J.P.Morgan

Microsoft

Cloud Combustion: Copilots Taking Flight Across Each Layer of Microsoft Stack As Custom Chips Are Added to the Datacenter Fleet

We attended Microsoft's Ignite conference virtually, held November 15-16th in Seattle, WA. In our view, the conference further amplified Microsoft's category leadership in Generative AI, with the company releasing a series of product innovations that infuse AI across each layer of the Microsoft stack. As we have highlighted across our recent research work (see NDR takeaways note, partner survey, and series of recent investor calls with industry experts/Copilot users), we walk away incrementally positive on Microsoft's long-term positioning in the software market and reaffirm our bullish outlier view on the long-term secular tailwinds AI could bring to the business across the infrastructure and application stacks. Of note, whereas Ignite 2022 included some cautious macro commentary, including "more turbulence on the horizon", Ignite 2023 was much more productfocused around AI, with an absence of meaningful commentary around the macro and demand backdrop. Across the roughly 100 new announcements made at the conference, ranging from Copilot adoption and productivity gains, to hardware improvements and security advancements, the following are our key takeaways: 1) Shipping New Custom AI-Focused Chips to Add to Datacenter Fleet. Microsoft announced two new Microsoft-designed chips, building out its fleet of custom silicon as competitors continue to invest in this area of the market. First, Microsoft Azure Maia is an AI Accelerator chip designed to run cloud-based training and inferencing for AI workloads, such as OpenAI models, Bing, GitHub Copilot and ChatGPT. Second, Microsoft Azure Cobalt is a cloud-native chip based on Arm architecture for general purpose workloads; both chips are scheduled to ship in 2024. Microsoft also announced the GA of Azure Boost, a system intended to make storage and networking faster by moving those processes off host servers. In addition, the company highlighted expanded partnerships with AMD and NVIDIA, including the NVIDIA AI foundry service that supports enterprises and startups in the development, tuning and deployment of their own custom AI models on Microsoft Azure while leveraging NVIDIA's foundational models, NeMo framework, and supercomputing capabilities. The chip ambitions lend credence to the view that Microsoft is optimizing the entirety of the stack, and we find the vision and pace of development to be deeply impressive. 2) Copilot Extending its Flight Path Across Microsoft Stack. Following the launch of M365 Copilot, Microsoft announced several other Copilot offerings, including Microsoft Copilot for Service, Copilot in Microsoft Dynamics 365 Guides, and Copilot for Azure. On Copilot for Service (a contact center product), Microsoft discloses a \$50/user/ month list price tag, above the \$30/user/month list price for M365 Copilot. The company also debuted Microsoft Copilot Studio, a low-code tool designed to customize Microsoft Copilot for M365 by integrating business data and enabling users to build custom copilots for internal and external use. Microsoft also shares that its Bing Chat and Bing Chat Enterprise products will now simply become 'Copilot', which will become GA Dec 1st. As a reminder, earlier this year we raised

Overweight

MSFT. MSFT US Price (16 Nov 23):\$376.17

Price Target (Dec-24):\$385.00



Software - Large Cap / Mid & Small Cap

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Quarterly Forecasts (FYE Jun) Adj. EPS (\$) 2023A 2024E 2025E Q1 2.99A 2.98 2.35 Q2 2.73 2.32 3.10 Q3 2 45 2 55 3.09 Q4 2.69 2.69 3.27 9.81 10.96 FY 12.44

Style Exposure

Quant	Current	His	<u>p)</u>		
Factors	%Rank	6M	1Y	3Y	5Y
Value	77	75	67	71	78
Growth	77	72	67	73	82
Momentum	23	37	44	56	17
Quality	3	14	7	7	34
Low Vol	11	12	8	9	8
ESGQ	68	73	17	9	11

Sources for: Style Exposure - J.P. Morgan Quantitative and Derivatives Strategy; all other tables are company data and J.P. Morgan estimates.

See page 7 for analyst certification and important disclosures, including non-US analyst disclosures.

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Company Data	
Shares O/S (mn)	7,462
52-week range (\$)	376.35-219.35
Market cap (\$ mn)	2,806,981.00
Exchange rate	1.00
Free float(%)	99.9%
3M - Avg daily vol (mn)	22.78
3M - Avg daily val (\$ mn)	7,591.2
Volatility (90 Day)	23
Index	S&P 500
BBG BUY HOLD SELL	59 6 0

Key Metrics (FYE Jun)			
\$ in millions	FY23A	FY24E	FY25E
Financial Estimates			
Revenue	211,915	241,546	271,629
Adj. EBIT	89,694	102,264	115,645
Adj. EBITDA	88,523	102,264	115,645
Adj. net income	73,307	81,866	92,976
Adj. EPS	9.81	10.96	12.44
BBG EPS	9.63	11.31	12.99
Cashflow from operations	87,582	102,002	119,048
FCFF	59,475	61,326	75,854
Margins and Growth			
Revenue growth	6.9%	14.0%	12.5%
EBIT margin	42.3%	42.3%	42.6%
EBIT growth	7.6%	14.0%	13.1%
EBITDA margin	41.8%	42.3%	42.6%
EBITDA growth	6.2%	15.5%	13.1%
Net margin	34.6%	33.9%	34.2%
Adj. EPS growth	6.5%	11.7%	13.5%
Ratios			
Adj. tax rate	18.7%	19.2%	19.5%
Interest cover	-	-	-
Net debt/Equity	NM	-	-
Net debt/EBITDA	NM	0.0	0.0
ROE	39.3%	79.4%	-
Valuation			
FCFF yield	2.1%	2.2%	2.7%
Dividend yield	-	-	-
EV/Revenue	11.3	10.2	9.1
EV/EBITDA	27.1	24.1	21.3
Adj. P/E	38.3	34.3	30.2

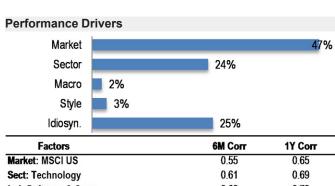
Summary Investment Thesis and Valuation

Investment Thesis

Microsoft enjoys a broad portfolio of strategic products, sits at the intersection of digital transformations and cloud adoption, and CIOs view it as the most critical and indispensable IT megavendor. While MSFT shares are valued at a premium on a P/E basis, we believe this premium is warranted based on faster recent organic revenue growth, robust FCF generation, a relatively stronger position within the enterprise, and our belief that Microsoft has pulled ahead of the pack with a state-of-the-art cloud platform.

Valuation

Our \$385 Dec-24 PT is based on \sim 34x P/E (CY24E) compared to \sim 25x on average for comps.



Factors	6M Corr	1Y Corr		
Market: MSCI US	0.55	0.65		
Sect: Technology	0.61	0.69		
Ind: Software & Serv	0.68	0.79		
Macro:				
Credit Spread	0.20	0.36		
US 10yr Breakeven	-0.09	-0.25		
Crude Oil	-0.35	-0.20		
Quant Styles:				
Value	-0.26	-0.50		
DivYld	-0.28	-0.39		
Growth	-0.21	0.28		

Source: J.P. Morgan Quantitative and Derivatives Strategy for Performance Drivers; company data, Bloomberg Finance L.P. and J.P. Morgan estimates for all other tables. Note: Price history may not be complete or exact.



the idea of de-emphasizing Bing branding, so we support this decision. 3) Broadening Azure AI Capabilities with Model-as-a-Service, Harnessing OpenAI Innovations. Aligning with its commitment to open-source models, Microsoft announces Model-as-a-Service, a new feature in its model catalog that allows developers to integrate the latest AI models, such as Llama 2, to their applications and customize these models without setting up and managing the GPU infrastructure. The company also releases the preview of Azure AI Studio, a platform to more easily build copilots, train your own or ground other foundational and open models, as well as the GA of Vector Search capabilities in Azure AI Search. Following a series of innovations from OpenAI at its recent DevDay, Microsoft shares that its new GPT-3.5 Turbo model will be GA and GPT-4 Turbo will be in public preview in the Azure OpenAI Service at the end of Nov '23. GPT-4 Turbo with Vision is coming soon to preview as well, while DALL-E 3 is now available in public preview in the Azure OpenAI Service. We believe this set of launches demonstrates Microsoft Azure's advantage through its OpenAI relationship, while the company also noted some of these services provided within Azure will be offered at token pricing parity with OpenAI pricing. 4) Adding to its Security Fortress with *Unified SecOps Platform.* As we have noted several times prior, we continue to believe that Microsoft's Security portfolio is an underappreciated growth opportunity for the business, with this product category consistently landing toward the top of our partner survey product momentum scoring. At Ignite, the company released a new *Unified Security Operations Platform*, which combines its Microsoft Sentinel and Microsoft Defender XDR capabilities, while it also adds Security Copilot experiences. In addition, the company announced an expansion of Security Copilot, now embedded within Intune, Purview, and Entra to help with identity access, data security alerts, and "what if" governance and compliance analysis. We continue to view the security market as providing sufficient growth vectors for both Microsoft and a broad range of security specialists. 5) Other Highlights Include Microsoft Fabric GA, Teams, Copilot Feedback. Microsoft also announced the GA of its Fabric product, already adopted by 67% of the Fortune 500, which is an AI-powered platform that unifies data across data estates on a single enterprise-grade data foundation. Regarding Teams, Microsoft again mentions its 320M+MAUs (disclosed in 1Q24), and announces new features around immersive meetings, as well as no-retention transcription. In terms of early feedback on its M365 Copilot launch, the company shares that based on a survey of users in the M365 Copilot Early Access Program: 70% of users said they were more productive (sufficient but with room for improvement, in our view), users were 29% faster at specific tasks, users caught up on missed meetings ~4x faster, 77% of users said once they use Copilot they don't want to give it up (solid in our view), and on average users have saved >10hrs/ month using Copilots (lower than indications we have received from our ecosystem contacts, but very easily justifying the \$30 PUPM price tag, in our view). Net/net: While MSFT continues to encounter some cloud optimization activity applying drag on Azure growth, we see it planting the longer-term seeds for success across Security, Teams, Power Apps and now the forward-looking OpenAI/ChatGPT investments. In addition, headcount reductions show the commitment to efficiency and alignment of OpEx to the new environment. In summary, we continue to see Microsoft as a structural share gainer, while the fundamental trends of modernization and automation remain intact long-term. Maintain OW, \$385 PT.



Investment Thesis, Valuation and Risks

Microsoft (Overweight; Price Target: \$385.00)

Investment Thesis

Microsoft enjoys a broad portfolio of strategic products, sits at the intersection of digital transformations and cloud adoption, and CIOs view it as the most critical and indispensable IT mega-vendor. Our positive bias on Microsoft is rooted in three main factors: 1) global movement toward multi-cloud architectures, benefiting Azure; 2) Microsoft's linkage to large Digital Transformation initiatives, based on our interactions with dozens of CIOs; and 3) favorable positioning for Hybrid Cloud architectures via Azure Stack. While MSFT shares are valued at a premium on a P/E basis, we believe this premium is warranted based on faster recent organic revenue growth, robust FCF generation, a relatively stronger position within the enterprise, and our belief that Microsoft has pulled ahead of the pack with a state-of-the-art cloud platform.

Valuation

Our \$385 Dec-24 PT is based on a ~34x P/E (CY24E) multiple for Microsoft, which is at a premium to its peer comps, which trade at ~25x on average. Tech comps include CRM, AMZN, ADBE, INTU, AAPL, META, and GOOG. The multiple is at a premium to comps to account for relatively stickier / more recurring enterprise software revenue streams as well as long-term upside revenue potential being unlocked by AI capabilities; lower SBC expense yielding purer FCF than peers; and materially less exposure to advertising, e-Commerce, devices, etc., compared to the peer group. Microsoft enjoys a large mix of renewable revenue, which typically earns a company a premium relative to companies with a higher mix of transactional revenue, such as Apple. Our valuation is based on our relative value analysis of mature software companies and our expectation that MSFT can monetize its recently developed AI capabilities to sustain durable topline growth, helping offset incremental CapEx investments to build out its cloud and AI footprint, which may weigh on near-term free cash flow generation.

Risks to Rating and Price Target

Risks to the Downside

Heavy Competition in Both Consumer and Enterprise Markets

Microsoft's participation in a diverse array of markets exposes it to broad competitive pressures. With the exception of Xbox, and to some extent Surface, Microsoft has struggled to find substantial traction in the Consumer device markets to date, and its stronghold within the Enterprise continues to be threatened by competition in the public cloud, open source, operating systems, and server product arenas. While we believe Microsoft is winning the majority of its competitive battles, technology markets and competitor tactics are likely to evolve.

Investments in Growth Products May Not Result in Profitability

Microsoft continues to invest in its core (e.g., Windows, Office) and emerging categories (e.g., Azure, O365, Surface), and while a few of these have reached commercial success, financial success and profitability may not materialize to a satisfactory degree.

Slower-than-Expected Leverage Could Result in EPS Downside



Microsoft's margin profile could proceed slower-than-anticipated and result in EPS downside that could dampen investor sentiment. This could come from slower-than-anticipated revenue growth driven by worsening FX environment or slower adoption of new offerings. A slower-than-anticipated margin improvement for the hardware business could also drive potential downside. Additionally, a slower pace of share repurchases could limit EPS upside and drive the stock below our price target.

Azure Growth Could Decelerate Faster than Expected

Growth in Microsoft Azure has been high-double digits for two years. Our CIO survey work suggests that enterprise IT usage of Azure is likely to gain share vs. Amazon AWS. Our recent field work highlights the view that Azure is as competitive with Amazon AWS as it's ever been; however, AWS remains the top player in the space, which could slow share shifting. Should this occur, there could be downside to our estimates and the stock could react negatively.



Microsoft: Summary of Financials

Income Statement - Annual	FY22A	FY23A	FY24E	FY25E	FY26E	Income Statement - Quarterly		1Q24A	2Q24E	3Q24E	4Q24E
Revenue		211,915				Revenue		56,517A	60,900	60,554	63,576
COGS	(62,650)	-	(75,845)	-	_	COGS	(16,302)A		,	(20,344)
Gross profit	135,620		165,702	,		Gross profit	<u>-</u>	40,215A	41,381	40,874	43,231
SG&A	(27,725)	,	(33,703)		_	SG&A		(6,661)A	(8,323)	(9,032)	(9,687)
Adj. EBITDA	83,383	88,523				Adj. EBITDA	-	26,895A	25,833	24,147	25,388
D&A	-	-	-	-	_	D&A		· -	· -	· -	· -
Adj. EBIT	83,383	89.694	102,264	115.645		Adj. EBIT	-	26,895A	25,833	24,147	25,388
Net Interest	-	-	-	-	_	Net Interest		-	-	, -	-
Adj. PBT	83,716	90.482	101,290	115.498		Adj. PBT	-	27,284A	25,329	23,683	24,994
Tax	,	(16,950)			_	Tax		(4,993)A	(4,939)	(4,618)	(4,874)
Minority Interest	-	-	-		_	Minority Interest		-	-	-	-
Adj. Net Income	69,447	73,307	81,866	92,976		Adj. Net Income	-	22,291A	20,390	19,065	20,120
Reported EPS	9.65	9.68	10.96	12.44	_	Reported EPS		2.99A	2.73	2.55	2.69
Adj. EPS	9.21	9.81	10.96	12.44		Adj. EPS		2.99A	2.73	2.55	2.69
DPS						DPS					
Payout ratio	-	-	_	_	_	Payout ratio		-	-	-	-
Shares outstanding	7,541	7,472	7,468	7,474	-	Shares outstanding		7,462A	7,464	7,470	7,474
Balance Sheet & Cash Flow Statement	FY22A	FY23A	FY24E	FY25E	FY26E	Ratio Analysis	FY22A	FY23A	FY24E	FY25E	FY26E
Cash and cash equivalents	13,931	34,704	0	0		Gross margin	68.4%	69.0%	68.6%	68.3%	
Accounts receivable	44,261	48,688	0	0	-	EBITDA margin	42.1%	41.8%	42.3%	42.6%	-
Inventories	3,742	2,500	0	0	-	EBIT margin	42.1%	42.3%	42.3%	42.6%	-
Other current assets	107,750	98,365	0	0	-	Net profit margin	35.0%	34.6%	33.9%	34.2%	-
Current assets	169,684		0	0							
PP&E	74,398	95,641	0	0	_	ROE	45.0%	39.3%	79.4%	-	-
LT investments	6,891	9,879	0	0	_	ROA	19.9%	18.9%	39.7%	-	-
Other non current assets	113,867	122,199	0	0	_	ROCE	34.8%	31.0%	65.2%	-	-
Total assets	364,840		0	0		SG&A/Sales	14.0%	14.3%	14.0%	13.9%	-
		,				Net debt/equity	NM	NM	-	-	-
Short term borrowings	2,749	5,247	0	0	_						
Payables	19,000	18,095	0	0	_	P/E (x)	40.8	38.3	34.3	30.2	-
Other short term liabilities	73,333	80,807	0	0	_	P/BV (x)	-	-	-	-	-
Current liabilities	95,082		0	0		EV/EBITDA (x)	28.9	27.1	24.1	21.3	-
Long-term debt	47,032	41,990	_	_	_	Dividend Yield	-	-	-	-	-
Other long term liabilities	56,184	59,614	0	0	_						
Total liabilities	198,298		0	0		Sales/Assets (x)	0.6	0.5	1.2	-	-
Shareholders' equity		206,223	0	0	_	Interest cover (x)	-	-	-	-	-
Minority interests	-	-	_	_	_	Operating leverage	107.3%	110.0%	100.2%	105.1%	-
Total liabilities & equity	364.840	411,976	0	0							
BVPS						Revenue y/y Growth	18.0%	6.9%	14.0%	12.5%	-
y/y Growth	_	_	_	_	_	EBITDA y/y Growth	19.3%	6.2%	15.5%	13.1%	-
Net debt/(cash)	(54,976)	(64,025)	0	0	_	Tax rate	13.1%	18.7%	19.2%	19.5%	-
	(0.,0.0)	(0.,020)	·	·		Adj. Net Income y/y Growth	14.5%	5.6%	11.7%	13.6%	-
Cash flow from operating activities	89,035	87,582	102.002	119,048		EPS y/y Growth	15.5%	6.5%	11.7%	13.5%	-
o/w Depreciation & amortization	14,460	13,861	15,621	19,780	_	DPS y/y Growth	-	-	-	-	-
o/w Changes in working capital	446	(2,388)	(3,733)	(6,046)	_						
Cash flow from investing activities		(28,107)									
o/w Capital expenditure		(28,107)			_						
as % of sales	12.0%	13.3%	16.8%	15.9%	_						
Cash flow from financing activities											
o/w Dividends paid	_	_	_	_	_						
o/w Net debt issued/(repaid)	-	-	_	_	_						
(1 /	65,149	59,475	61,326	75,854							
Net change in cash											
Net change in cash Adj. Free cash flow to firm	65,149	59,475	61,326	75,854							

Source: Company reports and J.P. Morgan estimates.

Note: \$ in millions (except per-share data). Fiscal year ends Jun. o/w - out of which



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Source: Bloomberg Finance L.P. and J.P. Morgan; price data adjusted for stock splits and dividends. Initiated coverage Apr 22, 1998. All share prices are as of market close on the previous business day.

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	Overweight (buy)	Neutral (hold)	Underweight (sell)
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IB clients**	65%	64%	51%

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