

## Bread Financial Holdings Inc

# August metrics trending in-line with 3Q estimates

Reiterate Rating: BUY | PO: 44.00 USD | Price: 35.94 USD

## Loan growth stable, but credit results more murky

Bread Financial (BFH) reported August operating data highlighted by a m/m decrease in net charge-off (NCO) rates and mostly stable loan balances. That said, the improvement in core credit performance is somewhat unclear as the card processing transition drove elevated loss rates in July making m/m comparisons somewhat apples vs. oranges. Also of note, delinquencies (DQs) increased m/m and BFH's credit metrics, both DQs and NCO's, are running above 2019 levels, which will keep the credit outlook front of mind for investors. Currently trading at ~90% of tangible book value, we think risk/reward is favorable. Reiterate Buy.

## Loan growth seasonally strong, but consumers pull-back

End of period receivables of \$17.9B were down 40bps y/y (vs up 44bps y/y in July) and down 8bps m/m. On a m/m basis loan growth was better than the historical seasonality of -124bps m/m (5yr average ex-Covid). Negatively, the company noted in a presentation that the current macroenvironment tends to disproportionately impact moderate and low-income consumers (BFH's core customer) and BFH is strategically tightening credit. BFH has seen moderating consumer spending and account acquisition. That said, loan balances typically grow 52bps m/m in September and given August's seasonal outperformance, we are comfortable with our \$18.0B estimate, though we note consensus could be a touch high at \$18.2B.

## Loss rates down 68bps to 6.70%, though DQs are up

The August NCO rate of 6.70% was down 68bps from July at 7.38%. While the sequential improvement was robust, we note that July results were still being impacted by the card processing transition. Positively, the processing transition is now behind BFH and forward reporting should provide cleaner comps. DQs increased 20bps m/m to 5.93% which suggests that NCOs should continue to rise prospectively (Exhibit 1). Overall, BofA/consensus 3Q NCO rate forecast at 7.10%/7.04% seem reasonably well calibrated given the current Jul-Aug average of 7.04%.

Estimates (Dec) (US\$)	2021A	2022A	2023E	2024E	2025E
EPS	16.03	4.46	11.96	10.98	13.85
EPS Change (YoY)	258.6%	-72.2%	168.2%	-8.2%	26.1%
Consensus EPS (Bloomberg)			12.35	9.42	10.15
DPS	0.84	0.84	0.84	0.84	0.84
Valuation (Dec)					
P/E	2.2x	8.1x	3.0x	3.3x	2.6x
GAAP P/E	2.2x	8.1x	3.0x	3.3x	2.6x
Dividend Yield	2.3%	2.3%	2.3%	2.3%	2.3%

#### 12 September 2023

#### Equity

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#### **Stock Data**

35.94 USD 44.00 USD Price Objective Date Established 27-Jul-2023 Investment Opinion 23.19 USD -44.52 USD 52-Week Range Mrkt Val / Shares Out (mn) 1.805 USD / 50.2 Average Daily Value 20.65 LISD BofA Ticker / Exchange BFH / NYS Bloomberg / Reuters BFH US / BFH.N ROE (2023E) 0% ESGMeter™ High

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Refer to important disclosures on page 7 to 9. Analyst Certification on page 4. Price
Objective Basis/Risk on page 4.

# **iQ**profile <sup>™</sup> Bread Financial Holdings Inc

Income Statement Data (Dec)					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025E
Net Interest Income	3,486	4,182	4,203	4,318	4,389
% change	1.0%	20.0%	0.5%	2.7%	1.6%
Net Fee Income	(214)	(356)	19	(229)	(247)
Securities Gains / (Losses)	NA	NA	NA	NA	NA
Total Operating Income	3,272	3,826	4,221	4,089	4,142
Operating Expenses	(1,683)	(1,933)	(2,039)	(2,049)	(2,071)
% change	-2.8%	14.8%	5.5%	0.5%	1.1%
Provisions Expense	(543)	(1,593)	(1,332)	(1,305)	(1,143)
% change	-57.1%	193.2%	-16.4%	-2.0%	-12.4%
Operating Pre-Tax Income	1,045	300	850	735	928
Operating Net Income to Comm S/Hold.	798	223	615	548	691
GAAP Net Income	800	222	599	548	691
Balance Sheet Data (Dec)					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025E
Total Assets	21,746	25,407	23,370	24,206	24,489
Average Interest Earning Assets	18,702	21,659	21,643	22,581	22,981
Total Gross Customer Loans	17,399	21,365	19,976	20,636	20,797
% change	3.7%	22.8%	-6.5%	3.3%	0.8%
Total Customer Deposits	11,027	13,826	14,455	14,211	13,771
% change	12.6%	25.4%	4.5%	-1.7%	-3.1%
Tangible Equity	NA	NA	NA	NA	NA
Common Shareholders' Equity	2,086	2,265	2,818	3,365	4,057
Key Metrics (Dec)					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025E
Net Interest Margin	18.64%	19.31%	19.42%	19.12%	19.10%
Effective Tax Rate	23.7%	25.7%	27.6%	25.5%	25.5%
Loan / Deposit Ratio	157.8%	154.5%	138.2%	145.2%	151.0%
Tangible Common Equity / Assets	0%	0%	0%	0%	0%
ROA	NA	NA	NA	NA	NA
ROE	NA	NA	NA	NA	NA
RoTE	NA	NA	NA	NA	NA
Dividend Payout Ratio	5.2%	18.8%	6.8%	7.6%	6.0%
Efficiency Ratio (Cost / Income Ratio)	51.5%	50.5%	48.3%	50.1%	50.0%
Billings Growth	NA	NA	NA	NA	NA
Quality of Earnings (Dec)					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025E
Total Non-Interest Inc / Operating Inc	-6.5%	-9.3%	0.4%	-5.6%	-6.0%
Loan Loss Reserves / Total Loans	11.77%	13.04%	13.79%	13.20%	12.76%

## **Company Sector**

Financial Services-Consumer/Commercial

#### **Company Description**

Headquartered in Columbus, Ohio, Bread Financial is a financial services company providing simple, personalized payment, lending and saving solutions. Bread offers a comprehensive product suite of products including private label and co-brand credit cards, installment lending and buy now, pay later (split-pay).

#### **Investment Rationale**

We rate BFH a Buy. Since taking over new management has done a commendable job through the turnaround and is investing to reinvigorate growth. The macro backdrop is somewhat challenging, but we think BFH's valuation already reflects this. We see risk/reward as attractive.

#### **Stock Data**

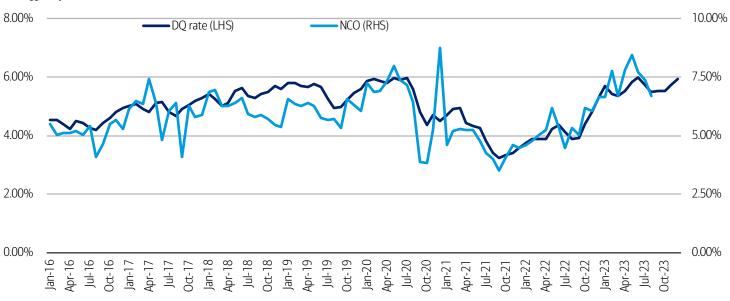
Average Daily Volume 574,598

#### **Quarterly Earnings Estimates**

	2022	2023
Q1	4.20A	9.08A
Q2	0.25A	0.95A
Q3	2.69A	2.73E
Ω4	-2 68A	-0.81F

## Exhibit 1: DQs imply higher loss rates prospectively

DQs lagged by four months



Source: BofA Global Research estimates, company reports

BofA GLOBAL RESEARCH

## Price objective basis & risk

#### **Bread Financial Holdings Inc (BFH)**

Our \$44 PO is based on a 4x PE multiple to '24e EPS. A 4x PE multiple is below peers currently trading at 7x and the typical range for card issuers (7-12x), reflecting the hostile macro backdrop and BFH's outsized exposure to the subprime consumer relative to peers.

Downside risks to our price objective are: an economic downturn, which could lead to elevated loan loss rates, increased defaults, higher credit costs and slower loan growth. Deteriorating economic conditions would likely hurt investor sentiment and drive valuations lower. Loss of retail partners also poses a risk to growth and the earnings outlook.

## **Analyst Certification**

I, Mihir Bhatia, hereby certify that the views expressed in this research report accurately reflect my personal views about the subject securities and issuers. I also certify that no part of my compensation was, is, or will be, directly or indirectly, related to the specific recommendations or view expressed in this research report.

US - Payments, Processors, Specialty Finance and IT services Coverage Cluster

nvestment rating	Company	Bof A Ticker	Bloomberg symbol	Analyst
UY				
	Accenture Plc	ACN	ACN US	Jason Kupferberg
	American Express Company	AXP	AXP US	Mihir Bhatia
	Ares Capital Corporation	ARCC	ARCC US	Derek Hewett
	Ares Commercial Real Estate Corporation	ACRE	ACRE US	Derek Hewett
	Barings BDC Inc	BBDC	BBDC US	Derek Hewett
	Blackrock TCP Capital Corp	TCPC	TCPC US	Derek Hewett
	Blackstone Mortgage Trust Inc	BXMT	BXMT US	Derek Hewett
	Block Inc	SQ	SQ US	Jason Kupferberg
	Blue Owl Capital Corporation	OBDC	OBDC US	Derek Hewett
	Bread Financial Holdings Inc	BFH	BFH US	Mihir Bhatia
	Carlyle Secured Lending Inc	CGBD	CGBD US	Derek Hewett
	CI&T	CINT	CINT US	Jason Kupferberg
	Compass Diversified Holdings	CODI	CODIUS	Derek Hewett
	Crescent Capital BDC	CCAP	CCAP US	Derek Hewett
	EngageSmart	ESMT	ESMT US	Jason Kupferberg
	Essent Group	ESNT	ESNT US	Mihir Bhatia
	Fidelity National Information Services	FIS	FIS US	Jason Kupferberg
	Fiserv Inc	FI	FLUS	Jason Kupferberg
	FleetCor Technologies Inc.	FLT	FLT US	Mihir Bhatia
	Flywire	FLYW	FLYW US	Jason Kupferberg
	Global Payments Inc	GPN	GPN US	Jason Kupferberg
	Mastercard Inc	MA	MA US	Jason Kupferberg
	MGIC Investment Corp.	MTG	MTG US	Mihir Bhatia
	New Mountain Finance Corporation	NMFC	NMFC US	Derek Hewett
	Nuvei	NVEI	NVEI US	Jason Kupferberg
	Nuvei	YNVEI	NVEI CN	Jason Kupferberg
	OneMain Holdings, Inc.	OMF	OMF US	Mihir Bhatia
	PayPal Holdings Inc	PYPL	PYPL US	Jason Kupferberg
	Safehold, Inc	SAFE	SAFE US	Derek Hewett
	Shift4 Payments, Inc	FOUR	FOURUS	Jason Kupferberg
	Sixth Street Specialty Lending, Inc	TSLX	TSLX US	Derek Hewett
	Starwood Property Trust	STWD	STWD US	Derek Hewett
	Telus International	TIXT	TIXT US	Cassie Chan
	Telus International	YTIXT	TIXT CN	Cassie Chan
	Toast	TOST	TOST US	Jason Kupferberg
	Visa Inc.	V	V US	Jason Kupferberg
	WEX Inc.	WEX	WEX US	Mihir Bhatia

## US - Payments, Processors, Specialty Finance and IT services Coverage Cluster

Investment rating	Company	Bof A Ticker	Bloomberg symbol	Analyst
NEUTRAL				
	Affirm Holdings	AFRM	AFRM US	Jason Kupferberg
	AGNC Investment Corp	AGNC	AGNC US	Derek Hewett
	Annaly Capital Management	NLY	NLY US	Derek Hewett
	Apollo Commercial Real Estate Finance	ARI	ARIUS	Derek Hewett
	Bain Capital Specialty Finance, Inc.	BCSF	BCSF US	Derek Hewett
	Blackstone Secured Lending Fund	BXSL	BXSL US	Derek Hewett
	BrightSpire Capital Inc.	BRSP	BRSP US	Derek Hewett
	Capital One Financial	COF	COF US	Mihir Bhatia
	Discover Financial	DFS	DFS US	Mihir Bhatia
	DLocal	DLO	DLO US	Jason Kupferberg
	Ellington Financial	EFC	EFC US	Derek Hewett
	Enact Holdings	ACT	ACT US	Mihir Bhatia
	Goldman Sachs BDC. Inc.	GSBD	GSBD US	Derek Hewett
	Golub Capital BDC, Inc.	GBDC	GBDC US	Derek Hewett
	Jack Henry & Associates	IKHY	IKHY US	Jason Kupferberg
	Ladder Capital Corp	LADR	LADRUS	Derek Hewett
	Margeta	MQ	MQ US	Jason Kupferberg
	PennyMac Mortgage Investment Trust	PMT	PMT US	Derek Hewett
	SoFi Technologies Inc	SOFI	SOFIUS	Mihir Bhatia
	Synchrony Financial	SYF	SYF US	Mihir Bhatia
	Thoughtworks	TWKS	TWKS US	Jason Kupferberg
	TPG RE Finance Trust. Inc.	TRTX	TRTX US	Derek Hewett
	TTEC Holdings	TTEC	TTEC US	Cassie Chan
IIIID EDDEDEODIA	Trecholdings	TIEC	TIEC 05	Cassic Chari
UNDERPERFORM	ADP	ADP	ADP US	Jason Kupferberg
		AOMR	AOMRUS	
	Angel Oak Mortgage Inc.			Derek Hewett
	CGI Inc. CGI Inc.	GIB YGIBA	GIB US GIB/A CN	Jason Kupferberg
				Jason Kupferberg
	Cognizant Technology Solutions	CTSH	CTSH US	Jason Kupferberg
	Coinbase	COIN	COIN US	Jason Kupferberg
	DXC Technology	DXC	DXC US	Jason Kupferberg
	EPAM Systems	EPAM	EPAM US	Jason Kupferberg
	Guild Holdings Company	GHLD	GHLD US	Derek Hewett
	Invesco Mortgage Capital, Inc.	IVR	IVR US	Derek Hewett
	loanDepot Inc	LDI	LDIUS	Derek Hewett
	MidCap Financial Investment Co	MFIC	MFIC US	Derek Hewett
	New York Mortgage Trust	NYMT	NYMT US	Derek Hewett
	Paychex	PAYX	PAYX US	Jason Kupferberg
	Radian Group Inc	RDN	RDN US	Mihir Bhatia
	Rocket Companies, Inc.	RKT	RKT US	Mihir Bhatia
	TaskUs	TASK	TASK US	Cassie Chan
	Western Union	WU	WUUS	Jason Kupferberg



## **Q**method <sup>34</sup> Measures Definitions

<b>Business Performance</b> Return On Capital Employed	Numerator NOPAT = (EBIT + Interest Income) × (1 — Tax Rate) + Goodwill Amortization	<b>Denominator</b> Total Assets – Current Liabilities + ST Debt + Accumulated Goodwill Amortization
Return On Equity Operating Margin Earnings Growth Free Cash Flow	Net Income Operating Profit Expected 5 Year CAGR From Latest Actual Cash Flow From Operations — Total Capex	Shareholders' Equity Sales N/A N/A
Quality of Earnings Cash Realization Ratio Asset Replacement Ratio Tax Rate Net Debt-To-Equity Ratio Interest Cover	Numerator Cash Flow From Operations Capex Tax Charge Net Debt = Total Debt — Cash & Equivalents EBIT	Denominator Net Income Depreciation Pre-Tax Income Total Equity Interest Expense
Valuation Toolkit Price / Earnings Ratio Price / Book Value Dividend Yield Free Cash Flow Yield Enterprise Value / Sales	Numerator Current Share Price Current Share Price Annualised Declared Cash Dividend Cash Flow From Operations — Total Capex EV = Current Share Price × Current Shares + Minority Equity + Net Debt + Other LT Liabilities	Denominator Diluted Earnings Per Share (Basis As Specified) Shareholders' Equity / Current Basic Shares Current Share Price Market Cap = Current Share Price × Current Basic Shares Sales

EV/EBITDA Enterprise Value Basic EBIT + Depreciation + Amortization

Mamethod <sup>356</sup> is the set of BofA Global Research standard measures that serve to maintain global consistency under three broad headings: Business Performance, Quality of Earnings, and validations. The key features of iQmethod are: A consistently structured, detailed, and transparent methodology. Guidelines to maximize the effectiveness of the comparative valuation process, and to identify some common pitfalls.

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## **Important Disclosures**

#### **Bread Financial (BFH) 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: Financial Services Group (as of 30 Jun 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	145	50.52%	Buy	91	62.76%
Hold	78	27.18%	Hold	47	60.26%
Sell	64	22.30%	Sell	38	59.38%

#### Equity Investment Rating Distribution: Global Group (as of 30 Jun 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	1877	53.28%	Buy	1040	55.41%
Hold	815	23.13%	Hold	464	56.93%
Sell	831	23.59%	Sell	385	46.33%

RI Issuers that were investment banking dients of BofA Securities or one of its affiliates within the past 12 months. For purposes of this Investment Rating Distribution, the coverage universe includes only stocks. A stock rated Neutral is included as a Hold, and a stock rated Underperform is included as a Sell.

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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%
Noutral	> 0%	< 30%

 $<sup>^{</sup>R2} Ratings\ dispersions\ may\ vary\ from\ time\ to\ time\ where\ BofA\ Global\ Research\ believes\ it\ better\ reflects\ the\ investment\ prospects\ of\ stocks\ in\ a\ Coverage\ Cluster.$ 

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Underperform

≥ 20%

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