

## KeyCorp (KEY)

**\$9.66** (As of 05/13/20)

Price Target (6-12 Months): **\$10.00**

Long Term: 6-12 Months

**Zacks Recommendation:**

**Neutral**

(Since: 05/07/20)

Prior Recommendation: Underperform

Short Term: 1-3 Months

**Zacks Rank:** (1-5)

**3-Hold**

Zacks Style Scores:

VGM:F

Value: C

Growth: F

Momentum: B

## Summary

Shares of KeyCorp have underperformed the industry over the past six months. The Fed's accommodative monetary policy and near-zero interest rates are expected to continue to hurt margins and interest income. Further, coronavirus-induced concerns will likely keep hampering overall business activities and thus hurt loan growth to some extent. Elevated expenses, owing to investments in franchise and acquisitions, will likely hurt the bottom line to an extent. Nevertheless, KeyCorp's first-quarter 2020 results benefited from lower expenses, partly offset by a decline in revenues and significantly higher provisions. The company's earnings outpaced the Zacks Consensus Estimate in two and matched in two of the trailing four quarters. The bank's inorganic expansion strategies and strong balance sheet position will likely aid growth.

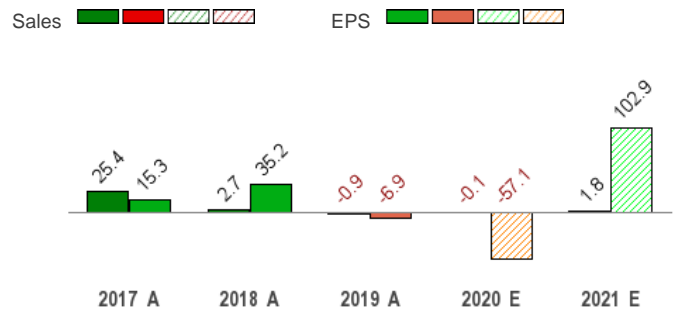
## Price, Consensus & Surprise



## Data Overview

52 Week High-Low	\$20.53 - \$7.45
20 Day Average Volume (sh)	12,773,073
Market Cap	\$9.4 B
YTD Price Change	-52.3%
Beta	1.52
Dividend / Div Yld	\$0.74 / 7.7%
Industry	<a href="#">Banks - Major Regional</a>
Zacks Industry Rank	Bottom 5% (240 out of 253)

## Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	100.0%
Last Sales Surprise	-6.2%
EPS F1 Est- 4 week change	-19.3%
Expected Report Date	07/28/2020
Earnings ESP	0.0%
P/E TTM	6.4
P/E F1	14.0
PEG F1	1.8
P/S TTM	1.2

## Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	1,606 E	1,589 E	1,614 E	1,644 E	6,474 E
2020	1,458 A	1,592 E	1,605 E	1,640 E	6,361 E
2019	1,513 A	1,603 A	1,622 A	1,630 A	6,368 A

## EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$0.34 E	\$0.35 E	\$0.40 E	\$0.42 E	\$1.40 E
2020	\$0.12 A	\$0.16 E	\$0.16 E	\$0.18 E	\$0.69 E
2019	\$0.40 A	\$0.44 A	\$0.48 A	\$0.48 A	\$1.61 A

\*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 05/13/2020. The reports text is as of 05/14/2020.

## Overview

Cleveland, OH-based KeyCorp provides a wide range of products and services, such as commercial and retail banking, commercial leasing, investment management, consumer finance as well as investment banking products in 15 states.

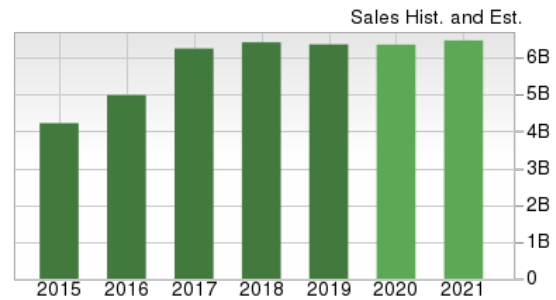
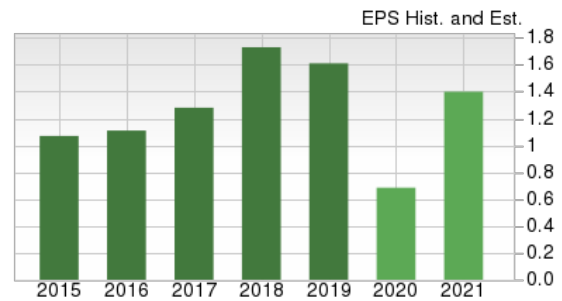
Additionally, KeyCorp's bank, KeyBank National Association, its registered investment advisor, and its trust company subsidiaries offer personal and corporate trust services, personal financial services, access to mutual funds, cash management services, investment banking and capital markets products as well as international banking services.

KeyCorp operates through the following three business segments:

- **Consumer Bank** serves consumers and small to mid-sized businesses by offering a variety of deposit, investment as well as lending and wealth management products and services. The segment also purchases retail auto sales contracts. These products and services are provided through a 15-state branch network .
- **Commercial Bank** is a full-service corporate and investment bank, focused largely on serving the needs of middle market clients. The segment offers a wide-range of products to its clients, including syndicated finance, debt and equity capital markets, commercial payments, equipment finance, commercial mortgage banking, derivatives, foreign exchange, financial advisory and public finance.
- **Other Segments** consists of Corporate Treasury, Community Development, Principal Investing unit and a diverse range of exit portfolios.

In 2016, KeyCorp acquired First Niagara Financial Group. In 2017, it acquired HelloWallet and Cain Brothers & Company, LLC. In 2018, it sold Key Insurance & Benefits Services, Inc. In 2019, the company acquired Laurel Road Bank's digital lending business.

As of Mar 31, 2020, KeyCorp had \$156.2 billion in total assets, \$103.2 billion of total loans, deposits of \$115.3 billion and shareholders' equity of \$17.4 billion.



---

## Reasons To Buy:

- ▲ KeyCorp has been witnessing solid organic growth over the past several years. Though the company witnessed a decline in revenues (tax-equivalent basis) in 2019, the same saw a CAGR of 10.7% over the last five years (2015-2019), mainly driven by loan growth. During the same period, loans witnessed a CAGR of 12.1% and deposits saw a CAGR of 12%. The uptrend for both loans and deposits continued in the first quarter. While tax-equivalent revenues declined in the first three months of 2020 mainly because of lower interest rates, decent growth in loans and deposit balances are expected to keep supporting top-line growth in the upcoming quarters.
- ▲ As of Mar 31, 2020, KeyCorp had long-term debt worth \$13.7 billion. Its total debt to total capital of 44.09% is lower than the industry average of 49.85%. Also, the ratio has been declining since the past few quarters. While the company's times-interest-earned ratio declined in first-quarter 2020 on a sequential basis, the same, which currently stands at 4.79 compares favorably with the industry's average of 3.04. Thus, despite having higher debt burden, the company's earnings strength indicates that it has less credit risk and is less likely to default in interest/debt payments in case economic situation worsens further.
- ▲ KeyCorp has been meaningfully rewarding shareholders. The company's exemption from the Federal Reserve's annual stress tests in accordance with the Economic Growth, Regulatory Relief and Consumer Protection Act of 2018 provides flexibility in announcing capital plans. In sync with this, in April 2019, it announced its capital plan. The plan included 8.8% dividend hike and \$1 billion share repurchase authorization. However, in mid-March, the company suspended share buybacks amid the coronavirus-related slowdown. Nevertheless, driven by its strong capital position and earnings strength, the company is expected to sustain its capital deployment plans.
- ▲ KeyCorp has been growing inorganically as well. In 2019, the company acquired Laurel Road Bank's digital lending operation. In 2017, it acquired Cain Brothers and HelloWallet, while in 2016, the company acquired First Niagara. The bank's inorganic growth strategy bodes well for the future, and is expected to enhance profitability and market share. In fact, the company is expected to continue with opportunistic buyouts as these are expected to help diversify revenue sources.
- ▲ Further, KeyCorp seems undervalued compared with the broader industry. The company's current price-book and price-cash flow ratios are below the respective industry averages.

KeyCorp remains well positioned to benefit from improvement in loan and deposit balances. Moreover, inorganic growth strategy is likely to continue supporting its financials.

---

## Reasons To Sell:

- ▼ After slashing interest rates thrice last year, the Federal Reserve cut rates to near-zero in March in order to support the U.S. economy from the coronavirus-induced slowdown. Amid lower rates, KeyCorp's net interest margin (NIM) declined to 3.04% in 2019 from 3.17% in both 2018 and 2017. The downward trend continued in the first quarter of 2020. NIM is expected to continue to remain under pressure in the near term as there is very less chance that the central bank will raise rates anytime soon. Thus, a decline in NIM might hurt the top line to some extent.
- ▼ KeyCorp has been witnessing a persistent rise in expenses over the past few years. While expenses declined in 2019 driven by the company's \$200 million cost reduction program, the same witnessed a five-year (2015-2019) CAGR of 8.3%. The rise in expenses was mainly due to higher personal costs. Though expenses declined in the first quarter of 2020, the company's continued investment in franchise, technological upgrades and inorganic growth strategy are likely to lead to higher costs in the near term.
- ▼ KeyCorp has substantial exposure to residential prime loans and commercial real estate loans. As of Mar 31, 2020, the company's exposure to these loan portfolios was 31.8% of total loans. Though there has been an improvement in the housing sector over the past few years, if there is significant deterioration in the real estate prices due to the virus-induced slowdown, it will likely create troubles for the company.
- ▼ KeyCorp's trailing 12-month return on equity (ROE) undercuts its growth potential. The company's ROE of 10.43% compares unfavorably with ROE of 16.36% for the S&P 500, reflecting that it is less efficient in using shareholders' funds.
- ▼ Shares of KeyCorp have underperformed the industry so far this year. The company's earnings estimates for 2020 have been revised 18.8% lower over the past 30 days. Therefore, given the above-mentioned concerns and downward estimate revisions, the stock has limited upside potential in the near term.

Pressure on margins due to near zero rates will likely hamper KeyCorp's top-line growth. Also, increasing expenses (mainly due to acquisitions and technological upgrades) will hurt profitability.

## Last Earnings Report

### KeyCorp Q1 Earnings Beat Estimates on Lower Costs

KeyCorp's first-quarter 2020 earnings of 12 cents per share surpassed the Zacks Consensus Estimate of 6 cents. The figure takes into account the Current Expected Credit Losses accounting methodology, the impact of the coronavirus outbreak and market-related valuation adjustments.

The results benefited from lower operating expenses and higher loan balance. However, lower net interest income and significantly higher provisions were the undermining factors.

Net income from continuing operations was \$118 million, down 69.4% from the prior-year quarter.

### Revenues & Expenses Decline

Total revenues were down 3.6% year over year to \$1.47 billion. Also, the figure lagged the Zacks Consensus Estimate of \$1.55 billion.

Tax-equivalent NII grew marginally on a year-over-year basis to \$989 million. The rise was attributable to higher earning asset balances, partially offset by lower NIM.

Taxable-equivalent NIM from continuing operations decreased 12 basis points (bps) year over year to 3.01%.

Non-interest income was \$477 million, decreasing 11% year over year. The decline was primarily due to other losses and lower operating lease income.

Non-interest expenses declined 3.3% year over year to \$931 million. The decrease largely reflects the implementation of the company's expense initiatives, partially offset by costs from the Laurel Road acquisition.

At the end of the first quarter, average total deposits were \$110.3 billion, down 2% from the prior quarter. Average total loans were \$96.2 billion, up 2.7% on a sequential basis.

### Credit Quality Worsens

Net loan charge-offs, as a percentage of average loans, grew 6 bps year over year to 0.35%. Also, provision for credit losses surged substantially from the year-ago quarter to \$359 million. The rise primarily reflected the significant change in the economic scenario amid the coronavirus pandemic.

KeyCorp's allowance for loan and lease losses was \$1.36 billion, up 53.9% from the prior-year quarter.

Also, non-performing assets, as a percentage of period-end portfolio loans, other real estate owned properties assets and other nonperforming assets were 0.82%, up 16 bps.

### Capital Ratios Deteriorates

KeyCorp's tangible common equity to tangible assets ratio was 8.26% as of Mar 31, 2020, down from 8.43% in the corresponding period of 2019. However, Tier 1 risk-based capital ratio was 10.31%, down from 10.94% in the prior-year comparable period.

### Share Repurchase Update

During the quarter, KeyCorp repurchased \$120 million worth of shares as part of the 2019 capital plan. In mid-March, the company suspended the share buyback plan in response to the pandemic.

### Second-Quarter 2020 Outlook

Management expects average loan growth to remain strong. Deposits are expected to increase sequentially.

Driven by loan growth, NII is anticipated to improve.

On a sequential basis, non-market related fee income is expected to be down slightly, reflecting lower activity levels.

Moreover, non-interest expenses are anticipated to be relatively stable sequentially.

NCOs are expected to be in the lower end of 40-60 bps.

Given the uncertainty about the impact of coronavirus on financials in 2020, the company has withdrawn its full year guidance for now.

### Long-Term Targets

The company expects to achieve cash efficiency ratio of 54-56%.

NCO rate is expected to be 40-60 bps.

Return on tangible common equity (ROTCE) is expected to be 16-19%.

Quarter Ending **03/2020**

Report Date	<b>Apr 16, 2020</b>
Sales Surprise	<b>-6.16%</b>
EPS Surprise	<b>100.00%</b>
Quarterly EPS	<b>0.12</b>
Annual EPS (TTM)	<b>1.52</b>

---

## Recent News

### KeyCorp Lowers Prime Lending Rate – Mar 16, 2020

Pursuant to the U.S. Federal Reserve interest rate cut by 100 bps, KeyCorp reduced its prime lending rate to 3.25% from 4.25%.

### KeyCorp Lowers Prime Lending Rate – Mar 3, 2020

Pursuant to the U.S. Federal Reserve interest rate cut by 50 bps, KeyCorp reduced its prime lending rate to 4.25% from 4.75%.

### Dividend Update

On Jan 16, KeyCorp announced a quarterly cash dividend of 18.5 cents per share. The dividend was paid out on Mar 13 to shareholders of record as of Mar 3.

## Valuation

KeyCorp's shares are down 52.3% in the year-to-date period and 41.7% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Finance sector are down 42.3% and 28.3% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry and the sector are down 29.8% and 21.5%, respectively.

The S&P 500 index is down 11.0% in the year-to-date period but up 0.3% in the past year.

The stock is currently trading at 10.20X forward 12 months earnings, which compares to 12.45X for the Zacks sub-industry, 14.77X for the Zacks sector and 20.75X for the S&P 500 index.

Over the past five years, the stock has traded as high as 16.70X and as low as 4.32X, with a 5-year median of 10.95X. Our Neutral recommendation indicates that the stock will perform in line with the market. Our \$10 price target reflects 10.56X forward earnings.

The table below shows summary valuation data for KEY

Valuation Multiples - KEY					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	10.2	12.45	14.77	20.75
	5-Year High	16.7	14.2	16.18	20.79
	5-Year Low	4.32	8.01	11.58	15.19
	5-Year Median	10.95	11.31	13.94	17.45
P/TB TTM	Current	0.75	1.34	2.37	11.31
	5-Year High	2.16	2.68	4	12.78
	5-Year Low	0.66	1.21	1.99	6.02
	5-Year Median	1.54	2.12	3.47	9.23
P/S F12M	Current	1.47	2.44	5.81	3.24
	5-Year High	4.07	4.59	6.7	3.44
	5-Year Low	1.21	2.39	4.99	2.54
	5-Year Median	2.84	3.59	6.05	3.02

As of 05/13/2020

## Industry Analysis Zacks Industry Rank: Bottom 5% (240 out of 253)



## Top Peers

Company (Ticker)	Rec	Rank
Huntington Bancshares Incorporated (HBAN)	Neutral	3
Regions Financial Corporation (RF)	Neutral	3
Associated BancCorp (ASB)	Underperform	5
BankUnited, Inc. (BKU)	Underperform	5
Comerica Incorporated (CMA)	Underperform	5
Fifth Third Bancorp (FITB)	Underperform	5
MT Bank Corporation (MTB)	Underperform	5
The PNC Financial Services Group, Inc (PNC)	Underperform	5

Industry Comparison Industry: Banks - Major Regional				Industry Peers		
	KEY	X Industry	S&P 500	BKU	FITB	MTB
Zacks Recommendation (Long Term)	Neutral	-	-	Underperform	Underperform	Underperform
Zacks Rank (Short Term)	3	-	-	5	5	5
VGM Score	F	-	-	C	C	D
Market Cap	9.42 B	28.77 B	18.76 B	1.32 B	11.18 B	11.48 B
# of Analysts	10	8	14	9	7	8
Dividend Yield	7.66%	5.02%	2.23%	6.43%	6.88%	4.92%
Value Score	C	-	-	B	A	F
Cash/Price	0.52	1.06	0.06	0.13	0.78	0.85
EV/EBITDA	7.06	2.45	11.39	10.72	4.53	2.45
PEG Ratio	1.81	2.02	2.54	1.84	1.50	4.05
Price/Book (P/B)	0.61	0.75	2.56	0.53	0.56	0.80
Price/Cash Flow (P/CF)	4.45	5.29	10.04	3.90	4.32	5.29
P/E (F1)	14.16	13.34	18.48	16.30	12.36	11.38
Price/Sales (P/S)	1.24	1.43	1.91	0.95	1.18	1.67
Earnings Yield	7.14%	7.50%	5.09%	6.15%	8.09%	8.78%
Debt/Equity	0.89	1.06	0.75	2.04	0.81	0.43
Cash Flow (\$/share)	2.17	6.63	7.01	3.67	3.64	16.90
Growth Score	F	-	-	D	D	F
Hist. EPS Growth (3-5 yrs)	13.97%	12.51%	10.82%	11.94%	13.28%	17.81%
Proj. EPS Growth (F1/F0)	-57.45%	-48.67%	-10.51%	-71.96%	-54.15%	-42.80%
Curr. Cash Flow Growth	-3.09%	2.66%	5.83%	47.99%	17.50%	5.45%
Hist. Cash Flow Growth (3-5 yrs)	12.28%	9.49%	8.52%	71.12%	6.10%	11.65%
Current Ratio	0.93	0.90	1.27	0.93	0.89	1.07
Debt/Capital	44.09%	49.85%	44.25%	67.15%	42.67%	28.56%
Net Margin	18.85%	21.37%	10.59%	15.57%	18.85%	24.99%
Return on Equity	10.43%	10.59%	16.36%	7.67%	9.05%	11.84%
Sales/Assets	0.05	0.05	0.54	0.04	0.05	0.06
Proj. Sales Growth (F1/F0)	-0.11%	-3.92%	-2.55%	-3.29%	-8.83%	-3.92%
Momentum Score	B	-	-	C	B	A
Daily Price Chg	-5.01%	-4.33%	-2.85%	-7.32%	-3.62%	-6.12%
1 Week Price Chg	1.90%	1.76%	3.23%	-4.02%	1.83%	-2.17%
4 Week Price Chg	-6.30%	-6.30%	-0.28%	-18.65%	-0.19%	-11.36%
12 Week Price Chg	-51.04%	-46.21%	-23.80%	-56.58%	-47.02%	-46.82%
52 Week Price Chg	-41.70%	-37.41%	-13.31%	-58.20%	-41.85%	-44.53%
20 Day Average Volume	12,773,073	6,417,756	2,552,088	981,533	7,699,577	782,760
(F1) EPS Est 1 week change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(F1) EPS Est 4 week change	-19.32%	-19.32%	-6.15%	-58.57%	-41.88%	-0.46%
(F1) EPS Est 12 week change	-63.78%	-51.63%	-16.21%	-70.86%	-56.12%	-43.84%
(Q1) EPS Est Mthly Chg	95.31%	-1.11%	-12.28%	-49.85%	-1.11%	13.34%

---

## Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

### Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

### Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

---

### Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	C
Growth Score	F
Momentum Score	B
VGM Score	F

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

---

### Disclosures

**This report contains independent commentary to be used for informational purposes only. The analysts contributing to this report do not hold any shares of this stock. The analysts contributing to this report do not serve on the board of the company that issued this stock. The EPS and revenue forecasts are the Zacks Consensus estimates, unless indicated otherwise on the reports first page.** Additionally, the analysts contributing to this report certify that the views expressed herein accurately reflect the analysts personal views as to the subject securities and issuers. ZIR certifies that no part of the analysts compensation was, is, or will be, directly or indirectly, related to the specific recommendation or views expressed by the analyst in the report.

Additional information on the securities mentioned in this report is available upon request. This report is based on data obtained from sources we believe to be reliable, but is not guaranteed as to accuracy and does not purport to be complete. Any opinions expressed herein are subject to change.

ZIR is not an investment advisor and the report should not be construed as advice designed to meet the particular investment needs of any investor. Prior to making any investment decision, you are advised to consult with your broker, investment advisor, or other appropriate tax or financial professional to determine the suitability of any investment. This report and others like it are published regularly and not in response to episodic market activity or events affecting the securities industry.

This report is not to be construed as an offer or the solicitation of an offer to buy or sell the securities herein mentioned. ZIR or its officers, employees or customers may have a position long or short in the securities mentioned and buy or sell the securities from time to time. ZIR is not a broker-dealer. ZIR may enter into arms-length agreements with broker-dealers to provide this research to their clients. Zacks and its staff are not involved in investment banking activities for the stock issuer covered in this report.

ZIR uses the following rating system for the securities it covers. **Outperform-** ZIR expects that the subject company will outperform the broader U.S. equities markets over the next six to twelve months. **Neutral-** ZIR expects that the company will perform in line with the broader U.S. equities markets over the next six to twelve months. **Underperform-** ZIR expects the company will underperform the broader U.S. equities markets over the next six to twelve months.

No part of this report can be reprinted, republished or transmitted electronically without the prior written authorization of ZIR.