

# Rating Hold

Asia Hong Kong

Banking / Finance
Banks

# HSBC Holdings Plc

Reuters Bloomberg Exchange Ticker 0005.HK 5 HK HSI 0005

# Date 5 March 2018

# **Company Update**

Price at 2 Mar 2018 (HKD)	77.20
Price target - 12mth (HKD)	76.00
52-week range (HKD)	85.85 - 62.10
HANG SENG INDEX	30,583

# Jaws guidance held firm

### Cost jaws reiterated at 1-2%

Shares in HSBC have been weaker since results, in part reflecting a moderation of market expectations on cost jaws. Management have reiterated their 1-2% guidance over the year and stressed that they are unlikely to want to operate outside of this range - preferring instead to invest in the business and in growth opportunities to drive the strategy forward. HSBC indeed remains geared to growth (targeting mid-single digit loan expansion), interest rate normalisation (100bps rise across all currency blocks is worth US\$3.3bn in revenue in year 1, US\$4.4bn in year 2) and provides a stable dividend yield of 5.3% (3.7% net of scrip) with potential for buybacks. But trading at 12.7x 2019e EPS it is not cheap vs. European (10.2x) or HK banks (12.4x) and we see the shares as fairly priced for the growth outlook at present. Our forecast changes are shown in Figure 1 - we have reduced forecasts by 2-4% for 2018-20e (with cost jaws now 1.2-1.9%). Our TP falls to 76HKD. Given proximity to current share price we retain our Hold rating. Updated list of guestions for management included overleaf.

### Next catalyst: Asia update + strategy refresh from new CEO

The next catalysts for HSBC primarily focus on what strategic direction the new management (Chairman Tucker, CEO Flint) decide to take the firm in. We expect new content as part of its investor trip to Hong Kong / China in April, and on the call new CEO Flint said he would update the market on strategy either at or before 1H18 results at beginning of August. At this stage we suspect **evolution rather than a revolution**: the post-crisis heavy lifting on legacy assets, country exits and GBM rationalisation has completed; costs are far better controlled, and growth returned to the business in 2017. Where we expect focus to rest is on the specific areas of growth and investment targeted over the coming 3-4 years: with particular attention likely on insurance in Asia, the US business (where returns remain poor) and Europe (transitioning to a post-Brexit structure). We also expect the issue of capital return will need to be addressed by management given a CET1 which remains well above even an elevated capital requirement.

### Target price to 76HKD, retain Hold

Our DDM & SoTP derivated TP falls to 76HKD on EPS changes. Key upside risks are higher US rates, an improvement in Emerging Markets outlook, lower-than-expected loan losses, better-than-expected outcomes for regulation, lower costs, and better than expected distributions / buybacks, weaker sterling. Key downside risks relate to regulatory change, legacy liabilities, slowdown in EM, sustained low interest rate environment, cost inflation, and stronger sterling.

### Valuation & Risks

#### **David Lock**

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Key changes			
TP	78.00 to 76.00	$\downarrow$	-2.6%
Provisioning (FYE)	2,730.4 to 2,744.9	1	0.5%
Net int margin (FYE)	1.69 to 1.65	$\downarrow$	-2.2%
Net profit (FYE)	13,919.8 to 13,567.2	$\downarrow$	-2.5%
Source: Deutsche Bank			

Distributed on: 05/03/2018 20:18:06 GMT



# Questions for management

- Cost jaws: please discuss some of the areas where you are targeting investment spend currently, and areas that you would like to direct investment in the future? What is the timeframe on payback of some of these initiatives?
- Capital allocation: given the complex structure of HSBC, with different subsidiaries and differing capital requirements how does management approach capital allocation in the business? Are further buybacks possible, or would the group prefer to target growth opportunities? Is there any potential for acceleration of capital upstream out of the US?
- Rising rates: please discuss how rising rates impacts NII & BSM revenues and cashflow reserve on a 1-2year view? What are the behavioural assumptions behind this (UK rate sensitivity increased markedly in 1H17)? What has been your experience in core markets so far? What is your expectation for deposit beta? How do you think about the potential for rising impairments in the context of rising interest rates in Asia? Which areas are you most concerned about?
- Costs: HSBC no longer targets a CTA following completion of the 2017 programme. But are there particular areas that you still see potential for further efficiencies? Taking a long-term view, where do you see the greatest potential for change to cost within the organisation?
- US business: even after upstreaming of capital, return levels remain extremely low vs. peers. What is the plan to improve these returns and what is the long-term strategy for the US business?
- M&A: do you have any M&A ambitions, and if so which particular markets and products?
- GBM: given components of GBM are in Europe, Asia and US subsidiaries, how is this business managed globally, and how are RWAs / capital / revenues / costs allocated across these geographies?
- European business: what is the strategy for improving sub-COE businesses within Europe, particularly given the tougher operating environment from lower interest rates? Does Brexit have any operational implications for the European business? What is the capital requirement for the ring-fenced bank?
- Value of the network: for HSBC's shares to trade at a premium, the 'value of the network' needs to outweigh the costs (higher capital requirements, hold co costs, sub-CoE businesses). Please give examples of this value within HSBC's business, and/or how this value can be unlocked in the coming years.
- Margins: what is your expectation for margins in 2018? Is competition still strong in HSBC's core EM markets? What is the outlook for mortgage margins in Hong Kong? Please discuss how rising rates impacts different geographies of your business. How does the sensitivity of NII to rising rates change as rates move higher?
- Capital return: HSBC has done buybacks in recent years, but has not committed to a rolling programme of buybacks. Do the investment



- opportunities you see mean that you may consider reducing the buyback vs. recent years to fund growth?
- Capital requirements: management have talked about the capital target now being higher than 13%. Please discuss the headwinds on capital requirements for HSBC at this stage. What are the key elements of Basel 3 that impact the business?

## Forecast changes

Our forecast changes are shown below. We increase our revenue forecasts by 1-3% for 2018-20e, and our cost forecasts by 3-7%, reflecting cost jaws guidance. Loan losses rise modestly on higher loan growth assumption. AT1 costs also increase, given guidance of additional AT1 issuance of US\$5-7bn planned for 1H18. We retain our US\$3bn buyback assumption for 2018.

Figure 1: Forecast changes

	OLD FORECASTS					NEW	FORECAS	STS			<u>CH</u>	NGES (£n	<u>n)</u>			CH.	ANGES (%	1		
	2016	2017	2018e	2019e	2020e	2016	2017	2018e	2019e	2020e	2016	2017	2018e	2019e	2020e	2016	2017	2018e	2019e	2020e
Total income	49,880	51,766	54,612	56,673	58,858	49,880	51,524	55,046	58,373	60,706	0	-242	434	1,700	1,847	0%	0%	1%	3%	3%
Opex	-30,556	-31,081	-31,733	-32,255	-32,792	-30,556	-31,140	-32,666	-34,039	-34,976	0	-59	-932	-1,785	-2,183	0%	0%	3%	6%	7%
PPP	19,324	20,685	22,879	24,418	26,066	19,324	20,384	22,381	24,333	25,730	0	-301	-498	-85	-336	0%	-1%	-2%	0%	-1%
LLPs	-3,400	-1,971	-2,730	-3,157	-3,702	-3,400	-1,769	-2,745	-3,186	-3,759	0	202	-14	-29	-57	0%	-10%	1%	1%	2%
Associates	2,354	2,332	2,402	2,474	2,548	2,354	2,375	2,468	2,541	2,616	0	43	66	67	68	0%	2%	3%	3%	3%
Underlying PBT	18,278	21,046	22,550	23,735	24,912	18,278	20,990	22,103	23,688	24,586	0	-56	-447	-47	-326	0%	0%	-2%	0%	-1%
Non-operating items	-11,166	-3,112	-1,220	-500	0	-11,166	-3,823	-1,000	-500	0	0	-711	220	0	0	0%	23%	-18%	0%	n/a
Stated PBT	7,112	17,934	21,330	23,235	24,912	7,112	17,167	21,103	23,188	24,586	0	-767	-227	-47	-326	0%	-4%	-1%	0%	-1%
Tax / Minorities / AT1	-16,978	-11,194	-8,631	-8,441	-8,376	-16,978	-11,307	-8,536	-8,729	-8,599	0	-113	94	-288	-223	0%	1%	-1%	3%	3%
Earnings	1,300	9,852	13,920	15,293	16,535	1,300	9,683	13,567	14,959	15,987	0	-169	-353	-335	-548	0%	-2%	-3%	-2%	-3%
Adjusted earnings	11,599	13,860	14,847	15,673	16,535	11,599	13,756	14,327	15,339	15,987	0	-104	-520	-335	-548	0%	-1%	-4%	-2%	-3%
EPS stated (US\$c)	6.6	49.4	69.3	76	82	6.6	48.7	67.8	74.3	78.9	0.0	-0.8	-1.6	-1.6	-2.8	0%	-2%	-2%	-2%	-3%
EPS adjusted (US\$c)	58.7	69.5	74.0	78	82	58.7	69.1	71.6	76.2	78.9	0.0	-0.4	-2.4	-1.6	-2.8	0%	-1%	-3%	-2%	-3%
DPS (US\$c)	51.0	51.0	52.0	53	54	51.0	51.0	51.0	51.0	52.0	0.0	0.0	-1.0	-2.0	-2.0	0%	0%	-2%	-4%	-4%
BVPS (US\$c)	790.8	828.4	832.5	852	877	790.8	835.0	840.5	857.5	879.1	0.0	6.6	8.1	5.2	1.8	0%	1%	1%	1%	0%
TBVPS (US\$c)	691.7	722.8	727.2	747	773	691.7	726.0	726.2	739.2	756.8	0.0	3.2	-1.1	-8.2	-16.0	0%	0%	0%	-1%	-2%
RoTE	8.2%	9.8%	10.2%	10.5%	10.8%	8.2%	9.8%	9.9%	10.4%	10.5%	0.0%	-0.1%	-0.3%	-0.2%	-0.2%	0%	-1%	-3%	-1%	-2%
CET1	13.6%	14.5%	14.4%	14.5%	14.6%	13.6%	14.5%	14.2%	14.2%	14.1%	0.0%	0.0%	-0.1%	-0.3%	-0.5%	0%	0%	-1%	-2%	-3%
Divisional PBT	2016	2017e	2018e	2019e	2020e	2016	2017	2018e	2019e	2020e	2016	2017	2018e	2019e	2020e	2016	2017	2018e	2019e	2020e
RB&WM	4,873	6,717	7,827	8,097	8,376	4,873	6,478	7,676	8,717	9,134	0	-239	-151	620	758	0%	-4%	-2%	8%	9%
Commercial Banking	5,779	6,370	6,257	6,481	6,639	5,779	6,780	6,696	6,879	6,982	0	410	440	398	343	0%	6%	7%	6%	5%
GB&M	5,584	6,144	7,215	7,502	7,747	5,584	5,774	6,666	6,940	7,153	0	-370	-550	-563	-594	0%	-6%	-8%	-8%	-8%
GPB	289	284	344	355	366	289	296	153	172	191	0	12	-192	-183	-174	0%	4%	-56%	-52%	-48%
Corporate centre	2,027	1,531	908	1,300	1,784	2,027	1,662	913	981	1,126	0	131	6	-319	-658	0%	9%	1%	-25%	-37%
Total	18,552	21,046	22,550	23,735	24,912	18,552	20,990	22,103	23,688	24,586	0	-56	-447	-47	-326	0%	0%	-2%	0%	-1%

Source: Deutsche Bank estimates, company data

### Valuation & Risks

Company is trading at 13.6x 2018e EPS, 1.3x TNAV for a forecast RoTE of 10-10.5% in 2018-20e. We use two methodologies to value HSBC: Sum-of-the-parts (SoTP) and Dividend-Discount-Model (DDM); our 12-month target price is the average of the two. For the DDM we assume 9% cost of equity and a 4% growth rate and include cash dividends and buybacks out to 2020, as well as a terminal value in 2020. For the SoTP, we use 2020e bank earnings, and then value each business division based on our assessment of appropriate P/E multiples, incorporate an NPV of non-operating items before discounting back to a 12 month target.

Key upside risks are higher US rates, an improvement in Emerging Markets outlook, lower-than-expected loan losses, better-than-expected outcomes for regulation, lower costs, and better-than-expected distributions / buybacks, weaker sterling (given USD earnings). Key downside risks relate to regulatory



change, legacy liabilities, a slowdown in emerging markets, sustained low interest rate environment, cost inflation, and stronger sterling.



Model updated: 05 March 2018	
Running the numbers Asia	_
Hong Kong	
Banks	

# **HSBC Holdings Plc**

Reuters: 0005.HK Bloomberg: 5 HK

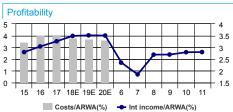
## Hold

·	
Price (2 Mar 18)	HKD 77.20
Target Price	HKD 76.00
52 Week range	HKD 62.10 - 85.85
Market cap (m)	HKDm 1,550,176 USDm 197,995

### Company Profile

HSBC is one of the world's largest banking and financial institutions with c.3,900 offices, 233,000 employees and 38 million customers in 67 countries across Europe, Hong Kong, Asia-Pacific, Middle East, North Africa, North America and Latin America. HSBC has 4 main business divisions: Retail Banking & Wealth Management, Commercial Banking, Global Banking and Markets and Global Private Banking.





# David Lock

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Fiscal year end 31-Dec	2015	2016	2017	2018E	2019E	2020E
Data Per Share						
EPS (stated)(USD)	0.65	0.07	0.49	0.68	0.74	0.79
EPS (DB) (USD)	0.68	0.59	0.69	0.72	0.76	0.79
Growth Rate - EPS (DB) (%)	-17.2	-13.2	17.8	3.5	6.4	3.6
DPS (USD)	0.51	0.51	0.51	0.51	0.51	0.52
BVPS (stated) (USD) Tang. NAV p. sh. (USD)	8.73 7.48	7.91 6.92	8.35 7.26	8.41 7.26	8.57 7.39	8.79 7.57
Market Capitalisation	157,220	159,152	204,779	197,995	197,995	197,995
Shares in issue	19,517	19,761	19,899	20,020	20,140	20,260
Valuation Ratios & Profitability M	1easures					
P/E (stated)	12.3	122.8	21.1	14.6	13.3	12.5
P/E (DB)	11.8	13.7	14.8	13.8	12.9	12.5
P/B (stated) P/Tangible equity (DB)	0.9 1.1	1.0 1.2	1.2 1.4	1.2 1.4	1.1 1.3	1.1 1.3
ROE(stated)(%)	7.2	0.8	6.0	8.1	8.7	9.1
ROTE (tangible equity) (%)	8.9	8.2	9.8	9.9	10.4	10.5
ROIC (invested capital) (%)	7.6	7.1	8.5	8.5	9.0	9.1
Dividend yield(%) Dividend cover(x)	5.9 1.3	7.3 0.1	5.6 1.0	5.2 1.3	5.2 1.5	5.3 1.5
Profit & Loss (USDm)		0		1.0	1.0	
Net interest revenue	32,531	29,813	28,176	31,049	32,507	33,739
Non interest income	27,308	18,153	23,269	23,998	25,866	26,967
Commissions	0	0	0	0	0	0
Trading Revenue Other revenue	0 27,308	0 18.153	0 23,269	0 23,998	0 25,866	0 26,967
Total revenue	59,839	47,966	51,445	55.046	58,373	60,706
Total Operating Costs	39,807	39,808	34,884	33,666	34,539	34,976
Employee Costs	0	0	0	0	0	0
Other costs	39,807	39,808	34,884	33,666	34,539	34,976
Pre-Provision profit/(loss) Bad debt expense	20,032 3,721	8,158 3,400	16,561 1,769	21,381 2,745	23,833 3,186	25,730 3,759
Operating Profit	16,311	4,758	14,792	18,636	20,647	21,970
Pre-tax associates	2,556	2,354	2,375	2,468	2,541	2,616
Pre-tax profit	18,867	7,112	17,167	21,103	23,188	24,586
Tax	3,771	3,666	5,288	5,065	5,565	5,901
Other post tax items Stated net profit	-2,524 12,572	-2,146 1,300	-2,196 9,683	-2,471 13,567	-2,664 14,959	-2,698 15,987
Goodwill	12,572	0	0,000	0	0	0
Extraordinary & Other items	626	10,299	4,073	760	380	0
Bad Debt Provisioning	0	0	0	0	0	0
Investment reval, cap gains / losses DB adj. core earnings	0 13,198	0 11,599	0 13,756	0 14,327	0 15,339	0 15,987
Key Balance Sheet Items (USDr			10,700	,021	.0,000	.0,001
Risk-weighted assets	1,102,995	857,181	871,337	908,482	941,918	983,223
Interest-earning assets	924,454	861,504	962,964	1,009,030	1,042,839	1,078,062
Customer Loans	924,454	861,504	962,964	1,009,030	1,042,839	1,078,062
Total Deposits	1,289,586	1,272,386	1,364,462	1,406,156	1,423,847	1,441,933
Stated Shareholder Equity	171,943	156,869	166,666	168,777	173,211	178,629
Equals: Tangible Equity Tier 1 capital	147,338 153,303	137,219 138,022	144,900 150,954	145,811 153,065	149,326 157,499	153,789 162,917
Tier 1 ratio (%)	14	16	17	17	17	17
o/w core tier 1 capital ratio (%)	11.9	13.6	14.5	14.2	14.2	14.1
Credit Quality						
Gross NPLs/Total Loans(%)	2.57	2.12	1.61	1.71	1.71	1.71
Risk Provisions/NPLs(%)	40	43	48	42	42	42
Bad debt / Avg loans (%) Bad debt/Pre-Provision Profit(%)	0.39 18.6	0.38 41.7	0.19 10.7	0.28 12.8	0.31 13.4	0.35 14.6
Growth Rates & Key Ratios	10.0	71.7	10.7	12.0	10.4	14.0
Growth in revenues (%)	-3	-20	7	7	6	4
Growth in costs (%)	-4	0	-12	-3	3	1
Growth in bad debts (%)	-3	-9	-48	55	16	18
Growth in RWA (%)	-10	-22	2	4	4	4
Net int. margin (%) Capmarket rev. / Total revs (%)	1.88 nm	1.73 nm	1.63 nm	1.65 nm	1.66 nm	1.67 nm
Total loans / Total deposits (%)	72	68	71	72	73	75
ROTE Decomposition						
Revenue % ARWAs	5.15	4.89	5.95	6.19	6.31	6.31
Net interest revenue % ARWA	2.80	3.04	3.26	3.49	3.51	3.51
Non interest revenue % ARWA	2.35	1.85	2.69	2.70	2.80	2.80
Costs/income ratio (%)	66.5	83.0	67.8	61.2	59.2	57.6
Bad debts % ARWAs Tax rate (%)	0.32	0.35	0.20	0.31	0.34	0.39
Adj. Attr. earnings % ARWA	23.1 0.92	77.0 0.94	35.7 1.32	27.2 1.33	27.0 1.38	26.9 1.39
Capital leverage (ARWA/Equity)	7.8	6.9	6.1	6.1	6.3	6.4
ROTE (Adj. earnings/Ave. equity)	7.2	6.5	8.1	8.2	8.7	8.8

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Source: Company data, Deutsche Securities estimates



# Appendix 1

### Important Disclosures

## \*Other information available upon request

Disclosure checklist			
Company	Ticker	Recent price*	Disclosure
HSBC Holdings Plc	0005.HK	77.20 (HKD) 2 Mar 2018	1, 7, 13, 14

<sup>\*</sup>Prices are current as of the end of the previous trading session unless otherwise indicated and are sourced from local exchanges via Reuters, Bloomberg and other vendors. Other information is sourced from Deutsche Bank, subject companies, and other sources. For disclosures pertaining to recommendations or estimates made on securities other than the primary subject of this research, please see the most recently published company report or visit our global disclosure look-up page on our website at <a href="http://gm.db.com/ger/disclosure/Disclosure/">http://gm.db.com/ger/disclosure/Disclo

# Important Disclosures Required by U.S. Regulators

Disclosures marked with an asterisk may also be required by at least one jurisdiction in addition to the United States. See Important Disclosures Required by Non-US Regulators and Explanatory Notes.

- Within the past year, Deutsche Bank and/or its affiliate(s) has managed or co-managed a public or private offering for this company, for which it received fees.
- 7. Deutsche Bank and/or its affiliate(s) has received compensation from this company for the provision of investment banking or financial advisory services within the past year.
- 14. Deutsche Bank and/or its affiliate(s) has received non-investment banking related compensation from this company within the past year.

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- 7. Deutsche Bank and/or its affiliate(s) has received compensation from this company for the provision of investment banking or financial advisory services within the past year.
- 13. As of the end of the preceding week, Deutsche Bank and/or its affiliate(s) owns one percent or more of a class of common equity securities of this company.

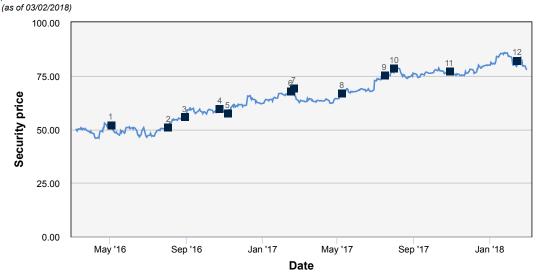
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# **Analyst Certification**

The views expressed in this report accurately reflect the personal views of the undersigned lead analyst(s) about the subject issuer and the securities of the issuer. In addition, the undersigned lead analyst(s) has not and will not receive any compensation for providing a specific recommendation or view in this report. David Lock

# /

# Historical recommendations and target price. HSBC Holdings Plc (0005.HK)



#### **Current Recommendations**

Buy Hold Sell Not Rated Suspended Rating

\*\* Analyst is no longer at Deutsche Bank

1.	05/03/2016	Hold, Target Price Change HKD 50,00 David Lock
2.	08/03/2016	Hold, Target Price Change HKD 51,30 David Lock
3.	08/30/2016	Hold, Target Price Change HKD 53,00 David Lock
4.	10/25/2016	Hold, Target Price Change HKD 55,00 David Lock
5.	11/07/2016	Hold, Target Price Change HKD 56,00 David Lock
6.	02/16/2017	Hold, Target Price Change HKD 64,00 David Lock

02/21/2017 Hold, Target Price Change HKD 61,00 David Lock
 05/09/2017 Hold, Target Price Change HKD 64,00 David Lock
 07/17/2017 Hold, Target Price Change HKD 71,00 David Lock
 08/01/2017 Hold, Target Price Change HKD 76,00 David Lock
 10/30/2017 Hold, Target Price Change HKD 72,00 David Lock
 02/15/2018 Hold, Target Price Change HKD 78,00 David Lock

### **Equity Rating Key**

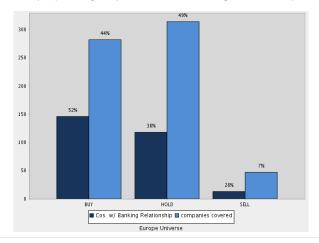
Buy: Based on a current 12- month view of total share-holder return (TSR = percentage change in share price from current price to projected target price plus pro-jected dividend yield), we recommend that investors buy the stock.

Sell: Based on a current 12-month view of total share-holder return, we recommend that investors sell the stock.

Hold: We take a neutral view on the stock 12-months out and, based on this time horizon, do not recommend either a Buy or Sell.

Newly issued research recommendations and target prices supersede previously published research.

### Equity rating dispersion and banking relationships





### **Additional Information**

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