

Department Store Retailing

CFPB issues final ruling on late fees; Department store earnings at risk

Industry Overview

Department store EBIT at risk

In 2022, JWN/KSS share of income from their proprietary credit cards comprised 44%/190% of EBIT and today's CFPB ruling puts that income at risk. We estimate a 10-30% decline in EPS from the late fee changes and reiterate our Underperform ratings on JWN and KSS.

Final ruling on late fees; consistent with proposal

Today, the Consumer Financial Protection Bureau (CFPB) issued a final ruling on limiting late fees on credit cards. The key tenant of the ruling is consistent with the CFPB's proposal first introduced in early 2023; the ruling lowers late fees to \$8 vs current fees of \$30 for an initial missed payment and \$41 for additional late payments. The rule also prohibits annual inflation adjustments (consistent with proposal). We think a lawsuit is possible along with an injunction to prevent implementation date from going into effect until the merits of the ruling are determined. Still, we expect card issuers and companies with card programs will move towards complying in the meantime in case the lawsuit fails. The effective date is 60 days after publication of the rule in the Federal Register.

Expect double digit decline to dept store EPS

The data is limited but historical JWN financials show that 12-14% of credit card revenue came from late fees. This could be higher for KSS given the customer demographics and differs depending on the structure of these agreements. Due to the lack of clarity, we used a range of outcomes for our scenario analysis (late fees between 14% and 30% of credit revenue; Exhibit 1). Assuming late fees decline 75% (to \$8 vs \$32, the 2022 average late fee calculated by CFPB) and costs remain the same, we estimate JWN would lose 11% of F24 EPS at the better end (14%) of the scenario. We model KSS credit income as 64% of total EBIT in F24, making the change more severe, and estimate KSS F24 EPS would drop 29%.

Card issuers will implement strategies to mitigate impact

According to Mihir Bhatia, BofA's Consumer Finance analyst, card issuers are likely to raise APRs across card products, add other fees (e.g., maintenance fees) and tighten underwriting to reduce exposure to higher-risk borrowers (see note). Synchrony Financial (SYF) has commented on the impact of the late fee regulation in an 8K issued today. It plans to implement product, policy, and pricing changes over the next 3-4 months, including increases to APRs and implementation of other fees. Certain changes will have a more immediate impact (beginning in 2Q) while APR increases will build over time. SYF estimates an \$800mn reduction in late fees in 4Q assuming an October implementation date, with cumulative offsets of \$650-700mn from 2Q-4Q. While no retailers under our coverage are partnered with Synchrony, we expect other card issuers will implement similar strategies to mitigate impacts from the ruling with differing success.

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Refer to important disclosures on page 4 to 8. Analyst Certification on page 3. Price
Objective Basis/Risk on page 2.

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Equity United States Retailing

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Earnings at risk from late fee ruling

Credit agreements differ and we do not have no visibility on the breakout of income. Historical JWN financials show that 12-14% of credit revenue came from late fees, so we used a range of outcomes for a scenario analysis in Exhibit 1. We estimate a double-digit impact to F24 earnings for both KSS and JWN, with KSS earnings more at risk from the ruling due to its larger percentage of EBIT coming from credit.

Exhibit 1: Late Fee Impact to BofA F24 EPS estimates

We estimate a double-digit impact to F24 earnings for both KSS and JWN.

		Scenario 1	Scenario 2	Scenario 3	Scenario 4
Late fees	as % of credit revenue	14%	20%	25%	30%
Impact to	credit revenue	-11%	-15%	-19%	-23%
Impact to	BofA F24 EPS estimates				
KSS		-29%	-41%	-52%	-62%
JWN		-11%	-16%	-20%	-24%
	Current BofA F24 EPS	EPS under abo	ve scenarios		
KSS	\$2.03	\$1.44	\$1.19	\$0.98	\$0.77
JWN	\$1.81	\$1.61	\$1.52	\$1.45	\$1.38

Source: BofA Global Research estimates

Assume late fees are down 75%, per proposed CFPB ruling

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Exhibit 2: Credit income as % of EBIT

Credit income is significant piece of dept store EBIT

	F09	F10	F11	F12	F13 F14 F15 F16 F17 F18 F19 F20 F21 F22 F23
JWN		8%	12%	13%	14% 15% 13% 10% 18% 21% 25% -17% 39% 44% 47%
KSS	14%	9%	16%	21%	23% 26% 29% 35% 35% 35% 46% -152% 28% 190% 66%

Source: Company filings and reports, BofA Global Research estimates

JWN estimates begin in F18.

Stocks mentioned

Prices and ratings for stocks mentioned in this report

BofA Ticker	Bloomberg ticker	Company name	Price	Rating
KSS	KSS US	Kohl's	US\$ 28.11	C-3-8
IWN	IWN US	Nordstrom	US\$ 20.69	C-3-9

Price objective basis & risk

Kohl's (KSS)

Our \$22 PO is based on 3x F24 EV/EBITDA estimate (in-line with peers), which we think is a reasonable valuation for a secularly challenged retailer.

Upside risks to our PO: Kohl's can better control its inventory and avoid elevated markdowns, continues its dividend at the same level, and sees a strong contribution from the Sephora partnership.

Downside risks to our PO are a drop-off in consumer spending, further cost pressures, a failure to generate incremental sales from key traffic-driving initiatives, credit income dropping more significantly

Nordstrom (JWN)



BofA GI

Our \$13 price objective is based on 3.5x EV/EBITDA for F2024E, which is in line with the peer group. This multiple reflects the company's weak sales and limited margin expansion potential.

Upside risks: high-end consumer spending grows more rapidly than our expectations, Rack execution improves faster than planned Downside risks: severe spending cuts by high-end consumers, poor execution of store expansion initiatives, credit income dropping more significantly

Analyst Certification

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US - Softline Retailing and Dept Stores Coverage Cluster

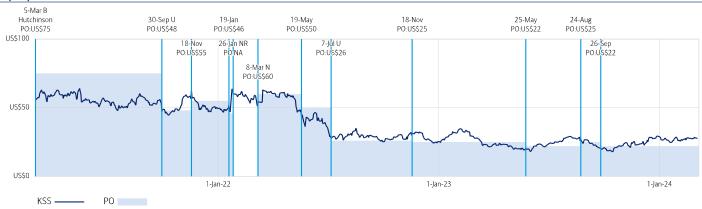
Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
BUY				
	Amer Sports Inc	AS	AS US	Lorraine Hutchinson, CFA
	Bath & Body Works Inc	BBWI	BBWI US	Lorraine Hutchinson, CFA
	Burlington Stores	BURL	BURL US	Lorraine Hutchinson, CFA
	Crocs, Inc.	CROX	CROX US	Christopher Nardone
	Deckers Outdoor Corp	DECK	DECK US	Christopher Nardone
	European Wax Center	EWCZ	EWCZ US	Lorraine Hutchinson, CFA
	lululemon athletica Inc	LULU	LULU US	Lorraine Hutchinson, CFA
	Oddity Tech	ODD	ODD US	Lorraine Hutchinson, CFA
	PVH Corp	PVH	PVH US	Christopher Nardone
	Ralph Lauren	RL	RL US	Christopher Nardone
	Ross Stores Inc	ROST	ROST US	Lorraine Hutchinson, CFA
	Tapestry Inc.	TPR	TPR US	Lorraine Hutchinson, CFA
	TJX Companies	TJX	TJX US	Lorraine Hutchinson, CFA
	Urban Outfitters	ÚRBN	URBN US	Lorraine Hutchinson, CFA
	Victoria's Secret & Co	VSCO	VSCO US	Alice Xiao
NEUTRAL				
	American Eagle	AEO	AEO US	Christopher Nardone
	Birkenstock	BIRK	BIRK US	Lorraine Hutchinson, CFA
	FIGS, Inc.	FIGS	FIGS US	Alice Xiao
	Foot Locker	FL	FL US	Lorraine Hutchinson, CFA
	Levi Strauss & Co.	LEVI	LEVI US	Christopher Nardone
	Nike	NKE	NKE US	Lorraine Hutchinson, CFA
	Signet Jewelers	SIG	SIG US	Lorraine Hutchinson, CFA
	Ulta Beauty	ULTA	ULTA US	Lorraine Hutchinson, CFA
	Under Armour Inc	UAA	UAA US	Lorraine Hutchinson, CFA
UNDERPERFORM		V4.T-7	4.T.7.CN	All Ve
	Aritzia	YATZ	ATZ CN	Alice Xiao
	Aritzia	ATZAF	ATZAF US	Alice Xiao
	Carter's Inc	CRI	CRI US	Christopher Nardone
	Gap Inc.	GPS	GPS US	Lorraine Hutchinson, CFA
	Kohl's	KSS	KSS US	Lorraine Hutchinson, CFA
	Nordstrom	JWN	JWN US	Lorraine Hutchinson, CFA
	Revolve	RVLV	RVLV US	Alice Xiao
	V F Corp	VFC	VFC US	Lorraine Hutchinson, CFA
RSTR				
	Macy's	M	M US	Lorraine Hutchinson, CFA

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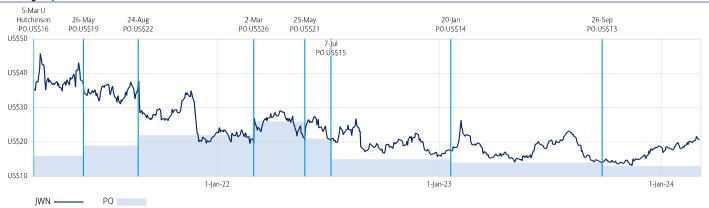
Kohl's (KSS) Price Chart



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

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Nordstrom (JWN) 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: Retailing Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	96	57.83%	Buy	39	40.63%
Hold	32	19.28%	Hold	12	37.50%
Sell	38	22.89%	Sell	18	47.37%

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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 Buy
 ≥ 10%
 ≤ 70%

 Neutral
 ≥ 0%
 ≤ 30%

 Underperform
 N/A
 ≥ 20%

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