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# **African Telecoms** Still investing in Africa

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#### Still investing in Africa

France Telecom operates in 17 countries across Africa and competes with MTN in six markets including Cameroon, Cote d'Ivoire and Uganda. Orange now also competes with Vodacom in the DRC. In this report we give an overview of the mobile market and operators in each of these countries to evaluate the relative performance of Orange against MTN and Vodacom during 3Q11.

#### Africa continues to drive revenues

Excluding Egypt and Ivory Coast which were faced with the political unrest, France Telecom's Africa & Middle East operations reported revenue growth for the nine months to date of some 6.5%. This is in the face of a decline of 1.6% in group revenues for the same period. We note the groups Africa & Middle East operations contribute 8.4% of group revenues.

#### Improving subscriber metrics

After a more challenging start to the year, a number of France Telecom's operations across Africa delivered pleasing subscriber results in the quarter. Ivory Coast appears to have turned around while Cameroon is improving post the subscriber registration process. In Uganda the group reported record subscriber acquisitions and the trends in Guinea and Guinea-Bissau also look encouraging.

#### African acquisitions support growth

France Telecom continues to invest in Africa and the strong YoY trends in 3Q11 were boosted by the new operations such as Guinea, Uganda and Niger. France Telecom has also recently announced the acquisition of CCT in the DRC. The group will be recapitalizing this operation to take advantage of the low mobile penetration in a market with a population of close to 70m.

#### Valuation and risks

MTN remains our top pick in the domestic South African telecoms sector. Our recommendation on MTN is a Buy and target price remains R175 based on an exit EV/EBITDA multiple of between 5.5x and 6.0x. Key risks to our positive thesis on the group include a worsening political situation, increased regulatory interference and a weakening of operational currencies.

Our recommendation on Vodacom is Hold with a target price of 8750cps, a forward EV/EBITDA of 6.0x. This valuation is underpinned by a forward dividend yield of 7.8%. Key downside risks would include more aggressive data and voice tariff reductions, which in turn could limit revenue growth. Key upside risks would be a faster turnaround in the African operations.

Our Target price for France Telecom is EUR15.75 derived from a DCF-based SOTP model (key inputs include WACCs of 8%-10% reflecting local market risk free rates, and a terminal growth assumption of 0% for all assets) and our recommendation is a Hold. Key upside risks include better performance from the domestic fixed and key international assets. Key downside risks include stronger than expected macros pressures and increased regulatory pressure in France.

## **Company Update**

**Deutsche Bank** 

	<u> </u>		
Top picks			
MTN (MTNJ.J)	,ZAR138.52		Buy
Companies	featured		
MTN (MTNJ.J)	,ZAR138.52		Buy
	2010A	2011E	2012E
DB EPS (ZAR)	9.07	11.10	13.46
P/E (x)	12.8	12.5	10.3
EV/EBITA (x)	6.9	7.1	6.3
		-	

Vodacom (VOI	)J.J),ZAR89.	.90	Hold		
-	2011A	2012E	2013E		
DB EPS (ZAR)	6.56	7.19	8.30		
P/E (x)	10.1	12.5	10.8		
EV/EBITA (x)	7.8	8.6	7.8		
France Telecom (FTE.PA), EUR13.04 Hold					
	2010A	2011E	2012E		
DB EPS (EUR)	2010A 1.65	2011E 1.72	2012E 1.77		
DB EPS (EUR) P/E (x)					

#### Deutsche Bank AG/London

All prices are those current at the end of the previous trading session unless otherwise indicated. Prices are sourced from local exchanges via Reuters, Bloomberg and other vendors. Data is sourced from Deutsche Bank and subject companies. Deutsche Bank does and seeks to do business with companies covered in its research reports. Thus, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making their investment decision. DISCLOSURES AND ANALYST CERTIFICATIONS ARE LOCATED IN APPENDIX 1. MICA(P) 146/04/2011.

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# **Still investing in Africa**

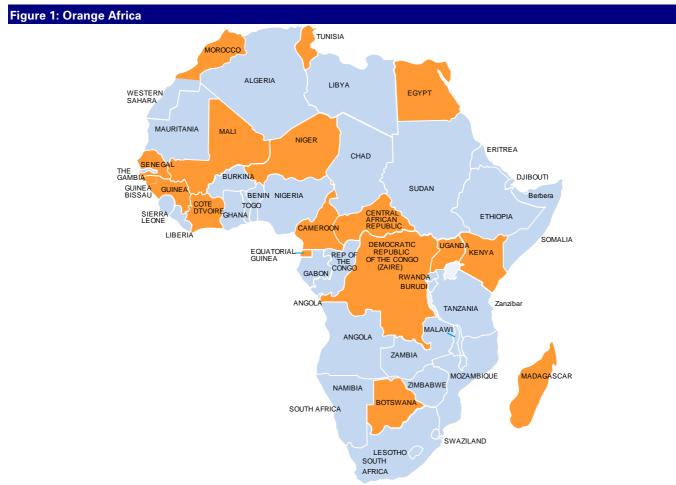
#### Overview

- France Telecom (FTE.PA, Hold, TP EUR15.75) reported results for the period ending 30Septembr 2011 on 27 October 2011 with total revenues of EUR11.3bn, EBITDA of EUR4.0bn and subscribers of 221m
- The groups operations in Africa and Middle East have seen subscribers steadily increase over this year recording subscribers of 66m, 67m and 70m for 1Q11, 2Q11 and 3Q11 respectively. Today these operations account for more than 30% of group subscribers.
- Excluding Egypt and Ivory Coast which were faced with the political unrest, the groups African and Middle East operations reported revenue growth for the nine months to date of some 6.5%.
- In Ivory Coast Orange is booting investment following the period of unrest in the second quarter (2Q11). In Mali, Nigeria and Kenya Orange has accelerated the capex investment mainly related to the launch of 3G in these markets.
- In Ivory Coast Orange reported 2Q11 revenue decline of some 28% YoY and in the past three months (3Q11) this improved markedly and revenues were down only 3.5% YoY, with further upside anticipated for the balance of the year.
- France Telecom continues to invest in Africa and the strong YoY trends in 3Q11 were boosted by the new operations such as Guinea, Uganda and Niger. France Telecom has also recently announced the acquisition of CCT in the DRC.
- Across the groups Africa and Middle East operations the groups Orange Money customers have reached an impressive 2.7m. While the short term revenue impact is marginal we would expect this to help reduce churn over the medium term.
- Orange has also seen investment in undersea cables increase over the past few months with this being driven by ACE and LION2. We note the investment in the undersea cables is key to supporting the medium term data strategy.
- The ongoing investment from top-tier operators such as France Telecom in the African markets as they search for growth opportunities will, in our view, drive further increase in competitive activities for the likes of MTN and Vodacom.

# **Orange Africa**

#### **Overview**

The chart below details the operations of Orange across the African continent with includes some larger markets such as Cameroon, Cote d'Ivoire, Egypt and Kenya. Orange competes with MTN in six markets across Africa and with Vodacom in the DRC.



### Cameroon

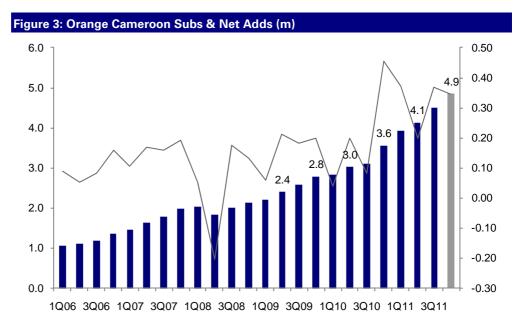
Overview

A single fixed-line operator and effectively two mobile operators in Cameroon Today there is a single fixed-line operator and effectively two mobile operators in Cameroon. Camtel, the current fixed-line incumbent, also has a mobile license and there is an ongoing process around the privatisation of Camtel which could see a more meaningful third mobile license. We note however that this process has been ongoing for a number of years and we are not expecting any changes in the short term

	FY08	FY09	FY10	3Q11	Mkt Share
MTN	3,574,000	4,364,000	4,792,000	5,464,000	51.5%
Orange	2,137,000	2,788,000	3,566,000	4,506,000	42.4%
Camtel	0	350,000	550,000	650,000	6.1%
TOTAL	5,711,000	7,502,000	8,908,000	10,620,000	100.0%

#### **Orange Cameroon**

A solid period with net additions in the quarter (3Q11) of 396,00 In the figure below we detail the quarterly subscriber growth for Orange Cameroon over the past 23 reporting periods as well as our forecasts through to December 2011. Orange Cameroon recorded a solid period with net additions in the quarter (3Q11) of 396,000, well ahead of the 84,000 reported in the prior year period. The subscriber registration process is starting to work its way through the system.



#### **MTN Cameroon**

Net additions of 585,000, well ahead of the 369,000 reported by Orange In the figure below we detail the quarter subscriber growth for MTN Cameroon over the past 23 reporting periods. MTN Cameroon reported third quarter (3Q11) net additions of 585,000, well ahead of the 369,000 reported by Orange Cameroon. MTN had over the past few years seen a steady decline in its market share although now in the past six months this trend appears to have reversed again.



Source: Deutsche Bank, Company data

#### Mobile banking

Orange Cameroon formally launched its mobile banking initiative Towards the end of September 2011 following the initial pilot phase Orange Cameroon formally launched its mobile banking initiative under the 'Orange Money' brand. This initiative has been done in co operation with the International Bank of Cameroon. MTN's mobile banking initiative in Cameroon is done in partnership with Afriland. Formal banking penetration is thought to be as low as 10% in Cameroon.

## **Ivory Coast**

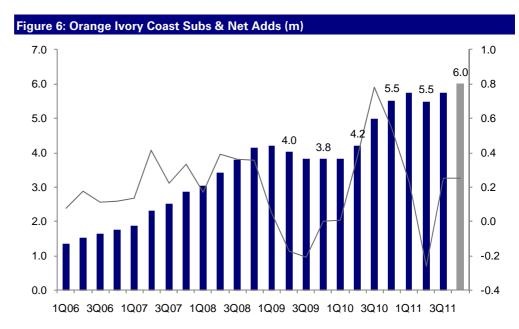
#### Overview

Two fixed-line operators and effectively four mobile operators today The lvory Coast has two fixed-line operators and effectively four mobile operators today. LAP (Libyan African Portfolio) also holds a mobile license in the region. MTN and Orange remain the dominant operators in the region and today mobile penetration is estimated at approximately 65%. Again we highlight that subscriber definitions vary amongst the operators.

Figure 5: Ivory Coast Mobile Subscribers					
	FY08	FY09	FY10	3Q11	Mkt Share
Orange	4,143,000	3,817,000	5,529,000	5,748,000	37.6%
MTN	3,562,000	4,424,000	5,381,000	5,944,000	38.9%
Atlantique	1,700,000	2,000,000	2,300,000	2,525,000	16.5%
KoZ	550,000	700,000	900,000	1,050,000	6.9%
TOTAL	9,955,000	10,941,000	14,110,000	15,267,000	100.0%
Source: Deutsche Bank, Com	pany data				

#### **Orange Ivory Coast**

An improvement on the challenging result from the prior quarter In the figure below we detail the quarterly subscriber growth for Orange Ivory Coast over the past 23 reporting periods as well as our forecasts through to December 2011. Orange Ivory Coast reported a solid result with net additions in the quarter (3Q11) of 250,000, an improvement on the challenging result from the prior quarter (2Q11). Orange use the subscriber definition as given by the local regulator (ATCI).



#### **MTN Ivory Coast**

300,000, well ahead of the 148,000 additions reported by Orange Ivory Coast In the figure below we detail the quarter subscriber growth for MTN Ivory Coast over the past 23 reporting periods. MTN Ivory Coast reported third quarter (3Q11) net additions of 300,000, well ahead of the 148,000 additions reported by Orange Ivory Coast. MTN has over the past two years seen a fairly stable performance in its market share in Ivory Coast. MTN management report market share of 37%.



Source: Deutsche Bank, Company data

#### **MTN facilitates payments**

The World Food Programme (WFP) will be facilitating monthly payments to in excess of 50,000 families in Abidjan via MTN's network. Identified individual will receive notification via SMS of the payment and will in turn be able to withdraw the cash from an MTN kiosk in Abidjan. This initiative highlights the potential benefits of mobile technology in supporting the un-banked masses across Africa.

### **Botswana**

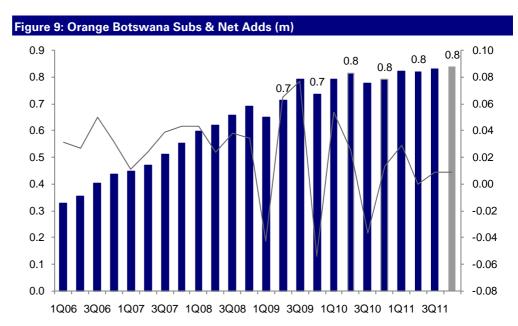
#### Overview

Three mobile operators with the third mobile player a relatively new entrant Today there are two fixed-line and three mobile operators with the third mobile player a relatively new entrant into the market. France Telecom is the holder of one of the fixed-line licenses that the business was awarded in 2007. Current mobile penetration in Botswana is estimated at over 100% and given this high level of penetration we would expect growth to slow in the coming year

	FY08	FY09	FY10	3Q11	Mkt Share
Orange	692,000	737,000	792,210	830,000	30.6%
MTN	969,000	1,202,000	1,414,000	1,509,000	55.6%
BTC	60,000	175,000	300,000	375,000	13.8%
TOTAL	1,721,000	2,114,000	2,506,210	2,714,000	100.0%

#### **Orange Botswana**

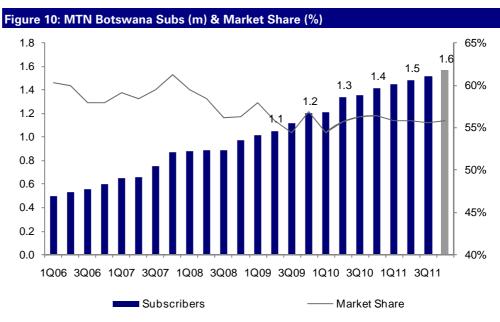
Another unexciting quarter (3Q11) with net connections of approximately 9,000 In the figure below we detail the quarterly subscriber growth for Orange Botswana over the past 23 reporting periods as well as our forecasts through to December 2011. Orange Botswana reported another unexciting quarter (3Q11) with net connections of approximately 9,000. Given the high levels of penetration in Botswana the market remains highly competitive.



#### **MTN Botswana**

The past two years seen a fairly stable performance in its market share

In the figure below we detail the quarter subscriber growth for MTN Botswana over the past 23 reporting periods. MTN Botswana reported third quarter (3Q11) net additions of 28,000. MTN has over the past two years seen a fairly stable performance in its market share and managed to consistently grow its subscriber base despite the high levels of penetration in the market.



Source: Deutsche Bank, Company data

#### **Delay in privatization of BTC**

Originally due to be completed in August 2011 has been delayed The planned privatization of a 49% stake in BTC (Botswana Telecoms Corporation) which was originally due to be completed in August 2011 has been delayed as the various stake holders continue to debate the issues of privatization and economic empowerment of the population. It is unlikely that this matter will be resolved in the short term and we now expect this to be concluded in the second half of 2012.

# Guinea

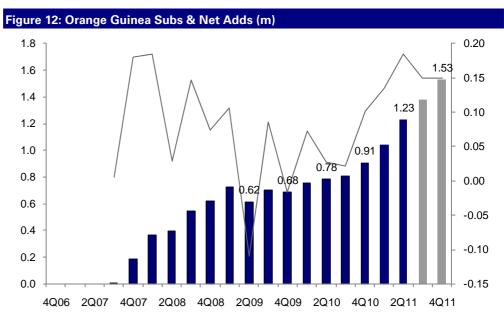
**Overview** 

Single fixed-line operator and five mobile licenses in Guinea Today there is a single fixed-line operator and five mobile licenses in Guinea, with a number of the newer operators like Intercel and Cellcom delivering strong growth and gaining market share. MTN remains the dominant operator in this small West African region. Current mobile penetration is approximately 35% so the opportunity remains for the newer operators to make further inroads in the market.

	FY08	FY09	FY10	3Q11	Mkt Share
Orange	618,000	684,000	907,000	1,377,000	22.8%
MTN	970,000	1,273,000	1,761,000	2,183,000	36.1%
Sotelgui	695,000	775,000	855,000	915,000	15.1%
Intercel	175,000	210,000	230,000	245,000	4.1%
Cellcom	500,000	975,000	1,175,000	1,325,000	21.9%
TOTAL	2,958,000	3,917,000	4,928,000	6,045,000	100.0%

#### **Orange Guinea**

188,000, well up on the 28,000 additions reported in the prior year period In the figure below we detail the quarterly subscriber growth for Orange Guinea over the past 16 reporting periods as well as our forecasts through to December 2011. Orange Guinea reported subscribers on a three-months in arrears basis and the business reported second quarter (2Q11) net additions of 188,000, well up on the 28,000 additions reported in the prior year period (2Q10).



#### **MTN Guinea**

Net additions of 73,000, well up on the 19,000 reported in the prior year period In the figure below we detail the quarter subscriber growth for MTN Guinea over the past 23 reporting periods. MTN Guinea reported third quarter (3Q11) net additions of 73,000, well up on the 19,000 reported in the prior year period (3Q10). MTN has over the past two years seen some modest gains in market share in Guinea, although we caution that accurate subscriber data is not always available.



## **Guinea-Bissau**

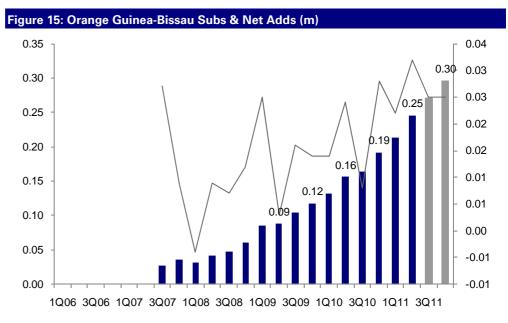
Overview

Competition in Guinea-Bissau is relatively less intense With a single fixed-line incumbent, Guinea-Bissau Telecom, and three mobile operators, competition in Guinea-Bissau is relatively less intense, although with a population of approximately 1.6m the opportunity is limited. Current mobile penetration in Guinea-Bissau is estimated at 55%. Growth in 2009 and 2010 was relatively strong although in 2011 growth has slowed somewhat.

	FY08	FY09	FY10	3Q11	Mkt Share
Orange	60,000	118,000	192,000	271,000	28.2%
MTN	343,000	413,000	568,000	587,000	61.0%
Guinea-Bissau Tele	71,000	83,000	95,000	104,000	10.8%
TOTAL	474.000	614.000	855.000	962,000	100.0%

#### **Orange Guinea-Bissau**

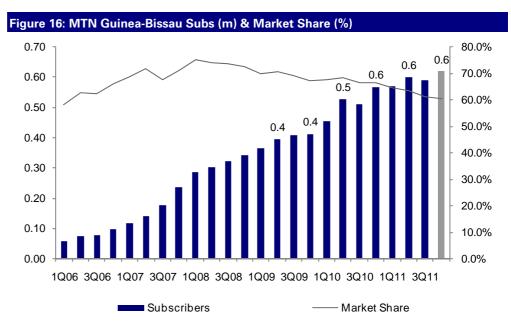
A solid result and the business continues to gain market share In the figure below we detail the quarterly subscriber growth for Orange Guinea-Bissau over the past 16 reporting periods as well as our forecasts through to December 2011. Orange Guinea-Bissau reports subscribers three months in arrears and the 32,000 net additions in the second quarter (2Q11), was a solid result and the business continues to gain market share at the expense of MTN.



#### **MTN Guinea-Bissau**

Ongoing economic and political challenges in the region

In the figure below details the quarter subscriber growth for MTN Guinea-Bissau over the past 23 reporting periods. MTN Guinea reported third quarter (3Q11) net disconnections of some 12,000, following a reasonable second quarter (2Q11) performance. The ongoing economic and political challenges in the region make for a challenging operating environment for the mobile operators.



# Uganda

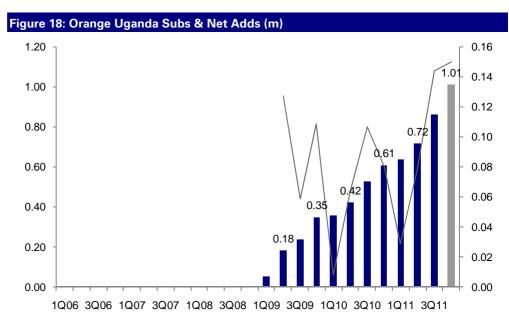
#### Overview

The highly competitive landscape in the country mobile There are currently two fixed-line operators, including Uganda Telecom and MTN as well as five existing mobile operators with the recent entrance of a sixth mobile operator in the 4Q09 Notwithstanding the highly competitive landscape in the country mobile penetration is estimated at some 40%. MTN remains the leading mobile operator followed by Zain/Bharti. Detailed subscriber data is not available from all operators.

	FY08	FY09	FY10	3Q11	Mkt Share
MTN	3,523,000	5,222,000	6,463,000	7,508,000	48.0%
Orange	-	350,000	609,000	861,000	5.5%
Zain	2,078,000	1,925,000	2,650,000	3,250,000	20.8%
Warid	725,000	1,150,000	1,650,000	1,950,000	12.5%
UTL Telecel	1,225,000	1,525,000	1,825,000	2,050,000	13.1%
Itel		2,500	5,500	7,000	0.0%
TOTAL	7,551,000	10,174,500	13,202,500	15,626,000	100.0%

#### **Orange Uganda**

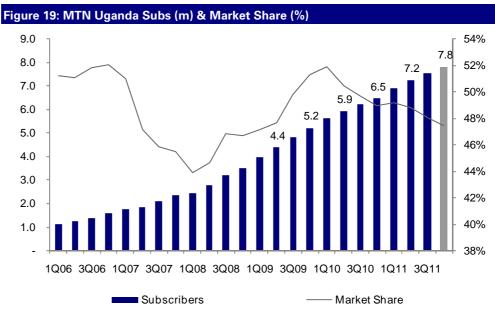
Net additions of 144,000, record net additions since launching operations In the figure below we detail the quarterly subscriber growth for Orange Uganda over the past 11 reporting periods as well as our forecasts through to December 2011. Orange Uganda reported third quarter (3Q11) net additions of 144,000, record net additions since launching operations. The market in Uganda remains highly competitive and the performance from Orange in recent months looks encouraging.



#### **MTN Uganda**

The past two years seen a gradually declining market share trend

In the figure below we detail the quarter subscriber growth for MTN Uganda over the past 23 reporting periods. MTN Uganda reported third guarter (3Q11) net additions of 267,000, below the average recorded over the past couple of years. MTN has over the past two years seen a gradually declining market share trend although calculating this remains challenging given the limited disclosure. MTN reported 1H11 market share of 55%.



Source: Deutsche Bank. Company data

#### Increasingly competitive market

There are 42 licensed telecoms operators in Uganda

The Ugandan communications Commission (UCC) has noted there are 42 licensed telecoms operators in Uganda providing a variety of telecoms services. To date only MTN pay the mandatory 1.0% of profits to the UCC with the other operators yet to achieve break even. With five mobile operators of some significance we do not expect the competitive environment to get any easier.

# DRC

**Overview** 

A single fixed-line and as many as eight mobile operators in the DRC today There is currently a single fixed-line and as many as eight mobile operators in the DRC today. However, we note only Bharti, Vodacom and Millicom offer mobile services of any significance. Some changes in subscriber reporting metrics have impacted relative performance, although we note Millicom has made continued gains in market share. MTN's Rwandan business operates in the northeastern DRC under the brand Supercell.

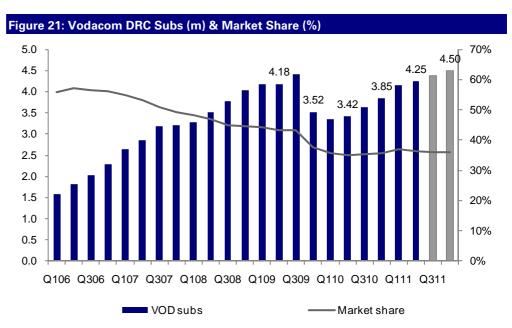
	2008	2009	2010	3Q11	Mkt Share
Vodacom	4,042,000	3,522,000	3,847,000	4,370,000	36.1%
Bharti	3,303,000	3,567,000	3,925,000	4,300,000	35.6%
Millicom	1,048,419	1,511,105	2,156,151	2,474,447	20.5%
Orange				100,000	0.8%
OTHER	675,000	775,000	875,000	850,000	7.0%
TOTAL	9,068,419	9,375,105	10,803,151	12,094,447	100.0%

### **Orange DRC**

Confirmed in recent weeks they are acquiring 100% of the operations of CCT France Telecom confirmed in recent weeks they are acquiring 100% of the operations of CCT (Congo China Telecom ) in the DRC. FT will acquire ZTE's 51% stake for \$10m and the government's 49% stake for \$7m. The combined transaction is consistent with and enterprise value for the business of \$196m. France Telecom will also be providing additional capital of \$185m in several installments.

#### Vodacom DRC

Vodacom recorded net additions of 90,000 losing some market share The chart below details Vodacom's quarterly subscriber growth over the past 22 reporting periods. At December 2009 Vodacom changes its subscriber activity rules which resulted in the net disconnection of a number of subscribers notwithstanding the continued growth in gross additions. For the period to 30 June 2011 Vodacom recorded net additions of 90,000 losing some market share.



# Conclusion

#### **Overview**

France Telecom operates in 17 countries across Africa and competes with MTN in six markets including Cameroon, Cote d'Ivoire and Uganda. Orange now also competes with Vodacom in the DRC. In this report we give an overview of the mobile market and operators in each of these countries to evaluate the relative performance of Orange against MTN and Vodacom during 3Q11.

MTN remains our top pick in the domestic South African telecoms sector. Our recommendation on MTN is a Buy and target price remains R175 based on an exit EV/EBITDA multiple of between 5.5x and 6.0x. Key risks to our positive thesis on the group include a worsening political situation, increased regulatory interference and a weakening of operational currencies.

Our recommendation on Vodacom is Hold with a target price of 8750cps, a forward EV/EBITDA of 6.0x, This valuation is underpinned by a forward dividend yield of 7.8%. Key downside risks would include more aggressive data and voice tariff reductions, which in turn would limit revenue growth. Key upside risks would be a faster turnaround in the African operations.

# Appendix 1

#### Important Disclosures

Additional information available upon request

Disclosure checklist					
Company	Ticker	Recent price*	Disclosure		
MTN	MTNJ.J	138.52 (ZAR) 31 Oct 11	3,7,8,14		
Vodacom	VODJ.J	89.90 (ZAR) 31 Oct 11	NA		
France Telecom	FTE.PA	13.04 (EUR) 31 Oct 11	1,6,7,8,14,17		

\*Prices are sourced from local exchanges via Reuters, Bloomberg and other vendors. Data is sourced from Deutsche Bank and subject companies.

### Important Disclosures Required by U.S. Regulators

Disclosures marked with an asterisk may also be required by at least one jurisdiction in addition to the United States. See "Important Disclosures Required by Non-US Regulators" and Explanatory Notes.

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- 6. Deutsche Bank and/or its affiliate(s) owns one percent or more of any class of common equity securities of this company calculated under computational methods required by US law.
- 7. Deutsche Bank and/or its affiliate(s) has received compensation from this company for the provision of investment banking or financial advisory services within the past year.
- 8. Deutsche Bank and/or its affiliate(s) expects to receive, or intends to seek, compensation for investment banking services from this company in the next three months.
- 14. Deutsche Bank and/or its affiliate(s) has received non-investment banking related compensation from this company within the past year.

#### Important Disclosures Required by Non-U.S. Regulators

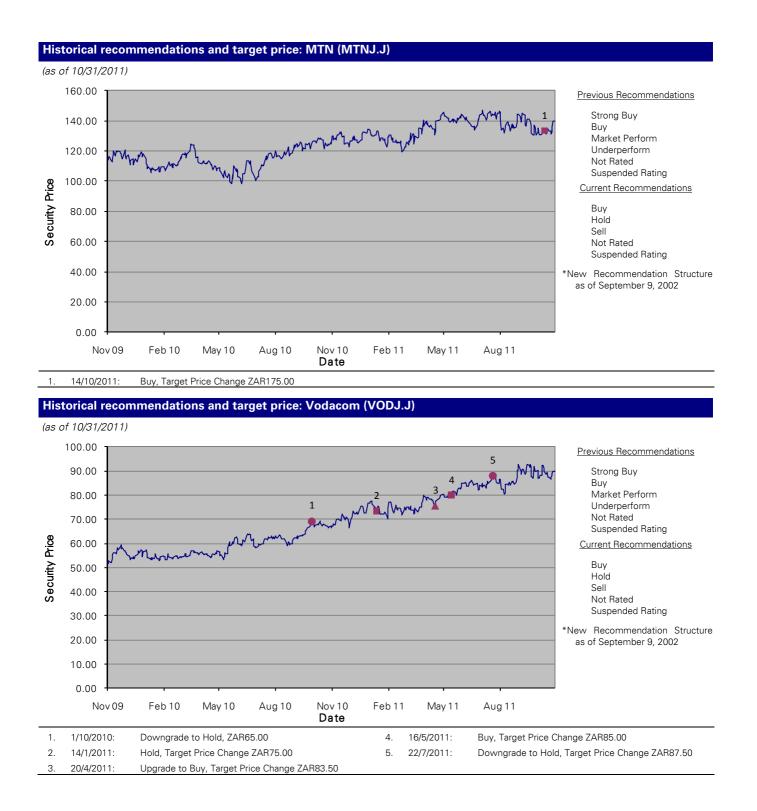
Please also refer to disclosures in the "Important Disclosures Required by US Regulators" and the Explanatory Notes.

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- 6. Deutsche Bank and/or its affiliate(s) owns one percent or more of any class of common equity securities of this company calculated under computational methods required by US law.
- 7. Deutsche Bank and/or its affiliate(s) has received compensation from this company for the provision of investment banking or financial advisory services within the past year.
- 17. Deutsche Bank and or/its affiliate(s) has a significant Non-Equity financial interest (this can include Bonds, Convertible Bonds, Credit Derivatives and Traded Loans) where the aggregate net exposure to the following issuer(s), or issuer(s) group, is more than 25m Euros.

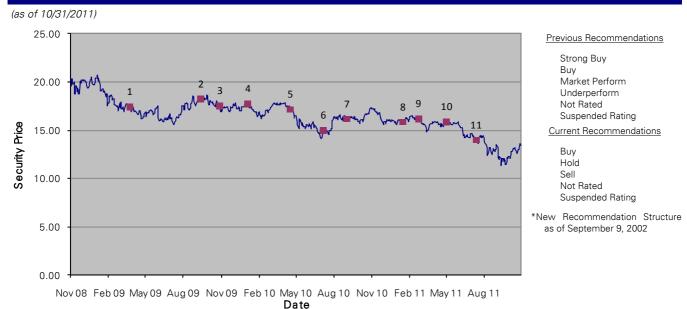
For disclosures pertaining to recommendations or estimates made on securities other than the primary subject of this research, please see the most recently published company report or visit our global disclosure look-up page on our website at <a href="http://gm.db.com/ger/disclosure/DisclosureDirectory.egsr">http://gm.db.com/ger/disclosure/DisclosureDirectory.egsr</a>.

#### **Analyst Certification**

The views expressed in this report accurately reflect the personal views of the undersigned lead analyst about the subject issuers and the securities of those issuers. In addition, the undersigned lead analyst has not and will not receive any compensation for providing a specific recommendation or view in this report. Nik Kershaw



#### Historical recommendations and target price: France Telecom (FTE.PA)



1.	25/3/2009:	Hold, Target Price Change EUR20.00	7.	3/9/2010:	Hold, Target Price Change EUR16.50
2.	14/9/2009:	Hold, Target Price Change EUR21.30	8.	17/1/2011:	Hold, Target Price Change EUR17.30
3.	30/10/2009:	Hold, Target Price Change EUR21.00	9.	24/2/2011:	Hold, Target Price Change EUR16.80
4.	6/1/2010:	Hold, Target Price Change EUR20.60	10.	3/5/2011:	Hold, Target Price Change EUR16.75
5.	19/4/2010:	Hold, Target Price Change EUR20.00	11.	14/7/2011:	Hold, Target Price Change EUR15.75
6.	8/7/2010:	Hold, Target Price Change EUR16.00			

#### Equity rating key

**Buy:** Based on a current 12- month view of total shareholder return (TSR = percentage change in share price from current price to projected target price plus projected dividend yield), we recommend that investors buy the stock.

**Sell:** Based on a current 12-month view of total shareholder return, we recommend that investors sell the stock

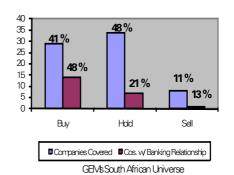
**Hold:** We take a neutral view on the stock 12-months out and, based on this time horizon, do not recommend either a Buy or Sell.

#### Notes:

 Newly issued research recommendations and target prices always supersede previously published research.
Ratings definitions prior to 27 January, 2007 were:

Buy: Expected total return (including dividends) of 10% or more over a 12-month period Hold: Expected total return (including dividends) between -10% and 10% over a 12-month period Sell: Expected total return (including dividends) of -10% or worse over a 12-month period

#### Equity rating dispersion and banking relationships



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