

Telefonica, S.A. (TEF)

\$4.56 (As of 03/20/20)

Price Target (6-12 Months): **\$5.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 10/30/19)

Prior Recommendation: Underperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

3-Hold

Zacks Style Scores:

VGM:B

Value: B

Growth: C

Momentum: F

Summary

Telefonica is capitalizing on the opportunities in the digital world through several growth strategies to enhance its long-term prospects, while experiencing increased traction in the smartphone market. It has substantially accelerated the deployment of ultra-fast networks. Continued rollout of fiber and LTE are set to drive growth. Lower wireless penetration rate in Mexico is likely to benefit Telefonica where it has considerable presence. However, domestic competition remains a hurdle as unbundled local loop regulation is compelling it to make its network available to alternative providers, resulting in wireline telephony access erosion. It faces increased competition in Brazil. Although it is striving to bring down debts through sale of non-strategic assets and reduction of dividend payouts, high debt-laden balance sheet remains a concern.

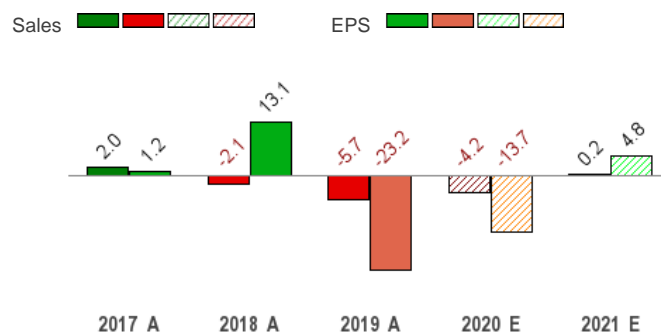
Price, Consensus & Surprise



Data Overview

52 Week High-Low	\$8.64 - \$3.75
20 Day Average Volume (sh)	3,729,565
Market Cap	\$23.7 B
YTD Price Change	-34.6%
Beta	0.76
Dividend / Div Yld	\$0.33 / 7.2%
Industry	Diversified Communication Services
Zacks Industry Rank	Bottom 34% (167 out of 254)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	NA
Last Sales Surprise	NA
EPS F1 Est- 4 week change	-9.3%
Expected Report Date	05/08/2020
Earnings ESP	0.0%
P/E TTM	6.1
P/E F1	7.2
PEG F1	1.2
P/S TTM	0.4

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021					52,088 E
2020					51,978 E
2019	13,604 A	13,645 A	13,233 A	13,734 A	54,239 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021					\$0.66 E
2020					\$0.63 E
2019	\$0.20 A	\$0.21 A	\$0.14 A	\$0.20 A	\$0.73 A

*Quarterly figures may not add up to annual.

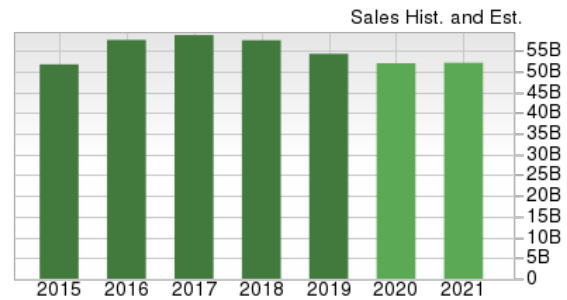
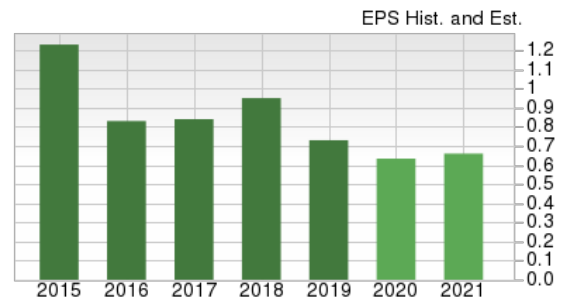
The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 03/20/2020. The reports text is as of 03/23/2020.

Overview

Based in Madrid, Spain, Telefonica, S.A. provides fixed-line telephone services, wireless communications, Internet access, video and data transmission services, to approximately 313 million customers.

The business operations of the company are classified according to the geographic regions.

- **Telefonica Espana** (26.8% of total revenues in fourth-quarter 2019): The segment oversees the fixed and mobile telephone, broadband Internet, pay TV and value added services and data businesses in Spain (Espana).
- **Telefonica Deutschland** (16.2%): This segment offers fixed and mobile telephony services, broadband Internet, pay TV, data and value-added services in Germany.
- **Telefonica U.K.** (15.8%): This segment offers fixed and mobile telephony services, broadband Internet, pay TV, data and value-added services in the U.K.
- **Telefonica Brasil** (20.6%): This segment offers fixed and mobile telephony services, broadband Internet, pay TV, data and value-added services in Brazil.



During first-quarter 2018, Telefonica Hispanoamerica was split into two new units in order to more effectively manage the different market situations: Telefonica Hispam Sur and Telefonica Hispam Norte.

- **Telefonica Hispam Sur** (13.1%): This segment offers fixed and mobile telephony services, broadband Internet, pay TV, data and value-added services in Argentina, Chile, Peru and Uruguay.
- **Telefonica Hispam Norte** (7.5%): This segment offers fixed and mobile telephony services, broadband Internet, pay TV, data and value-added services in Colombia, Mexico, Central America, Ecuador and Venezuela.



Reasons To Buy:

- ▲ Telefonica's acquisition of E-Plus has positioned it as the largest mobile service provider in Germany in terms of subscriber count. Moreover, the company has completed the acquisition of Vivendi's broadband assets – GVT. For Telefonica, synergies from the acquisition appear quite promising. The GVT deal has put Telefonica in a better position within the broadband segment vis-à-vis stronger rivals like America Movil and Oi. Additionally, GVT has expanded the company's broadband network to more than 10.4 million homes across 21 Brazilian states apart from strengthening its broadband customer base by an additional 2.5 million.
- ▲ Telefonica announced that it will be restructuring its Latin American business, while remaining focused in other key European markets and the United States. With a major upheaval in eight Latin American markets, the company aims to "reinvent" itself amid a challenging macroeconomic environment. The radical restructuring process is likely to feature an "operational spin-off", whereby the company will create two separate business entities, namely Telefonica Tech and Telefonica Infra. With the creation of the new units for digital technology and infrastructure assets, Telefonica expects to generate additional revenues of more than €2 billion a year by 2022.
- ▲ Telefonica is successfully capitalizing on the opportunities in the digital world through several growth strategies. Moreover, the company has significantly accelerated the deployment of ultrafast networks. Notably, it continues to witness increased traction in the smartphone arena. Continued rollout of fiber and LTE are set to drive considerable growth.

Acquisition of E-Plus has enhanced Telefonica's position as the largest mobile service provider in terms of subscriber count in Germany.

Reasons To Sell:

- ▼ The existence of critical suppliers in the supply chain, especially in areas such as network infrastructure, information systems or handsets with a high concentration in a small number of suppliers, poses risks which affect Telefonica's operations. Domestic competition poses a major hurdle as the unbundled local loop (ULL) regulation is compelling Telefonica to make its network available to alternative providers. The ULL regulation coupled with increased exposure to direct access competitors continue to be primary factors behind the company's wireline telephony access erosion.
- ▼ The Telefonica Group operates in highly competitive markets and it is possible that the Group may not be able to market its products and services effectively or respond successfully to the different commercial actions carried out by its competitors. The Group may also fail to meet its growth plans or to retain its customers. Moreover, the Telefonica Group is exposed to risks in relation to compliance with anti-corruption laws and regulations and economic sanctions programs. Telefonica faces increased competition in Brazil, the largest contributor to its Latin American revenues, which has contracted bottom-line growth.
- ▼ Telefonica has a debt-laden balance sheet. As of Dec 31, 2019, the company had cash and cash equivalents of €6,042 million with non-current financial liabilities of €43,288 million. Accumulating debt may pose problem for its credit ratings going ahead, although the company is striving to bring down debts through modified financial strategies such as vending of non-strategic assets on an opportunistic basis and reduction of dividend payments. The company also looks relatively more leveraged than the industry. Markedly, its debt/equity ratio is currently at 1.92, significantly higher than 0.88 recorded by the industry.

Competitive domestic and Latin American markets together with a debt-laden balance sheet act as near-term risks for Telefonica.

Last Earnings Report

Telefonica Incurs Loss in Q4, Revenues Decline Y/Y

Telefonica reported unimpressive fourth-quarter 2019 results, with the top line declining on a year-over-year basis.

Net Loss

In the December quarter, the Spanish telecom giant's net loss was €202 million or a loss of €0.05 per share (\$223.6 million or 6 cents per share) against net income of €610 million or €0.11 per share in the year-ago quarter. In 2019, net income plunged 65.7% year over year to €1,142 million or €0.17 per share. On an adjusted basis, fourth-quarter net income per share came in at €0.18 (20 cents).

Revenues

Quarterly aggregate revenues declined 4% year over year to €12,400 million (\$13,728.3 million) due to changes in the perimeter and the effect of currency depreciation. However, organic revenues moved up 2% year over year on the back of sustained service revenue growth and handset sales. In 2019, revenues inched down 0.6% year over year to €48,422 million.

Quarterly Results by Business Units

Telefonica Espana: Revenues in Spain inched up 0.4% year over year on a reported basis to €3,266 million (\$3,615.9 million), driven by service revenue growth. OIBDA margin was 41.9% compared with 29.7% in the year-ago quarter, which reflects improved operating expenses.

Telefonica Deutschland: Revenues climbed 0.2% to €1,970 million (\$2,181 million) backed by the performance of the O2 Free portfolio, further easing of legacy base headwinds partly offset by ongoing regulatory impacts and a slight decline in handset sales. OIBDA margin was 31.9% compared with 24.5% in the year-ago quarter, supported by contribution from improved efficiencies.

Telefonica UK: Revenues increased 4.3% year over year to €1,925 million (\$2,131.2 million). This was driven by higher value handset revenues and consistent growth in Smart Metering Implementation Programme (SMIP) as well as MVNO revenues. OIBDA margin was 27% compared with 28.3% in the year-ago quarter, reflecting higher ALFs and adverse year-over-year comparisons.

Telefonica Brasil: Revenues in Brazil declined 2.1% to €2,499 million (\$2,131.2 million) primarily due to the decline in voice and DTH, as a result of greater focus on IPTV. OIBDA margin increased to 45.7% from 38.4% owing to a €29 million positive impact from related to the adequacy of international intellectual property.

Telefonica Hispam Sur: Revenues in this segment declined 19.5% to €1,599 million (\$1,770.3 million) mainly due to negative regulatory impacts in Chile and Peru. OIBDA margin declined to 8.2% from 24.3%.

Telefonica Hispam Norte: Revenues in the segment fell 11.7% year over year to €916 million (\$1,014.1 million), affected by Ecuador's macro-economic environment in spite of growth acceleration in Mexico and the return to positive growth in Colombia. OIBDA margin declined to 3.4% from 4.4%.

Other Details

Overall, OIBDA (operating income before depreciation and amortization) came in at €3,669 million, up 3.8% year over year. The upside can be attributed to the impact of IFRS 16 accounting standard. OIBDA margin was 29.6% compared with 27.4% in the year-ago quarter. Operating income was down 14.4% to €914 million.

Cash Flow & Liquidity

In 2019, Telefonica generated €15,022 million of net cash from operating activities compared with €13,423 million in 2018. As of Dec 31, 2019, the company had €6,042 million (\$6,775.9 million) in cash and equivalents with €43,288 million (\$48,546.3 million) of non-current financial liabilities compared with the respective tallies of €5,692 million and €45,334 million a year ago.

Conversion rate used:

€1 = \$1.107119 (period average from Oct 1, 2019 to Dec 31, 2019)

€1 = \$1.121473 (as of Dec 31, 2019)

Quarter Ending 12/2019

Report Date	Feb 20, 2020
Sales Surprise	NA
EPS Surprise	NA
Quarterly EPS	0.20
Annual EPS (TTM)	0.75

Recent News

On Mar 10, 2020, per Reuters, Telefonica Brasil and TIM have expressed interest in negotiating a joint offer to buy the mobile unit of bankrupt Brazilian carrier Oi. The companies informed Oi's financial advisor of their interest in starting negotiations for a potential acquisition of all or part of Oi's mobile division. If their bid is successful, the two companies would divide up Oi's mobile business.

On Dec 6, 2019, it came to the fore that Telefonica is considering to augment its 5G network infrastructure in Spain by reinforcing long-term partnership with Huawei. In addition, the company will adopt a multi-vendor strategy by collaborating with another unnamed service provider in order to establish 5G infrastructure in 2020. Nokia and Ericsson are potential contenders to join the fray and team up with Telefonica in Spain.

Valuation

Telefonica shares are down 46.6% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Utilities sector are down 47% and 32.7% over the past year, respectively.

The S&P 500 Index is down 18.2% in the past year.

The stock is currently trading at 0.83X trailing 12-month book value, which compares to 1.55X for the Zacks sub-industry, 2.64X for the Zacks sector and 3.11X for the S&P 500 Index.

Over the past five years, the stock has traded as high as 2.06X and as low as 0.75X, with a 5-year median of 1.60X. Our Neutral recommendation indicates that the stock will perform in line with the market. Our \$5.00 price target reflects 6.02X trailing 12-month book value.

The table below shows summary valuation data for TEF

Valuation Multiples - TEF					
		Stock	Sub-Industry	Sector	S&P 500
P/B TTM	Current	0.83	1.55	2.64	3.11
	5-Year High	2.06	4.8	4.07	4.55
	5-Year Low	0.75	1.55	2.02	2.85
	5-Year Median	1.6	2.42	2.59	3.63
P/E F12M	Current	6.92	8.9	9.94	13.76
	5-Year High	20.46	17.71	15.38	19.34
	5-Year Low	6.22	8.9	9.94	13.76
	5-Year Median	11.05	15.16	13.8	17.42
P/S F12M	Current	0.46	1.27	2.09	2.5
	5-Year High	1.4	4.11	3.3	3.43
	5-Year Low	0.41	1.17	1.76	2.5
	5-Year Median	0.84	1.33	2.03	3

As of 03/20/2020

Industry Analysis Zacks Industry Rank: Bottom 34% (167 out of 254)



Top Peers

BCE, Inc. (BCE)	Neutral
Cincinnati Bell Inc (CBB)	Neutral
Deutsche Telekom AG (DETEGY)	Neutral
Swisscom AG (SCMWY)	Neutral
Telstra Corp. (TLSYY)	Neutral
VEON Ltd. (VEON)	Neutral
Shenandoah Telecommunications Co (SHEN)	Underperform
TELUS Corporation (TU)	Underperform

Industry Comparison Industry: Diversified Communication Services				Industry Peers		
	TEF Neutral	X Industry	S&P 500	BCE Neutral	CBB Neutral	TU Underperform
VGM Score	B	-	-	C	A	F
Market Cap	23.68 B	6.86 B	15.82 B	32.45 B	691.76 M	17.87 B
# of Analysts	3	1	13	7	1	5
Dividend Yield	7.24%	0.00%	2.79%	6.94%	0.00%	5.89%
Value Score	B	-	-	C	C	D
Cash/Price	0.44	0.05	0.06	0.00	0.02	0.02
EV/EBITDA	11.04	6.79	9.77	6.99	7.47	7.26
PEG Ratio	1.20	1.55	1.42	3.22	NA	2.60
Price/Book (P/B)	0.83	1.43	2.07	2.47	NA	2.22
Price/Cash Flow (P/CF)	5.91	4.81	8.39	5.59	2.67	5.47
P/E (F1)	7.19	13.21	12.42	13.30	NA	15.49
Price/Sales (P/S)	0.44	0.76	1.68	1.80	0.45	1.61
Earnings Yield	13.82%	7.52%	7.97%	7.52%	-7.74%	6.43%
Debt/Equity	1.92	0.88	0.70	1.29	-7.18	1.61
Cash Flow (\$/share)	0.77	2.49	7.01	6.42	5.12	2.70
Growth Score	C	-	-	C	A	D
Hist. EPS Growth (3-5 yrs)	2.14%	1.94%	10.85%	-0.15%	NA	1.94%
Proj. EPS Growth (F1/F0)	-13.24%	7.86%	4.90%	2.22%	30.72%	-13.27%
Curr. Cash Flow Growth	-28.39%	-4.81%	6.03%	5.00%	28.89%	7.95%
Hist. Cash Flow Growth (3-5 yrs)	-18.14%	0.12%	8.55%	2.41%	4.84%	2.83%
Current Ratio	0.81	0.80	1.23	0.56	0.77	0.78
Debt/Capital	65.78%	48.39%	42.57%	51.15%	NA	61.66%
Net Margin	2.41%	7.36%	11.57%	12.84%	-4.33%	11.92%
Return on Equity	13.93%	11.29%	16.74%	18.89%	NA	16.37%
Sales/Assets	0.39	0.48	0.54	0.40	0.58	0.41
Proj. Sales Growth (F1/F0)	-4.13%	0.00%	3.13%	1.55%	-0.12%	5.97%
Momentum Score	F	-	-	B	C	D
Daily Price Chg	-7.88%	0.00%	-4.39%	-4.60%	5.31%	-4.77%
1 Week Price Chg	-21.63%	-9.68%	-11.01%	-12.59%	-7.24%	-10.26%
4 Week Price Chg	-32.44%	-23.91%	-36.57%	-26.71%	8.56%	-24.67%
12 Week Price Chg	-35.68%	-23.36%	-34.28%	-22.14%	30.13%	-22.92%
52 Week Price Chg	-48.36%	-25.11%	-27.95%	-18.76%	34.88%	-18.72%
20 Day Average Volume	3,729,565	119,896	3,981,936	2,097,537	1,165,169	2,055,703
(F1) EPS Est 1 week change	0.00%	0.00%	-0.01%	0.00%	0.00%	0.00%
(F1) EPS Est 4 week change	-9.26%	0.00%	-0.85%	0.00%	0.00%	-6.47%
(F1) EPS Est 12 week change	-14.60%	-9.75%	-1.70%	-5.23%	-25.44%	-10.72%
(Q1) EPS Est Mthly Chg	NA%	-1.38%	-0.88%	0.00%	0.00%	-2.75%

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	B
Growth Score	C
Momentum Score	F
VGM Score	B

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.

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