

## AT&T Inc.

# Cleaning up the network outage; guidance reiterated

Maintain Rating: BUY | PO: 20.00 USD | Price: 16.60 USD

## National network outage was front page news

On Thursday, February 22, AT&T users experienced a wireless network outage for as much as ~12-15 hours. Customers were temporarily unable to use voice and data services on the AT&T network leading to speculation about the cause. The network appears to have gone down at approximately 3:00am ET though by 6:00AM ET ~75% of affected customers were able to access the network in time to start their workday. The AT&T team was able to restore all systems by the mid to late afternoon. AT&T confirmed the network outage was not due to a cyber-attack, easing concern of a broader network infrastructure security issue, rather that it was an inadvertent network software update malfunction. The company describes it as a "highly improbable" event. We maintain our Buy rating as we think AT&T represents the best combination of growth, valuation, and yield in the sector at present.

## We estimate one-time 1.3% 1Q24 EBITDA impact

AT&T has announced it will proactively apply a \$5 per 'affected' account credit, excluding Business, AT&T Prepaid and Cricket. There are no more details. At the end of 4Q23, AT&T reported 71.3mn post-paid phone subscribers. We assume 80% are consumers (VZ reports 81% consumer), one-third are single line accounts, and the remaining two-thirds are multi-line accounts that average 2.1 lines per account (VZ reports 2.84 'devices'). Given the outage began at 3AM ET but largely resolved by 6AM ET, we assume ~50% of accounts will qualify as 'affected' and receive the proactive credit. This results in an estimated credit of \$92mn. We believe some pre-paid subscribers could contact AT&T for a discount, and receive it, and we understand AT&T plans to deal with Enterprise customers on a bespoke basis. We assume pre-paid and Enterprise could add an additional \$50mn in credits for a total \$142mn. The full amount of the credit is to be accrued in 1Q24 results though the cash effect will likely bleed into 2Q. This represents 0.9% of wireless service revenue, lowering 1Q24E post-paid ARPU by \$0.54 from \$49.99.

## A seasonally slower period should mitigate side effects

The outage could have secondary effects on AT&T's other wireless metrics. The outage could negatively impact wireless gross additions and increase wireless churn. This said, the outage occurred during the middle of the first quarter which is traditionally a much slower time of year for the wireless market after the very active holiday season. With fewer subscribers shopping for wireless in a seasonally slow time of year, the impact on churn will likely be lower than if the outage happened during an active holiday period. The promise of a credit for those affected should also help to reduce churn as customers must remain with AT&T to receive the credit. In our view, the temporary outage, the credit, and any churn or gross add impacts will be relatively minor and do not change our big picture AT&T stock view.

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Refer to important disclosures on page 3 to 5. Analyst Certification on page 2. Price
Objective Basis/Risk on page 2.

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#### 26 February 2024

#### Equity

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#### **Stock Data**

Price Objective

31-Aug-2023 Date Established Investment Opinion B-1-7 52-Week Range 13 43 USD - 19 99 USD Mrkt Val (mn) / Shares Out 118,690 USD / 7,150.0 (mn) 99.9% 704.70 USD Average Daily Value (mn) BofA Ticker / Exchange T / NYS Bloomberg / Reuters TUS/TN ROE (2024E) 13.4% Net Dbt to Eqty (Dec-2023A) 114.2% ESGMeter™ High

16.60 USD

20.00 USD

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## Price objective basis & risk

### AT&T Inc. (T)

Our \$20 price objective is based on a P/E multiple of 9.0x our FY24 EPS estimate. The multiple is a slight premium to the historical average. We think this is warranted based on AT&T's focused investing in its core wireless and wireline connectivity businesses to drive subscriber growth.

Downside risks to our price objective are lower-than-projected growth, greater wireless competition, and litigation risk.

## **Analyst Certification**

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#### AT&T (T) Price Chart



B: Buy, N: Neutral, U: Underperform, PO: Price Objective, NA: No longer valid, NR: No Rating

The Investment Opinion System is contained at the end of the report under the heading 'Fundamental Equity Opinion Key'. Dark grey shading indicates the security is restricted with the opinion suspended. Medium grey shading indicates the security is under review with the opinion withdrawn. Light grey shading indicates the security is not covered. Chart is current as of a date no more than one trading day prior to the date of the report.

#### Equity Investment Rating Distribution: Telecommunications Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	57	51.82%	Buy	43	75.44%
Hold	27	24.55%	Hold	17	62.96%
Sell	26	23.64%	Sell	12	46.15%

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Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
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Sell	807	22.84%	Sell	383	47.46%

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## Investment rating Total return expectation (within 12-month period of date of initial rating) Ratings dispersion guidelines for coverage cluster<sup>R2</sup>

Buy	≥ 10%	≤ 70%
Neutral	≥ 0%	≤ 30%
Jnderperform	N/A	≥ 20%

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