

## Lyft, Inc.

## New Waymo approvals should be more headline risk than bookings risk near term

Maintain Rating: UNDERPERFORM | PO: 12.50 USD | Price: 16.35 USD

### Waymo approved to expand into South Bay & LA

On Friday after-market close (3/1), the California Public Utilities Commission (CPUC) granted Waymo approval to operate in a significantly larger portion of California, including the South Bay, and into Los Angeles, likely leading to competition vs. Lyft/Uber in those areas. The CPUC approval includes the ability for Waymo to operate on freeways (at speeds up to 65 mph) with no cap on fleet size. The CPUC received some pushback, including from the County of San Mateo and the LA Dept. of Transportation, but ultimately Waymo's expansion application was lifted after only 11 days.

## We estimate approved territory represents 12x expansion

No date has been set for Waymo starting service in the newly approved areas, but the newly approved areas represent a significant expansion of available markets for Waymo. We estimate square mileage of the newly approved areas represents about 12x expansion vs. the current service area (increasing from the current approx.. 44 sq. miles in SF to a combined 515 sq. miles, including 219 sq. miles in the Bay Area and 296 sq. miles in Los Angeles). That said, Waymo may not expand to the entirety of the approved territory, and/or expansion could take several months to several years.

### Lyft still less expensive in SF, with faster ETAs

Despite (in our view) a perception that AVs would lead to lower rideshare prices, our channel checks indicate that Lyft rides are less expensive per mile vs. Waymo in San Francisco, with significantly less Wait Time for rides. On average, we found the same trip to be 11% more expensive on Waymo vs. Lyft, with an average 4 min Wait Time for a Waymo vs. only 1 minute for Lyft (with longest Waymo wait time at 9 mins). We also note that Waymo can require inconvenient walking to pickup/drop-off locations. Per Sensor Tower, Waymo US MAUs reached 255k in February, up from just 54k LY, but still well below Lyft at 12.2mn (though Lyft is down from 12.7mn MAUs LY).

### Continued Waymo expansion has roadblocks ahead

Protests & community pushback has only slightly delayed expansion of Waymo thus far, but the biggest roadblock ahead could be CA Senate Bill 915, which would put AV regulation in the hands of local legislatures rather than the state, likely increasing regulatory burden on AV platforms. In terms of timeline, SB 915 will first be voted on in March, potentially reaching the CA Senate for vote in September.

## Lyft has more California exposure than Uber

For Lyft, we estimate CA rideshare could represent up to 20% of bookings (vs 5% CA Mobility exposure for Uber), with newly Waymo-approved portions of the Bay Area and LA potentially representing 10% of Lyft bookings. However, we expect Waymo deployment in new territories to be gradual, with testing periods in SF lasting several years to gather data across thousands of test rides (though Waymo has already reportedly operated 15k+ rides in LA). Therefore, we see headline risk greater than bookings risk in 2024 and 1H'25. We think Waymo competition and potential offsetting AV benefit to driver costs will continue to remain a leading topic for the mobility industry, and maintain our U/P on Lyft and Buy on Uber.

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### 04 March 2024

#### Equity

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### Stock Data

Price Objective 12.50 USD Date Established 14-Feb-2024 Investment Opinion C - 3 - 952-Week Range 7.85 USD - 19.43 USD Mrkt Val (mn) / Shares Out 5,603 USD / 342.7 (mn) Free Float 85.2% Average Daily Value (mn) 361.38 USD BofA Ticker / Exchange LYFT / NAS Bloomberg / Reuters LYFT US / LYFT.OQ ROE (2024E) 48.3% Net Dbt to Eqty (Dec-2023A) 19.6% ESGMeter™ Medium

16.35 USD

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### Exhibit 1: Waymo approved area

We estimate the new approved area is nearly 12x larger than the current service area

Current Service Area	San Fran	44 square miles
New Territories	SF + Peninsula	219
	Los Angeles	296
Approved Territory	Total	515 square miles
	Old vs. New	11.7x

Source: CPUC, BofA Global Research Estimates

BofA GLOBAL RESEARCH

Prices and ratings for stocks mentioned in this report

BofA Ticker	Bloomberg ticker	Company name	Price	Rating
UBER	UBER US	Uber Technologies	US\$ 81.03	C-1-9

Source: BofA Global Research

## Price objective basis & risk

### Lyft, Inc. (LYFT)

Our DCF assumes a Total Addressable Market of \$2.0tn based on 5.4% penetration of the TAM, which implies a ridesharing market of \$107bn in 2032. We assume Lyft generates \$32bn in bookings in 2032 based on 30% share of the U.S. ridesharing market, and we assume Lyft generates \$11bn in revenue based on a 34% take rate. We assume \$0.4bn in operating income in 2032 based on a 4% GAAP operating margin. We apply a WACC of 14% and a terminal multiple of 9x to determine a market value for Lyft of \$7bn (which represents \$12.50 per share) based on a present value of free cash flows of \$3bn and a terminal value of \$3bn.

Upside risks are: 1) Poised for multiple inflection in a scenario of easing monetary policy, 2) Easing labor market leads to better driver supply, 3) capable of improved unit economics after fixed cost cuts, 4) still room for mobility recovery.

Downside risks are: 1) Potential for a slowing travel recovery, 2) Quality of earnings with insurance adjustments and high SBC levels, 3) Gas prices still a risk, 4) Narrower focus means narrower TAM, 5) New regulations and fees, and 6) Autonomous operators could become competitors.

### **Uber (UBER)**

Our \$91 PO is based on 25x FCF. We think a 25x 2025 FCF multiple is reasonable vs FANG average (per Bloomberg ests) of 23x, given Uber's superior 39% 3-year EBITDA growth outlook (vs 20% for FANG 2-year avg). Our Uber PO price would represent 23x 2025 EV/EBITDA and 40x GAAP earnings, we think some premium to the FANG group is warranted due to lower capex and faster growth expectations for 2026.

Downside risks are 1) multiple compression given macro economic exposure, 2) slowing user/revenue growth due to competitive initiatives from Lyft or DoorDash, 3) new competition from self-driving technology companies, and 4) new regulations, fees, and/or minimum wages.



## **Analyst Certification**

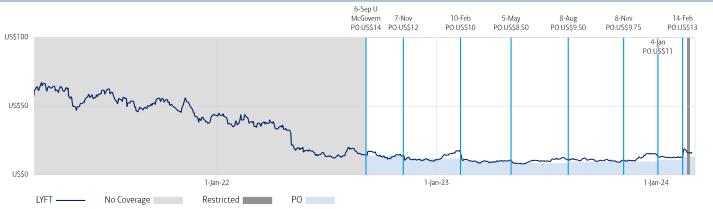
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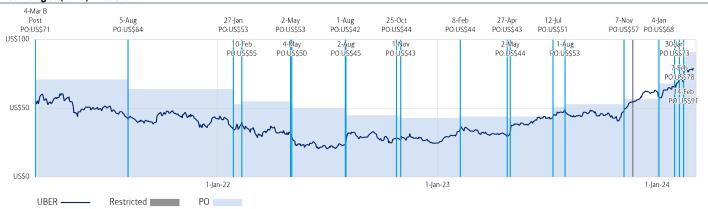
### Lyft, Inc. (LYFT) Price Chart



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

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### **Uber Technologies (UBER) Price Chart**



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

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Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	215	53.09%	Buy	111	51.63%
Hold	97	23.95%	Hold	45	46.39%
Sell	93	22.96%	Sell	24	25.81%

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Sell	807	22.84%	Sell	383	47.46%

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 Buy
 ≥ 10%
 ≤ 70%

 Neutral
 ≥ 0%
 ≤ 30%

 Underperform
 N/A
 ≥ 20%

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