

Consumer Finance

A credit cycle just like any other

Industry Overview

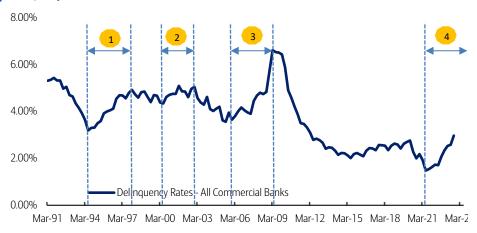
History doesn't repeat but it seems to be rhyming

The current credit cycle is playing out similar to credit cycles over the last thirty years. Since 1991, our analysis suggests there have been three completed credit cycles, and we are in the midst of the fourth one. The previous three credit cycles, which we define as a period when delinquencies are rising meaningfully, lasted an average of 12-13 quarters. In the current cycle, delinquencies started increasing in 3Q21. If the cycle follows historical norms, peak delinquencies should occur in 2Q-3Q24. This is consistent with our previous analysis (see: Hello.soft landing-06 Dec. 2023) and company guidance.

Peak delinquencies in 1H24

Most large credit card companies guided to or discussed losses peaking in 2024. Delinquencies (DQ) typically peak ~2 quarters before losses, as it takes ~150 days for a delinquent loan to be charged-off. This implies that delinquencies will peak in 1H24. A 1H24 peak delinquency timing is consistent with the length of recent credit cycles which have featured 10-14 quarters of rising delinquencies (average 12.33). Post-COVID, delinquency rates roughed in 2Q21. Delinquency rates have increased for 10 quarters as of 4Q23. As such, peak delinquencies in 2024 would be consistent with prior cycles.

Exhibit 1: Periods of rising delinquencies have lasted an average of 12-13 quarters since 1991 Delinquency rates – All commercial banks (1991 onwards)



 $\textbf{Source:} \ \ \text{BofA Global Research, Federal Reserve; Note: (1) 3Q94-4Q97; (2) 3Q00-4Q02; (3) 1Q06-1Q09; (4) 2Q21-1Q402; (2) 3Q00-4Q02; (3) 1Q06-1Q09; (4) 2Q21-1Q402; (2) 3Q00-4Q02; (3) 3Q00-4Q02; (3) 3Q00-4Q02; (4) 2Q21-1Q402; (4) 2Q21-1Q402; (5) 3Q00-4Q02; (6) 3Q00-4Q02; (6) 3Q00-4Q02; (7) 3Q00-4Q02; (8) 3Q00-4Q02; (8) 3Q00-4Q02; (8) 3Q00-4Q02; (9) 3Q00-4Q02; (1) 3Q00-4Q02; (1) 3Q00-4Q02; (2) 3Q00-4Q02; (3) 3Q00-4Q02; (3) 3Q00-4Q02; (4) 2Q21-1Q00-4Q02; (6) 3Q00-4Q02; (7) 3Q00-4Q02; (8) 3Q00$

BofA GLOBAL RESEARCH

Better credit should boost earnings and sentiment

Improving credit metrics, both delinquencies and net charge-offs, should be a positive for earnings and sentiment for credit card issuers. While we acknowledge that card issuers have rallied meaningfully, we think there is room for more upside and we maintain Buy ratings on AXP, COF and DFS. As delinquencies begin to decline, it should relieve pressure from reserve building and could even lead to reserve releases, given current reserves are above day 1 CECL. In addition, investor sentiment should also improve as investors get more confident that peak losses are imminent.

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Refer to important disclosures on page 3 to 7. Analyst Certification on page 2. Price Objective Basis/Risk on page 2.

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Equity
United States
Consumer Finance

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CECL: current expected credit losses

Exhibit 2: Stocks mentioned

Prices and ratings for stocks mentioned in this report

BofA Ticker	Bloomberg ticker	Company name	Price	Rating
AXP	AXP US	American Express	US\$ 212.26	B-1-7
COF	COF US	Capital One	US\$ 137.48	B-1-7
DFS	DFS US	Discover Finl	US\$ 110.50	B-1-7

Source: BofA Global Research

BofA GLOBAL RESEARCH

Price objective basis & risk

American Express Company (AXP)

Our \$224 price objective is based on a 15x multiple to our 2025 EPS forecast. The 15x PE multiple is the middle of the historical range (12-18x) for AXP, which we think is appropriate given the growth outlook and strong operating momentum it is experiencing.

Downside risks to our PO are weaker-than-expected macroeconomic conditions, softer consumer and business spending, weaker loan growth, increasing competition, weaker US consumer credit performance, disruptions in capital markets, or an increasing regulatory burden.

Capital One Financial (COF)

Our \$146 PO is based on a 10.5x PE multiple to our 2024 EPS forecast. A 10.5x PE multiple is in the middle of the historical range (7-12x) which we think is appropriate given the more optimistic macro outlook and strong loan growth, partially offset by rising credit costs.

Downside risks are: slower than expected revolving credit growth, faltering economic recovery and rising loan losses, which could drive earnings below our estimates, and result in valuation compression. Cybersecurity and regulations are also risks.

Discover Financial (DFS)

We calculate a \$118 PO based on an 10.5x PE multiple to our 2024 EPS forecast. A 10.5x multiple is in the middle of DFS's recent historical range (7-12x) and reflects the more optimistic macro outlook, resilient consumer balance sheets, and strong business fundamentals.

Downside risks to our price objective are: if the economy falls into a recession, credit costs could rise rapidly and compress margins more than our current forecast. Deteriorating economic conditions would likely hurt sentiment and drive DFS's valuation lower.

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

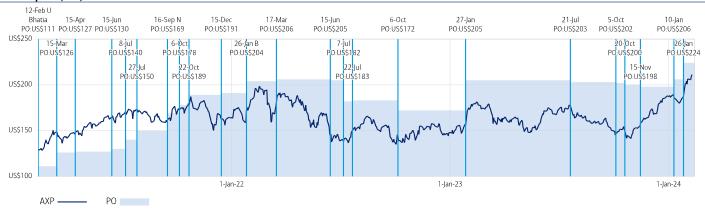
Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
BUY				
	Accenture Plc	ACN	ACN US	Jason Kupferberg
	American Express Company	AXP	AXP US	Mihir Bhatia
	Block Inc	SQ	SQ US	Jason Kupferberg
	Capital One Financial	COF	COFUS	Mihir Bhatia
	Discover Financial	DFS	DFS US	Mihir Bhatia
	Enact Holdings	ACT	ACT US	Mihir Bhatia
	Essent Group	ESNT	ESNT US	Mihir Bhatia
	Fidelity National Information Services	FIS	FIS US	Jason Kupferberg
	Fisery 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
		JKHY	JKHY US	
	Jack Henry & Associates	·		Jason Kupferberg Cassie Chan
	Marqeta Mastercard Inc	MQ	MQ US	
		MA	MA US	Jason Kupferberg
	MGIC Investment Corp.	MTG	MTG US	Mihir Bhatia
	NMI Holdings	NMIH	NMIH US	Mihir Bhatia
	Nuvei	NVEI	NVEI US	Jason Kupferberg
	Nuvei	YNVEI	NVEI CN	Jason Kupferberg
	OneMain Holdings, Inc.	OMF	OMF US	Mihir Bhatia
	Shift4 Payments, Inc	FOUR	FOUR US	Jason Kupferberg
	Telus International	TIXT	TIXT US	Cassie Chan
	Telus International	YTIXT	TIXT CN	Cassie Chan
	Visa Inc.	V	V US	Jason Kupferberg
	WEX Inc.	WEX	WEX US	Mihir Bhatia
NEUTRAL				
	ADP	ADP	ADP US	Jason Kupferberg
	Affirm Holdings	AFRM	AFRM US	Jason Kupferberg
	Bread Financial Holdings Inc	BFH	BFH US	Mihir Bhatia
	DLocal	DLO	DLO US	Jason Kupferberg
	Globant SA	GLOB	GLOB US	
		PYPL	PYPL US	Jason Kupferberg
	PayPal Holdings Inc			Jason Kupferberg Mihir Bhatia
	SoFi Technologies Inc	SOFI	SOFIUS	
	Synchrony Financial	SYF	SYF US	Mihir Bhatia
	Thoughtworks	TWKS	TWKS US	Jason Kupferberg
	Toast	TOST	TOST US	Jason Kupferberg
	TTEC Holdings	TTEC	TTEC US	Cassie Chan
UNDERPERFORM				
	CGI Inc.	GIB	GIB US	Jason Kupferberg
	CGI Inc.	YGIBA	GIB/A CN	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
	Paychex	PAYX	PAYX US	Jason Kupferberg
	Radian Group Inc	RDN	RDN US	Mihir Bhatia
	Rocket Companies, Inc.	RKT	RKT US	Mihir Bhatia
	TaskUs Western Union	TASK WU	TASK US	Cassie Chan
	vvesterii Onion	VVU	WU US	Jason Kupferberg

Disclosures

Important Disclosures



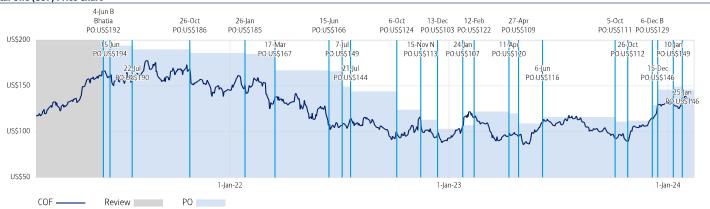
American Express (AXP) Price Chart



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.

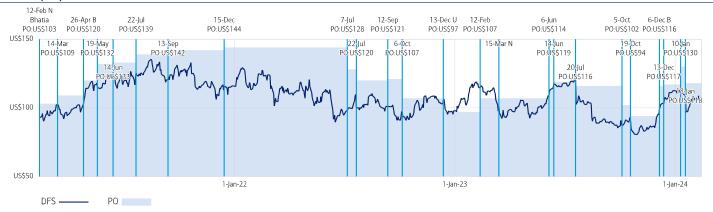
Capital One (COF) Price Chart



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

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Discover Finl (DFS) Price Chart



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

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Equity Investment Rating Distribution: Financial Services Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	156	53.79%	Buy	94	60.26%
Hold	72	24.83%	Hold	48	66.67%
Sell	62	21.38%	Sell	35	56.45%

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

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	1895	53.62%	Buy	1083	57.15%
Hold	832	23.54%	Hold	454	54.57%
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^{R2}

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

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attributes. The ESGMeter is intended to indicate a company's likelihood of experiencing stronger financial stability (higher return on equity and lower earnings and price volatility) over the next three years relative to peer group. There are three ESGMeter levels - Low, Medium, and High - which indicate whether a company has attributes most likely to translate into superior financial stability (in the case of a High level) or weaker financial stability (in the case of a Low level) over the next three years relative to its peer group. A Medium level suggests that a company exhibits ESG characteristics that are likely associated with financial stability results in line with its peer group over the next three years. Full details of our methodology, financial stability definition and disclaimers are available at BofA ESGMeter methodology. ESGMeter is not indicative of a company's future stock price performance and is not an investment recommendation or rating. ESGMeter is independent of the BofA Global Research fundamental equity analyst's investment rating, volatility risk rating, income rating or price objective for that company.

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