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Brazilian Shopping Malls

April Heatmap: Consumption Trend Still Positive Despite Frustration on Operational Results

Although we believe Shopping Malls SSS continue to frustrate investors, as the recovery is not happening at the expected pace, consumption figures continue to improve. Retail sales based on Cielo were up 2.2% yoy in real terms during March the highest value of the year, increasing since mid-2017, while data from IBGE related to February posted a 1.2% yoy increase in nominal terms. Another positive highlight was the level of credit concession to individuals (+43% yoy in February) and consumers' credit demand (+8% yoy in March). Moreover, traffic data, consumer confidence and the unemployment rate continue to improve on a yearly basis, which in our view should be drivers for the recovery in companies' SSS. Despite the positive trend on retail data, the sector is underperforming the Ibovespa by 19pp YTD, which in our view is a consequence of investors' concern regarding SSS recovery and margin improvement. We remain optimistic on the malls segment, as we expect the recent improvements in consumption indexes and the reduction in interest rates to reflect on companies results over the following quarters. We continue to prefer BRML and ALSC. Among our Neutral rated names, we favor IGTA over MULT. Please refer to Page 2 for all the metrics analyzed.

- Retail figures continue to show a positive trend. The positive trend is noticed in the 3 main retail indexes. Figures from Cielo were at the highest level of the year, and the highest level since 2014 when excluding Nov-17 up 2.2% yoy in real terms and calendar adjusted. Serasa data was up 3.5% yoy also at the best level since 2014. Figures from IBGE, which have a one month lag, were up 1.2% yoy in nominal terms, with the Apparel segment underperforming at -5.7% yoy in the period, reverting the strong performance seen since 2H17.
- Improvement in credit fundamentals could translate into consumption. Credit demand data from Serasa posted a strong 7.7% yoy increase in March, accumulating close to +12% YTD. As noted in past months, all income segments showed a positive performance, with families earning up to R\$500 monthly posting the highest increase at 23% yoy. Credit concession to individuals showed a 43% yoy expansion, according to Central Bank data, up from a weak base in Feb-17, which was the weakest month of 2017.
- Clients' flow at malls details. IVSC index from Abrasce (Malls association) posted a 2.5% yoy increase in March, also supporting the positive trend observed in the past 12 months. In addition, data from IBOPE posted a 1.0% yoy acceleration of visitors at malls.
- Malls' recent underperformance not justified by midterm fundamentals. The five companies under our coverage are underperforming the Ibovespa by 19pp YTD, down 10% in the period. BRML is the worst performer, down 12% YTD, while ALSC is the top performer (-6% in the period). In our view, the recent weak performance is likely explained by the slight deceleration in operational results during 4Q17 results and potential concerns regarding 1Q18 numbers. However, we recall that despite the expected aggregated increase of 2% on the top line for 2018, we foresee FFO expansion of 22% for the sector this year, due to lower financial results.

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Table 1: BZ Malls Valuation Summary

	Rating	PT (R\$)	P/FFO 19e
BRML	OW	14.00	14.9x
ALSC	OW	23.00	13.2x
SSBR	OW	28.00	11.6x
IGTA	N	44.00	15.4x
MULT	N	78.00	16.7x
Avg.			15.3x

Source: J.P. Morgan estimates.

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- Heatmap: Page 2

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See page 6 for analyst certification and important disclosures, including non-US analyst disclosures.

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Heatmap

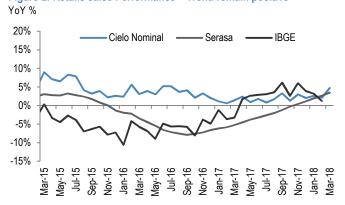
Figure 1: BZ Malls Heatmap

rigure 1: bz mails neath	lap																								
Change yoy % or p.p.	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Last #
Retail sales																						1			
Aggregated - IBGE (index)	-6.8%	-9.0%	-4.9%	-5.6%	-5.5%	-5.7%	-8.1%	-3.8%	-4.9%	-1.2%	-3.7%	-3.2%	1.7%	2.6%	2.9%	3.1%	3.6%	6.2%	2.6%	6.0%	3.9%	3.2%	1.2%	-	82.1
Supermarket (index)	-4.6%	-5.4%	-1.7%	-1.1%	-2.2%	-2.4%	-6.4%	-1.7%	-2.9%	0.3%	-0.7%	-7.0%	3.0%	0.0%	0.8%	0.3%	1.7%	5.7%	1.5%	5.6%	6.1%	3.1%	2.0%	- 1	92.5
Apparel (index)	-10.0%	-13.6%	-3.8%	-14.1%	-10.5%	-10.2%	-12.2%	-9.8%	-8.8%	-0.8%	3.6%	11.6%	10.9%	5.1%	4.2%	15.0%	9.3%	12.5%	4.9%	8.9%	6.9%	0.3%	-5.7%	- 1	59.8
Furniture and Elect. (index)	-10.2%	-15.2%	-10.6%	-10.7%	-9.4%	-13.3%	-13.5%	-7.9%	-8.8%	3.9%	-6.0%	10.5%	-0.1%	14.0%	12.2%	12.8%	16.6%	16.6%	10.0%	15.6%	8.4%	5.1%	3.3%	- 1	69.4
Office eq. (index)	-14.4%	-14.4%	-18.3%	-13.4%	-8.9%	-12.1%	-6.6%	-8.9%	-1.2%	-6.7%	-14.0%	-12.3%	4.4%	12.9%	5.1%	11.3%	-2.7%	-3.0%	5.2%	-6.9%	-17.9%	4.6%	5.8%	- 1	78.1
Paper related (index)	-18.7%	-24.4%	-18.3%	-17.0%	-15.1%	-18.0%	-17.3%	-11.5%	-12.5%	-9.6%	-7.0%	5.2%	-3.3%	-0.8%	0.7%	0.2%	-4.3%	-6.5%	-2.8%	-2.2%	-9.3%	-7.2%	-5.6%	- 1	86.1
Personnal itens (index)	-11.1%	-15.5%	-8.3%	-11.5%	-10.8%	-8.9%	-7.6%	-0.4%	-4.8%	-3.1%	-7.7%	-5.3%	3.5%	3.0%	4.4%	4.2%	6.3%	10.7%	3.2%	7.9%	-0.6%	10.0%	8.3%	- 1	75.4
Serasa retail sales (index)	-4.5%	-5.5%	-6.5%	-7.2%	-7.6%	-7.9%	-7.7%	-7.2%	-6.6%	-6.1%	-5.9%	-5.3%	-4.5%	-3.8%	-3.2%	-2.6%	-2.0%	-1.2%	-0.3%	0.4%	1.1%	1.9%	2.6%	3.5%	97.0
Cielo Retail (index)	-6.1%	-4.5%	-3.3%	-3.9%	-5.1%	-5.1%	-5.1%	-4.9%	-5.6%	-4.3%	-1.1%	-2.2%	0.3%	-1.6%	-0.6%	0.8%	1.1%	0.7%	0.7%	2.6%	1.7%	1.9%	1.5%	2.2%	-
Credit Demand																						ĺ			
Total Credit Concession (R\$bn)	2.6%	2.1%	0.9%	0.2%	-0.7%	-1.7%	-2.0%	-2.3%	-3.5%	-3.9%	-3.5%	-2.6%	-2.2%	-2.6%	-1.7%	-2.0%	-2.0%	-1.9%	-1.2%	-1.1%	-0.4%	-0.2%	-0.3%	-	3,061
Credit Concession to Indv (R\$bn	-5.9%	0.0%	-1.1%	-4.0%	5.2%	-1.9%	3.0%	4.1%	1.0%	10.7%	-5.7%	14.2%	3.0%	13.7%	9.1%	11.2%	6.9%	9.6%	13.6%	11.6%	8.7%	15.5%	43.4%		168.4
Consumer - Serasa (index)	0.5%	0.5%	0.3%	-0.8%	-0.5%	0.0%	1.6%	3.2%	3.7%	4.0%	3.1%	3.7%	2.7%	3.1%	3.1%	4.7%	5.4%	5.8%	5.3%	4.0%	4.9%	6.5%	7.8%	7.7%	142.9
Income <r\$500 (index)<="" td=""><td>-2.7%</td><td>-2.7%</td><td>-3.0%</td><td>-4.3%</td><td>-4.0%</td><td>-3.4%</td><td>-1.5%</td><td>0.3%</td><td>1.1%</td><td>1.7%</td><td>1.5%</td><td>2.6%</td><td>2.0%</td><td>2.8%</td><td>3.4%</td><td>5.9%</td><td>8.0%</td><td>10.3%</td><td>11.0%</td><td>11.8%</td><td>15.2%</td><td>18.8%</td><td>21.3%</td><td>23.1%</td><td>197.4</td></r\$500>	-2.7%	-2.7%	-3.0%	-4.3%	-4.0%	-3.4%	-1.5%	0.3%	1.1%	1.7%	1.5%	2.6%	2.0%	2.8%	3.4%	5.9%	8.0%	10.3%	11.0%	11.8%	15.2%	18.8%	21.3%	23.1%	197.4
Income R\$0.5-1,0k (index)	0.2%	0.2%	-0.1%	-1.4%	-1.0%	-0.4%	1.3%	3.1%	3.7%	4.0%	3.3%	4.0%	3.1%	3.6%	3.9%	5.7%	6.2%	6.3%	5.4%	3.9%	4.6%	6.0%	6.9%	6.6%	142.0
Income R\$1.0-2.0k (index)	1.2%	1.3%	1.1%	0.0%	0.3%	0.8%	2.3%	3.8%	4.3%	4.5%	3.5%	3.8%	2.7%	3.0%	2.9%	4.2%	4.8%	5.0%	4.2%	2.7%	3.2%	4.5%	5.8%	5.6%	136.3
Income R\$2.0-5.0k (index)	1.4%	1.5%	1.4%	0.4%	0.5%	0.9%	2.4%	3.7%	4.1%	4.2%	3.0%	3.2%	2.0%	2.3%	2.0%	3.2%	3.8%	4.0%	4.4%	3.0%	3.6%	4.9%	6.3%	6.2%	132.8
Income R\$5.0-10.0k (index)	1.3%	1.5%	1.4%	0.4%	0.6%	1.0%	2.4%	3.6%	3.9%	4.0%	2.7%	2.9%	1.6%	1.8%	1.4%	2.5%	3.1%	3.3%	4.7%	3.4%	4.1%	5.5%	7.0%	6.9%	134.2
Income >10.0k (index)	1.3%	1.3%	1.2%	0.0%	0.3%	0.7%	2.1%	3.3%	3.6%	3.8%	2.6%	2.9%	1.7%	2.0%	1.7%	3.1%	3.6%	3.7%	4.9%	3.6%	4.4%	5.9%	7.5%	7.4%	135.8
Economic indexes																						-			
Selic (%)	1.0 pp	1.0 pp	0.5 pp	0.0 pp	0.0 pp	0.0 pp	(0.3)pp	(0.5)pp	(0.5)pp	(1.3)pp	(2.0)pp	(2.0)pp	(3.0)pp	(4.0)pp	(4.0)pp	(5.0)pp	(5.0)pp	(6.0)pp	(6.5)pp	(6.3)pp	(6.8)pp	(6.0)pp	(5.5)pp	(5.8)pp	6.50%
12M Fwd. real int. rate (%)	(0.7)pp	(0.0)pp	(0.4)pp	(0.0)pp	(1.2)pp	(2.6)pp	(1.9)pp	(1.6)pp	(2.5)pp	(1.7)pp	(1.8)pp	(1.7)pp	(1.6)pp	(2.0)pp	(2.3)pp	(3.3)pp	(3.7)pp	(3.3)pp	(3.8)pp	(3.9)pp	(3.6)pp	(3.2)pp	(3.1)pp	(2.9)pp	2.2%
5Y Fwd. real int. rate (%)	(0.4)pp	(0.1)pp	(0.2)pp	(0.4)pp	(1.1)pp	(1.5)pp	(1.3)pp	(1.3)pp	(1.3)pp	(1.2)pp	(1.1)pp	(1.3)pp	(0.8)pp	(0.7)pp	(0.8)pp	(1.4)pp	(1.6)pp	(1.5)pp	(1.4)pp	(1.3)pp	(1.1)pp	(1.3)pp	(1.0)pp	(1.0)pp	4.3%
10Y Fwd. real int. rate (%)	(0.2)pp	0.0 pp	(0.2)pp	(0.6)pp	(1.3)pp	(1.6)pp	(1.5)pp	(1.3)pp	(1.5)pp	(1.6)pp	(1.7)pp	(1.4)pp	(0.7)pp	(0.6)pp	(0.6)pp	(0.9)pp	(1.0)pp	(1.0)pp	(0.9)pp	(0.9)pp	(0.8)pp	(1.0)pp	(0.5)pp	(0.4)pp	4.8%
Country risk (points)	31%	37%	15%	8%	-9%	-28%	-24%	-22%	-37%	-44%	-43%	-34%	-32%	-30%	-17%	-21%	-12%	-23%	-22%	-28%	-27%	-21%	-17%	-8%	248
IPCA (%)	1.1 pp	0.9 pp	(0.1)pp	(0.8)pp	(0.6)pp	(1.0)pp	(2.1)pp	(3.5)pp	(4.4)pp	(5.4)pp	(5.6)pp	(4.8)pp	(5.2)pp	(5.7)pp	(5.8)pp	(6.0)pp	(6.5)pp	(5.9)pp	(5.2)pp	(4.2)pp	(3.3)pp	(2.5)pp	(1.9)pp	(1.9)pp	2.7%
IGPM (%)	7.1 pp	7.0 pp	6.6 pp	4.7 pp	3.9 pp	2.3 pp	(1.3)pp	(3.6)pp	(3.4)pp	(4.3)pp	(6.7)pp	(6.7)pp	(7.3)pp	(9.5)pp	(13.0)pp	(13.3)pp	(13.2)pp	(12.1)pp	(10.2)pp	(8.0)pp	(7.7)pp	(7.1)pp	(5.8)pp	(4.7)pp	0.2%
Wage mass (R\$bn)	4.3%	5.1%	3.4%	3.8%	4.8%	4.5%	4.7%	5.2%	5.9%	5.5%	5.7%	5.2%	5.4%	4.6%	5.6%	5.9%	5.4%	6.2%	6.5%	6.9%	6.1%	6.2%	-	-	50.2
Unemployment (%)	3.2 pp	3.1 pp	3.0 pp	3.0 pp	3.1 pp	2.9 pp	2.9 pp	2.9 pp	3.0 pp	3.1 pp	3.0 pp	2.8 pp	2.4 pp	2.1 pp	1.7 pp	1.2 pp	0.8 pp	0.6 pp	0.4 pp	0.1 pp	(0.2)pp	(0.4)pp	(0.6)pp	-	12.2
Traffic																									
Visitors - IVSC index	-5.5%	-6.8%	-1.5%	-2.2%	-1.8%	-2.8%	-2.3%	-1.2%	-1.5%	0.3%	1.0%	-0.5%	1.7%	-1.9%	2.2%	2.6%	1.2%	1.6%	0.4%	5.8%	3.5%	2.4%	4.5%	2.5%	-
Visitors - IBOPE	-3.7%	-1.0%	0.3%	-2.5%	-2.5%	-3.5%	-3.5%	-0.2%	-2.5%	-0.7%	-1.3%	0.6%	3.4%	0.1%	0.0%	1.6%	1.6%	4.4%	1.5%	3.0%	3.8%	3.8%	0.1%	1.0%	-
Other indexes																									
Late payments (15-90 days)	(0.0)pp	0.2 pp	(0.1)pp	(0.0)pp	0.0 pp	0.1 pp	(0.4)pp	(0.3)pp	(0.6)pp	(0.4)pp	(0.6)pp	(0.6)pp	(0.4)pp	(0.6)pp	(0.6)pp	(0.6)pp	(0.8)pp	(1.2)pp	(0.9)pp	(0.6)pp	(0.3)pp	(0.6)pp	(0.2)pp	-	4.6
Late payments (>90 days)	(0.1)pp	(0.2)pp	0.1 pp	(0.2)pp	(0.3)pp	(0.0)pp	(0.2)pp	(0.7)pp	(0.9)pp	(0.8)pp	(0.9)pp	(0.8)pp	(0.8)pp	(0.7)pp	(0.4)pp	0.1 pp	(0.3)pp	(0.6)pp	(0.6)pp	(0.2)pp	(0.3)pp	(0.0)pp	(0.1)pp	- 1	2.3
Chapter 11 request (12M)	10.8%	12.1%	11.2%	10.1%	6.4%	8.0%	6.6%	3.6%	3.9%	4.1%	2.1%	1.3%	1.4%	3.0%	-2.3%	-4.8%	-3.4%	-4.6%	-3.7%	-5.8%	-7.8%	-8.0%	-10.9%	-13.2%	1,610
Bankrupcy request (12M)	84.6%	90.2%	89.6%	79.6%	66.8%	66.9%	66.4%	57.0%	44.8%	41.3%	27.2%	18.0%	7.7%	1.6%	-5.4%	-10.2%	-8.1%	-20.6%	-22.1%	-22.5%	-23.8%	-24.2%	-21.6%	-16.5%	1,483
Consumer confidence (index)	-13.3%	-7.0%	-1.4%	8.5%	12.6%	21.6%	20.2%	16.4%	12.6%	19.1%	16.5%	25.4%	25.9%	20.4%	13.6%	7.7%	3.3%	5.3%	7.5%	12.3%	20.9%	12.0%	8.3%	9.7%	92.0
Performance																									
Stock Perf. (Mkt Cap) (R\$bn)	3.3%	0.1%	16.0%	31.8%	39.1%	47.9%	48.3%	28.3%	47.2%	54.5%	44.0%	33.1%	18.8%	31.7%	21.6%	25.1%	40.6%	5 39.0%	28.1%	36.0%	7 37.4%	27.1%	16.9%	11.0%	36.5
Consensus EPS (R\$)	-14.6%	-16.3%	-15.4%	-14.0%	-13.0%	-14.2%	-18.3%	-15.9%	-19.8%	-1.1%	2.7%	10.9%	8.9%	6.8%	3.2%	5.0%	0.7%	-0.6%	4.7%	1.3%	7.4%	26.3%	24.5%	22.6%	1.07

Source: J.P. Morgan estimates, Company data, IBGE, Serasa Experience, Cielo, Brazil Central Bank, IVSC index, Abrasce and Bloomberg.

Top charts

Figure 2: Retails sales Performance - Trend remain positive



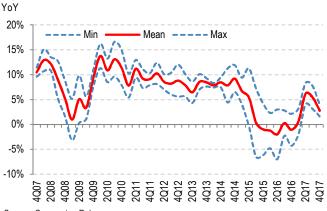
Source: IBGE, Serasa and Cielo.

Figure 4: Forward Real Interest rates curves (1Y, 5Y, 10Y)



Source: Bloomberg.

Figure 6: Sector's SSS per quarter



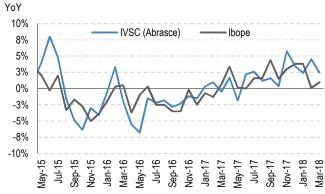
Source: Companies Releases

Figure 3: Credit demand still growing



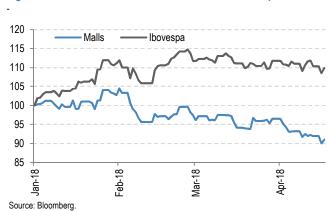
Source: Serasa

Figure 5: Clients' Flow at Malls



Source: ABRASCE, Ibope

Figure 7: Sector Performance Since Jan 2018 vs. Ibovespa





Stock Performance

Figure 8: Last 30 Days Performance

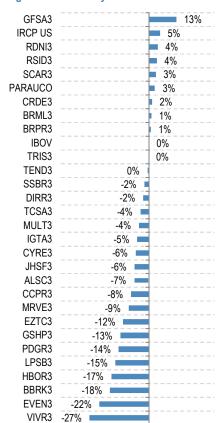


Figure 9: Last 3 Months Performance

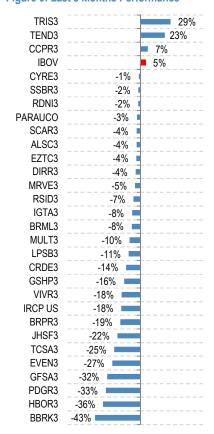
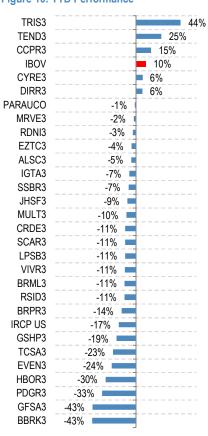


Figure 10: YTD Performance



Source: Bloomberg; J.P. Morgan.

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Source: Bloomberg; J.P. Morgan.

Valuation

Figure 1: Valuation table

Brazi Covered HBs		Rating	Price 17-April-18	TP	Upside	Mkt cap USD mn	Low 52W	High 52W	P/BV Cur	EV/BV Cur	EV/E 18e	BITDA 19e	18e	P/E 19e	Liq 5D USD mn	ROE 18e
MRVE3	Brozil Cou		17-April-10		opside	ווווו עפט	JZVV	JZVV	Cui	Cui	106	136	106	196	USD IIII	106
TEND3 OW R\$24.99 R\$28.00 12% 397 89% -5% 1.16x 0.80x 0			R\$14.70	R\$20.00	36%	1 920	18%	-12%	1 17 _Y	0.76x	6 6x	5 9x	8 4v	7 1 _Y	11 4	13%
DIRR3 OW																
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Brazil - Shopping Malls																
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Source: J.P. Morgan estimates. J.P. Morgan ratings: OW = Overweight; N = Neutral; UW = Underweight. NC = Not covered; *For properties companies cap rate is based on current figures.



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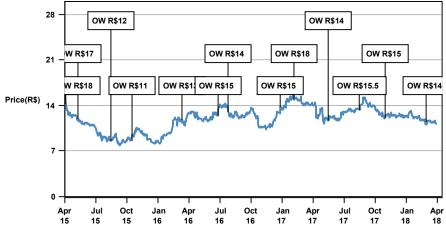
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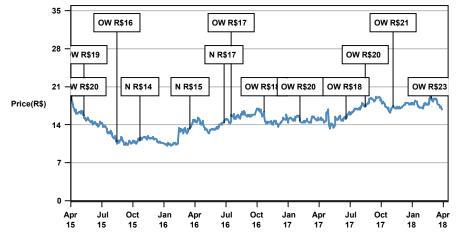
BR Malls (BRML3.SA, BRML3 BZ) Price Chart



Date	Rating	Share Price (R\$)	Price Target (R\$)
24-Apr-15	OW	14.25	18.00
29-May-15	OW	12.05	17.00
02-Sep-15	OW	8.62	12.00
03-Nov-15	OW	8.62	11.00
28-Mar-16	OW	11.82	13.00
12-Jul-16	OW	12.48	15.00
12-Aug-16	OW	13.09	14.00
12-Jan-17	OW	13.80	15.00
22-Feb-17	OW	15.13	18.00
01-Jun-17	OW	11.72	14.00
01-Sep-17	OW	13.46	15.50
16-Nov-17	OW	12.20	15.00
16-Mar-18	OW	11.55	14.00

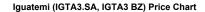
Source: Bloomberg and J.P. Morgan; price data adjusted for stock splits and dividends. Initiated coverage Jul 18, 2011.

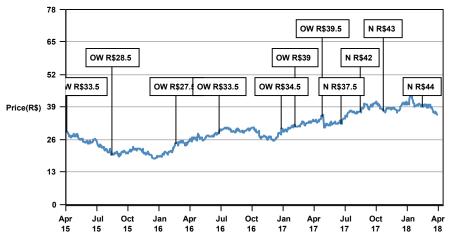
Aliansce (ALSC3.SA, ALSC3 BZ) Price Chart



Date	Rating	Share Price (R\$)	Price Target (R\$)
24-Apr-15	OW	18.50	20.00
29-May-15	OW	15.68	19.00
02-Sep-15	OW	10.92	16.00
09-Nov-15	N	11.15	14.00
04-Apr-16	N	13.25	15.00
12-Jul-16	N	14.32	17.00
04-Aug-16	OW	15.53	17.00
09-Nov-16	OW	16.39	18.00
22-Feb-17	OW	14.73	20.00
07-Jul-17	OW	15.20	18.00
01-Sep-17	OW	17.41	20.00
23-Nov-17	OW	17.28	21.00
14-Mar-18	OW	18.78	23.00

Source: Bloomberg and J.P. Morgan; price data adjusted for stock splits and dividends. Initiated coverage Jun 10, 2010.

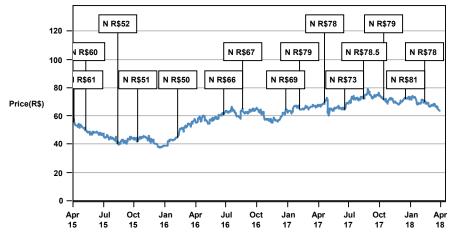




Date	Rating	Share Price (R\$)	Price Target (R\$)
24-Apr-15	OW	29.12	33.50
02-Sep-15	OW	20.15	28.50
09-Mar-16	OW	24.52	27.50
12-Jul-16	OW	28.50	33.50
12-Jan-17	OW	30.33	34.50
22-Feb-17	OW	31.30	39.00
11-May-17	OW	35.11	39.50
07-Jul-17	N	32.25	37.50
01-Sep-17	N	37.22	42.00
08-Nov-17	N	37.42	43.00
01-Mar-18	N	39.02	44.00

Source: Bloomberg and J.P. Morgan; price data adjusted for stock splits and dividends Initiated coverage Jul 18, 2011.

Multiplan (MULT3.SA, MULT3 BZ) Price Chart



Date	Rating	Share Price (R\$)	Price Target (R\$)
24-Apr-15	N	56.06	61.00
29-May-15	N	50.18	60.00
02-Sep-15	N	40.51	52.00
29-Oct-15	N	41.80	51.00
25-Feb-16	N	44.85	50.00
12-Jul-16	N	60.59	66.00
06-Sep-16	N	65.30	67.00
12-Jan-17	N	64.64	69.00
22-Feb-17	N	65.15	79.00
08-May-17	N	69.04	78.00
07-Jul-17	N	64.50	73.00
01-Sep-17	N	72.28	78.50
01-Nov-17	N	71.75	79.00
04-Jan-18	N	72.46	81.00
02-Mar-18	N	70.14	78.00

Source: Bloomberg and J.P. Morgan; price data adjusted for stock splits and dividends. Initiated coverage Jul 18, 2011.

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	(buy)	(hold)	(sell)
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IB clients*	52%	49%	39%
JPMS Equity Research Coverage	45%	43%	13%
IB clients*	72%	67%	57%

^{*}Percentage of investment banking clients in each rating category.

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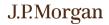
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