts expect the percentage of total revenue from Cash App to reach 39% by 2025, according to Visible Alpha consensus.



Source: Visible Alpha consensus (April 7, 2022)

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