BAIRD

Business Process Outsourcing

Commentary from Bank Q1 Earnings Calls and CardFlight/Womply

Below is some commentary from JPM/WFC/USB/BAC/C Q1 earnings calls. We also include some commentary from CardFlight and Womply data. The overall data seems to imply overall retail/card spend down ~25-30% yoy in late March (USB way worse due to heavy travel). JPM/WFC/USB/BAC are covered by Baird analyst David George; Baird does not provide coverage for C.

- **JPM commentary:**
  - Aggregate spend down 13% yoy in March with trends continuing in April
  - Spend at supermarkets, wholesale clubs, and discount stores are starting to normalize (from increased spending in March)
- **WFC commentary:**
  - ATM txns down 17% yoy in month of March
  - Consumer spend down 25% last week
  - Full month of March credit volume down 15% yoy
  - Full month of March debit similarly down, but to less extent (down 5% yoy in March)
- **USB commentary:**
  - Merchant sales volumes down 50-60% yoy in the second half of March; was up mid/high single-digits in Jan/Feb
  - Raised mobile check deposit limits for many customers using the mobile app
  - Within merchant business, ~28% of revenue is directly tied to travel/hospitality and ~27% is directly tied to retail (both significantly impacted)
  - Airlines have been down 85-95% yoy depending on the week
  - Assumes merchant continues to be down 50-60% yoy (base case for Q2)
- **BAC commentary:**
  - Credit/debit payments were growing 7-8% yoy in Jan/Feb and only grew ~2% in March; has fallen into negative territory in April
  - Total spending (cash from ATMs, checks, ACH, credit, debit) has gone from ~ $60-65 billion/week in Jan/Feb to low-$50 billion in mid-April (has stabilized around this level the last few weeks)
  - BAC Zelle txn growth was +76% in Q1 (BAC didn't note Q4 transaction growth); overall Zelle txn growth across all banks was +70% in Q4 (per Early Warning).
  - BAC Zelle volume growth was +69% in Q1 (BAC didn't note Q4 volume growth); overall Zelle volume growth across all banks was +60% in Q4 (per Early Warning).
- **Citi commentary:**
  - Purchase sales grew ~10% in Jan/Feb; declined significantly in late March
  - Seeing some early signs of activity picking up in China
  - US card spend down ~30% in the last week of March (Travel down ~75%; Dining and Entertainment down ~60%; Discretionary retail down ~50%; Essentials up ~10%)
  - Expects pressure on purchase volumes to continue through Q2
- **CardFlight**
  - Over the past few weeks, transactions have been down ~50% and total $$ volume has been down ~26-29% relative to 3/2-3/8 (used as baseline week)...we view these as a reasonable yoy proxy for March exit rates.
- **Womply**
  - Industries appear to be fairly stable vs. last week except grocery, which has decelerated to ~18% yoy growth (was ~30-40% yoy before).

INDUSTRY FLASH REPORT

Prices as of 4/15/2020

Ticker	Price	Mkt Cap (mil)	Rating	Risk
FIS	$120.16	$74,860	O	A
FISV	$93.66	$65,066	O	L
GPN	$140.78	$42,558	O	A
MA	$257.14	$260,483	O	H
V	$165.96	$375,899	O	A

Sources: FactSet and Baird Data

Please refer to Appendix - Important Disclosures and Analyst Certification

David J. Koning, CFA
Sr. Research Analyst
dkoning@rwbaird.com
414.298.7494

Robert W. Bamberger, CFA
Research Associate
rbamberger@rwbaird.com
414.298.5094

Patrick A. Schulz, CFA
Research Analyst
pschulz@rwbaird.com
414.298.6218

Valuation & Risks

FIS (FIS)

Valuation
Our $145 price target reflects ~21X our 2021E EPS of $6.94. This reflects ~35% premium to the current S&P's NTM P/E, above the FIS/WP three-year combined average of 17%, as faster-growth Worldpay is now in the FIS/WP fold and EPS likely grows faster over the next few years.

Risks
Risks include bank consolidation, bank spending fluctuations, acquisition integration, pricing pressure, client concentration, and currency fluctuations.

Fiserv, Inc. (FISV)

Valuation
Our $112 price target reflects ~21.5X our 2021E EPS of $5.24. This reflects ~35% premium to the S&P's NTM P/E, similar to FISV's three-year average of ~30%. We think faster growth profile is offset by slightly higher leverage, resulting in an average premium of the past few years.

Risks
Bank consolidation, economic fluctuations, acquisition integration, acquisition not going through, pricing pressure, regulatory pressure.

Global Payments Inc. (GPN)

Valuation
Our $160 price target reflects ~21X our 2021E EPS of $7.60, reflecting ~35% premium to the S&P's NTM P/E (three-year average 27%; range 6-45% premium), given we expect very strong EPS growth off the 2020 base.

Risks
Risks include economic sensitivity, acquisition integration, currency sensitivity, regulation, litigation, alternate payments systems.

MasterCard Incorporated (MA)

Valuation
Our $250 price target reflects ~28.5X our 2021E EPS of $8.75, reflecting ~100% premium to the S&P's NTM P/E, above the three-year average of 73% (five-year high of ~102%). Late in an expansion (or early in recession), we think investors like the relative long-term resilience/secular growth of MA.

Risks
Risks include consumer spending fluctuations, regulatory risk, litigation risk, currency fluctuations, international travel fluctuations, pricing pressure, alternative payment systems, acquisition integration risk.

Visa Inc. (V)

Valuation
Our $175 price target reflects ~28.5X our C2021E EPS of $6.11. This reflects ~82% premium to the S&P's NTM P/E, near the three-year high of 86% (above three-year average of ~54%). Late in an expansion (or early in recession), we think investors like the relative long-term resilience/secular growth.

Risks
Risks include consumer spending fluctuations, regulatory risk, litigation risk, currency fluctuations, international travel fluctuations, alternative payment systems, pricing pressure, acquisition integration risk.

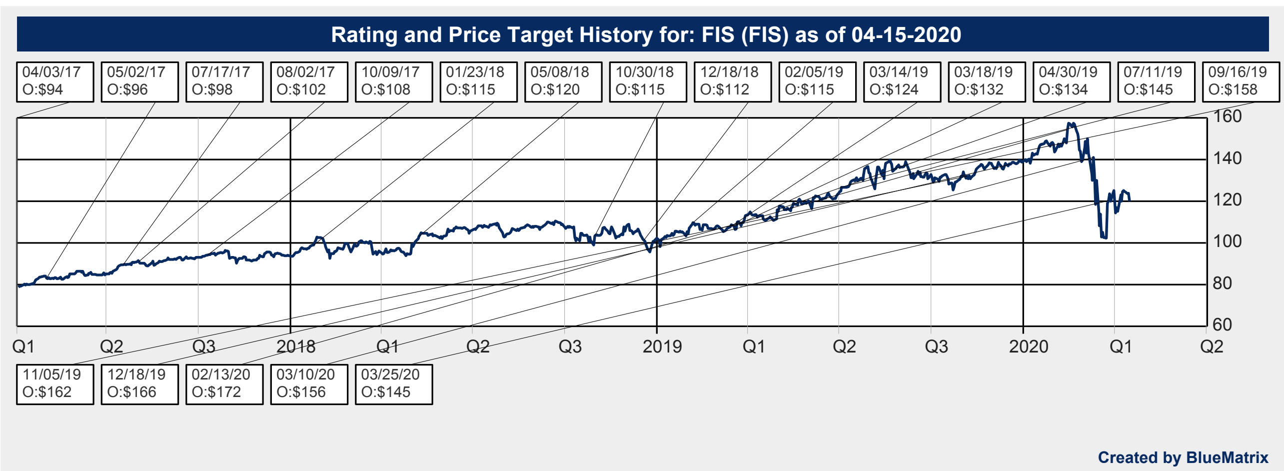
Appendix - Important Disclosures and Analyst Certification

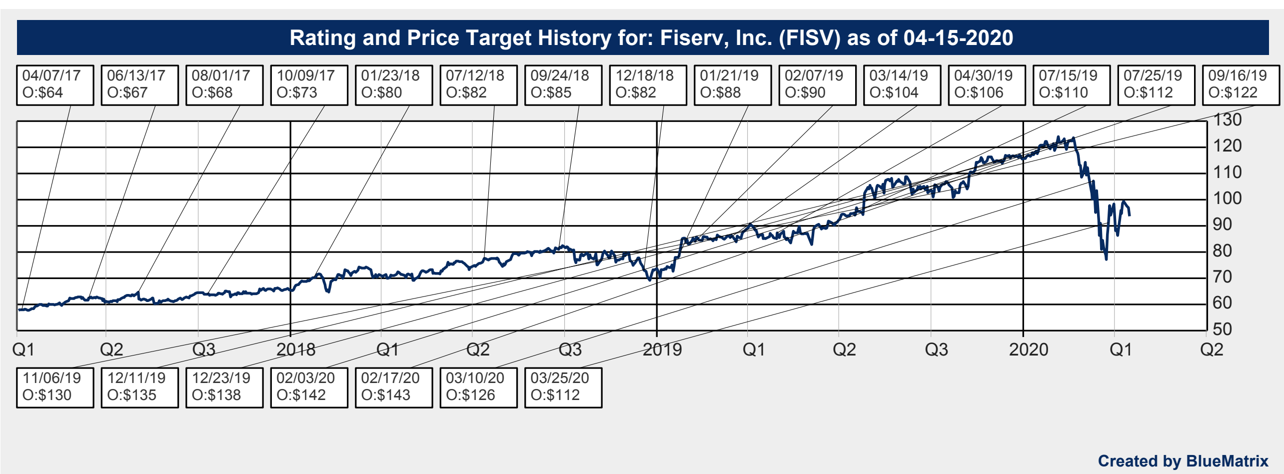
Approved on 16 April 2020 14:30EDT/ Published on 16 April 2020 14:35EDT.

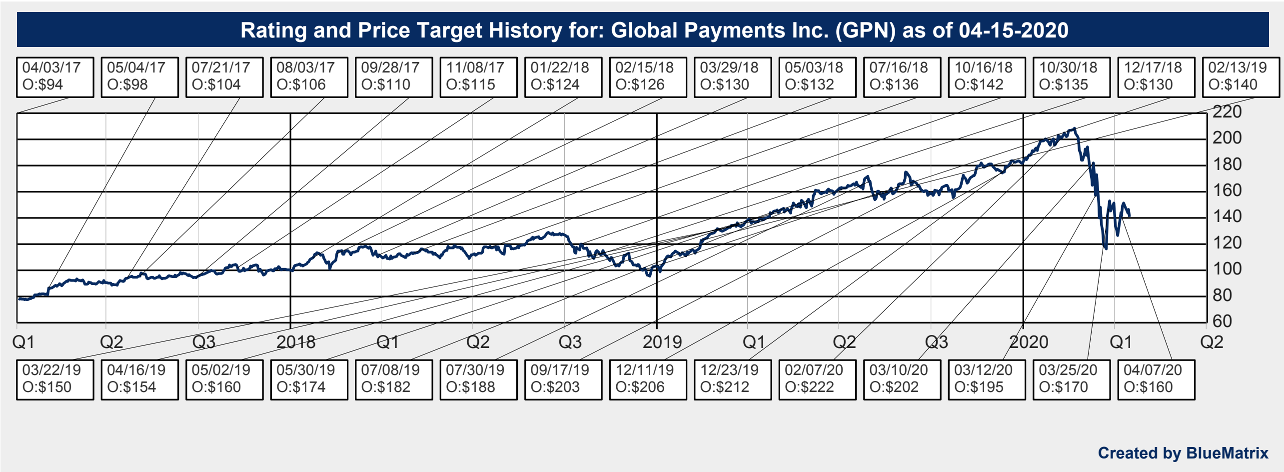
Covered Companies Mentioned

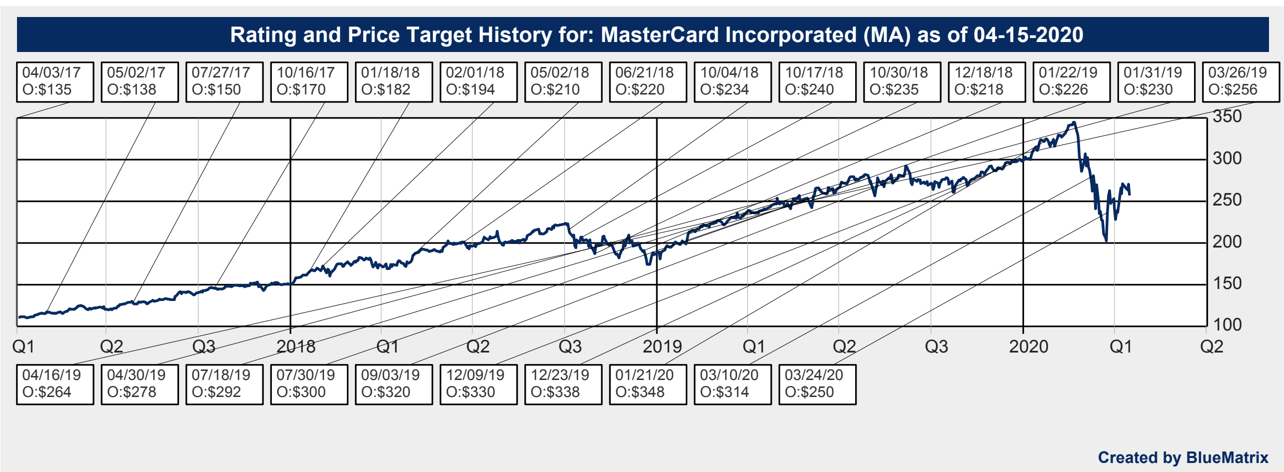
All stock prices below are the 4/15/2020 closing price.

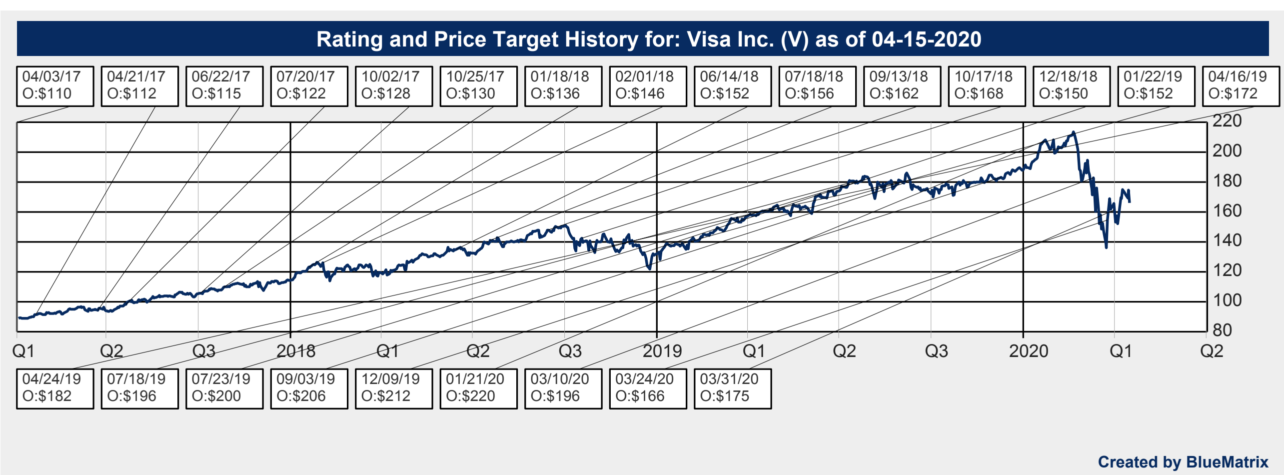
FIS (FIS - $120.16 - Outperform)
Fiserv, Inc. (FISV - $93.66 - Outperform)
Global Payments Inc. (GPN - $140.78 - Outperform)
MasterCard Incorporated (MA - $257.14 - Outperform)
Visa Inc. (V - $165.96 - Outperform)
(See recent research reports for more information)











1 Robert W. Baird & Co. Incorporated makes a market in the securities of FIS, FISV, GPN, MA and V.

Appendix – Important Disclosures and Analyst Certification

Robert W. Baird & Co. Incorporated ("Baird") and/or its affiliates expect to receive or intend to seek investment-banking related compensation from the company or companies mentioned in this report within the next three months. Baird may not be licensed to execute transactions in all foreign listed securities directly. Transactions in foreign listed securities may be prohibited for residents of the United States. Please contact a Baird representative for more information.

Investment Ratings: Outperform (O) - Expected to outperform on a total return, risk-adjusted basis the broader U.S. equity market over the next 12 months. **Neutral (N)** - Expected to perform in line with the broader U.S. equity market over the next 12 months. **Underperform (U)** - Expected to underperform on a total return, risk-adjusted basis the broader U.S. equity market over the next 12 months.

Risk Ratings: L - Lower Risk – Higher-quality companies for investors seeking capital appreciation or income with an emphasis on safety. Company characteristics may include: stable earnings, conservative balance sheets, and an established history of revenue and earnings. **A - Average Risk** – Growth situations for investors seeking capital appreciation with an emphasis on safety. Company characteristics may include: moderate volatility, modest balance-sheet leverage, and stable patterns of revenue and earnings. **H - Higher Risk** – Higher-growth situations appropriate for investors seeking capital appreciation with the acceptance of risk. Company characteristics may include: higher balance-sheet leverage, dynamic business environments, and higher levels of earnings and price volatility. **S - Speculative Risk** – High growth situations appropriate only for investors willing to accept a high degree of volatility and risk. Company characteristics may include: unpredictable earnings, small capitalization, aggressive growth strategies, rapidly changing market dynamics, high leverage, extreme price volatility and unknown competitive challenges.

Valuation, Ratings and Risks. The recommendation and price target contained within this report are based on a time horizon of 12 months but there is no guarantee the objective will be achieved within the specified time horizon. Price targets are determined by a subjective review of fundamental and/or quantitative factors of the issuer, its industry, and the security type. A variety of methods may be used to determine the value of a security including, but not limited to, discounted cash flow, earnings multiples, peer group comparisons, and sum of the parts. Overall market risk, interest rate risk, and general economic risks impact all securities. Specific information regarding the price target and recommendation is provided in the text of our most recent research report.

Distribution of Investment Ratings. As of March 31, 2020, Baird U.S. Equity Research covered 725 companies, with 60% rated Outperform/Buy, 39% rated Neutral/Hold and 1% rated Underperform/Sell. Within these rating categories, 11% of Outperform/Buy-rated and 4% of Neutral/Hold-rated companies have compensated Baird for investment banking services in the past 12 months and/or Baird managed or co-managed a public offering of securities for these companies in the past 12 months.

Analyst Compensation. Research analyst compensation is based on: (1) the correlation between the research analyst's recommendations and stock price performance; (2) ratings and direct feedback from our investing clients, our institutional and retail sales force (as applicable) and from independent rating services; (3) the research analyst's productivity, including the quality of such analyst's research and such analyst's contribution to the growth and development of our overall research effort; and (4) compliance with all of Baird's internal policies and procedures. This compensation criteria and actual compensation is reviewed and approved on an annual basis by Baird's Research Oversight Committee. Research analyst compensation is derived from all revenue sources of the firm, including revenues from investment banking. Baird does not compensate research analysts based on specific investment banking transactions.

A complete listing of all companies covered by Baird U.S. Equity Research and applicable research disclosures can be accessed at http://www.rwbaird.com/research-insights/research/coverage/third-party-research-disclosures.aspx. You can also call 800-792-2473 or write: Robert W. Baird & Co., Equity Research, 777 E. Wisconsin Avenue, Milwaukee, WI 53202.

Analyst Certification

The senior research analyst(s) certifies that the views expressed in this research report and/or financial model accurately reflect such senior analyst's personal views about the subject securities or issuers and that no part of his or her compensation was, is, or will be directly or indirectly related to the specific recommendations or views contained in the research report.

Disclaimers

Baird prohibits analysts from owning stock in companies they cover.

This is not a complete analysis of every material fact regarding any company, industry or security. The opinions expressed here reflect our judgment at this date and are subject to change. The information has been obtained from sources we consider to be reliable, but we cannot guarantee the accuracy.

ADDITIONAL INFORMATION ON COMPANIES MENTIONED HEREIN IS AVAILABLE UPON REQUEST

The Dow Jones Industrial Average, S&P 500, S&P 400 and Russell 2000 are unmanaged common stock indices used to measure and report performance of various sectors of the stock market; direct investment in indices is not available. Baird is exempt from the requirement to hold an Australian financial services license. Baird is regulated by the United States Securities and Exchange Commission, FINRA, and various other self-regulatory organizations and those laws and regulations may differ from Australian laws. This report has been prepared in accordance with the laws and regulations governing United States broker-dealers and not Australian laws.

Other Disclosures

The information and rating included in this report represent the research analyst's views based on a time horizon of 12 months, as described above, unless otherwise stated. In our standard company-specific research reports, the subject company may be designated as a "Fresh Pick", representing that the research analyst believes the company to be a high-conviction investment idea based on a subjective review of one or more fundamental or quantitative factors until an expiration date specified by the analyst but not to exceed nine months. The Fresh Pick designation and specified expiration date will be displayed in standard company-specific research reports on the company until the occurrence of the expiration date or such time as the analyst removes the Fresh Pick designation from the company in a subsequent, standard company-specific research report. The research analyst(s) named in this report may, at times and at the request of clients or their Baird representatives, provide particular investment perspectives or trading strategies based primarily on the analyst's understanding of the individual client's objectives. These perspectives or trading strategies generally are responsive to client inquiries and based on criteria the research analyst considers relevant to the client. As such, these perspectives and strategies may differ from the research analyst's views contained in this report.

Baird and/or its affiliates may provide to certain clients additional or research supplemental products or services, such as outlooks, commentaries and other detailed analyses, which focus on covered stocks, companies, industries or sectors. Not all clients who receive our standard company-specific research reports are eligible to receive these additional or supplemental products or services. Baird determines in its sole discretion the clients who will receive additional or supplemental products or services, in light of various factors including the size and scope of the client relationships. These additional or supplemental products or services may feature different analytical or research techniques and information than are contained in Baird's standard research reports. Any ratings and recommendations contained in such additional or research supplemental products are consistent with the research analyst's ratings and recommendations contained in more broadly disseminated standard research reports. Baird disseminates its research reports to all clients simultaneously by posting such reports to Baird's password-protected client portal, https://bol.rwbaird.com/Login("BairdOnline"). All clients may access BairdOnline and at any time. All clients are advised to check BairdOnline for Baird's most recent research reports. After research reports are posted to BairdOnline, such reports may be emailed to clients, based on, among other things, client interest, coverage, stock ownership and indicated email preferences, and electronically distributed to certain third-party research aggregators, who may make such reports available to entitled clients on password-protected, third-party websites. Not all research reports posted to BairdOnline will be emailed to clients or electronically distributed to such research aggregators. To request access to Baird Online, please visit https://bol.rwbaird.com/Login/RequestInstLogin or contact your Baird representative.

Dividend Yield. As used in this report, the term "dividend yield" refers, on a percentage basis, to the historical distributions made by the issuer relative to its current market price. Such distributions are not guaranteed, may be modified at the issuer's discretion, may exceed operating cash flow, subsidized by borrowed funds or include a return of investment principal.

United Kingdom ("UK") disclosure requirements for the purpose of distributing this research into the UK and other countries for which Robert W. Baird Limited holds a MiFID passport.

The contents of this report may contain an "investment recommendation", as defined by the Market Abuse Regulation EU No 596/2014 ("MAR"). This report does not contain a "personal recommendation" or "investment advice", as defined by the Market in Financial Instruments Directive 2014/65/EU ("MiFID"). Please therefore be aware of the important disclosures outlined below. Unless otherwise stated, this report was completed and first disseminated at the date and time provided on the timestamp of the report. If you would like further information on dissemination times, please contact us. The views contained in this report: (i) do not necessarily correspond to, and may differ from, the views of Robert W. Baird Limited or any other entity within the Baird Group, in particular Robert W. Baird & Co. Incorporated; and (ii) may differ from the views of another individual of Robert W. Baird Limited.

This material is distributed in the UK and the European Economic Area ("EEA") by Robert W. Baird Limited, which has an office at Finsbury Circus House, 15 Finsbury Circus, London EC2M 7EB and is authorized and regulated by the Financial Conduct Authority ("FCA") in the UK. For the purposes of the FCA requirements, this investment research report is classified as investment research and is objective. This material is only directed at and is only made available to persons in the EEA who would satisfy the criteria of being "Professional" investors under MiFID and to persons in the UK falling within Articles 19, 38, 47, and 49 of the Financial Services and Markets Act of 2000 (Financial Promotion) Order 2005 (all such persons being referred to as "relevant persons"). Accordingly, this document is intended only for persons regarded as investment professionals (or equivalent) and is not to be distributed to or passed onto any other person (such as persons who would be classified as Retail clients under MiFID).

All substantially material sources of the information contained in this report are disclosed. All sources of information in this report are reliable, but where there is any doubt as to reliability of a particular source, this is clearly indicated. There is no intention to update this report in future. Where, for any reason, an update is made, this will be made clear in writing on the research report. Such instances will be occasional only.

Please note that this report may provide views which differ from previous recommendations made by the same individual in respect of the same financial instrument or issuer in the last 12 months. Information and details regarding previous recommendations in relation to the financial instruments or issuer referred to in this report are available at https://baird.bluematrix.com/sellside/MAR.action.

Robert W. Baird Limited or one of its affiliates may at any time have a long or short position in the company or companies mentioned in this report. Where Robert W. Baird Limited or one of its affiliates holds a long or short position exceeding 0.5% of the total issued share capital of the issuer, this will be disclosed separately by your Robert W. Baird Limited representative upon request.

Investment involves risk. The price of securities may fluctuate and past performance is not indicative of future results. Any recommendation contained in the research report does not have regard to the specific investment objectives, financial situation and the particular needs of any individuals. You are advised to exercise caution in relation to the research report. If you are in any doubt about any of the contents of this document, you should obtain independent professional advice.

Robert W. Baird Limited and Robert W. Baird & Co. Incorporated have in place organisational and administrative arrangements for the prevention, avoidance, and disclosure of conflicts of interest with respect to research recommendations. Robert W. Baird Limited's Conflicts of Interest Policy, available here, outlines the approach Robert W. Baird Limited takes in relation to conflicts of interest and includes detail as to its procedures in place to identify, manage and control conflicts of interest. Robert W. Baird Limited and or one of its affiliates may be party to an agreement with the issuer that is the subject of this report relating to the provision of services of investment firms. Robert W. Baird & Co. Incorporated's policies and procedures are designed to identify and effectively manage conflicts of interest related to the preparation and content of research reports and to promote objective and reliable research that reflects the truly held opinions of research analysts. Robert W. Baird & Co. Incorporated's research analysts certify on a quarterly basis that such research reports accurately reflect their personal views.