

IT SERVICES

23 February 2023

Runaway cloud growth hits a bump; tier-I players a safe haven

- **Macro uncertainty inducing cautious IT budget spends and a sharper focus on cost optimisation**
- **Capex moderation by tech giants (Google, Microsoft) a clear indicator of near-term weakness in cloud migration**
- **Despite the challenging backdrop, deal wins and pipeline commentary remain strong for Indian IT players; prefer large-caps over mid-caps**

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Cloud capex moderating: Cloud capex, a key growth indicator for the cloud migration business, has softened against the backdrop of a weak global macro and moderating capex by tech giants such as Microsoft and Google. In contrast, Amazon is showing positive traction with US\$ 16.4bn in capital outlay during Q3CY22, beating consensus estimates by 8%. We note that semiconductor chip suppliers have a cautious outlook on the purchasing pattern of cloud service providers. Enterprise clients remain conservative on capex which could, in turn, impact cloud vendors.

SaaS players recalibrating strategies amid slowdown: Global SaaS companies have downgraded their growth guidance due to the recessionary headwinds. Earnings commentary indicates elongated decision-making cycles for digital/cloud business and a shift in client priorities towards cost-takeout projects. Managements of Hubspot and ServiceNow confirmed that clients are increasingly favouring shorter-tenure projects which deliver quicker ROI than multi-year engagements. Amid macro challenges, Google and Microsoft have renewed their focus on high-growth areas and on increased productivity of the existing workforce.

Cloudy near-term outlook for hyperscalers: Hyperscalers (software/SaaS vendors) such as Microsoft and Amazon witnessed high sequential growth till Q3CY22 but are likely to come under pressure in Q4CY22/Q1CY23. Players anticipate a slowdown in cloud spends over the near term, though the long-term growth story of an organisational shift to the cloud remains intact. Despite the weak quarter, Indian IT companies witnessed above-average deal wins and their market share in cloud deal wins, in particular, remains intact.

Prefer large-caps over mid-caps: We have already factored in the postponement of product development and large digital transformation projects, as well as slowing demand for hyperscalers that will impact the revenue growth of IT services players. We prefer Indian stocks that are less vulnerable to the slowdown and that will continue to gain market share even in a weak economic environment. Accordingly, we retain our preference for large-caps – **INFO** (BUY, TP: Rs 1,760) and **HCLT** (BUY, TP: Rs 1,240) in that order, over mid-caps.

Recommendation snapshot

Ticker	Price	Target	Rating
HCLT IN	1,093	1,240	BUY
INFO IN	1,562	1,760	BUY

Price & Target in Rupees | Price as of 22 Feb 2023



Strong global economic headwinds spilling over to EMs

Global think tank, The Conference Board, expects a sustained weakening in incremental annual global GDP growth over the next five years (2024-29) as compared to 2011-19 and 2020-23. The Conference Board's Leading Economic Index (LEI) points to continued recession risk in the US and UK, with similar indicators for Europe. CFOs have expressed concern over management calls about a variety of risks, especially political/government stability. In addition, the projected US unemployment rate remains elevated for 2023.

Hyperscalers' runaway cloud growth hits a bump

Hyperscalers reported lower cloud revenue growth during Q3CY22 due to a high base effect in the wake of Covid-19 and a volatile demand environment. Microsoft Azure's September quarter revenue decelerated materially owing to continued moderation in demand followed by the changes in client priorities toward cost optimising projects. Amazon Web Services (AWS) has witnessed a similar downtrend over the past three quarters. On the other hand, Google experienced elongated decision-making cycles for deals along with smaller ticket sizes for both new and renewal contracts.

All three cloud service providers are facing challenges stemming from a change in client demand toward cost takeout projects as compared to cloud/hybrid-cloud migration. In light of the macroeconomic challenges, Microsoft and Amazon are proactively helping customers to optimise operating costs by enabling them to "do more with less", moving storage to lower-priced tiers, and shifting workloads to processors with better pricing.

While hyperscalers anticipate a slowdown in cloud spends over the near term, we believe long-term tailwinds from the organisational shift to the cloud remains intact.

Fig 1 – Commercial cloud revenue trends

IaaS/PaaS (% YoY)	Q1CY20	Q2CY20	Q3CY20	Q4CY20	Q1CY21	Q2CY21	Q3CY21	Q4CY21	Q1CY22	Q2CY22	Q3CY22
Amazon Web Services YoY CC	32.8	29.0	29.0	28.0	32.1	37.0	39.0	40.0	37.0	33.0	28.0
Microsoft Cloud YoY US\$	38.5	30.0	31.9	33.6	33.1	36.4	35.3	32.3	32.2	28.7	24.2
Microsoft Azure YoY US\$	59.0	47.0	48.0	50.0	50.0	51.0	50.0	46.0	46.0	40.0	35.0
Microsoft Azure Cloud Services YoY CC	61.0	50.0	47.0	48.0	46.0	45.0	48.0	46.0	49.0	46.0	42.0
Google YoY US\$	57.9	43.2	44.8	46.5	45.7	53.9	44.9	44.6	43.8	35.6	37.6
Alibaba	58.0	59.0	60.0	50.0	37.0	29.0	33.0	20.0	12.0	10.0	NA
IBM YoY CC (TTM Total Hybrid Cloud)	23.0	30.0	19.0	10.0	21.0	13.0	21.0	16.0	17.0	24.0	20.0

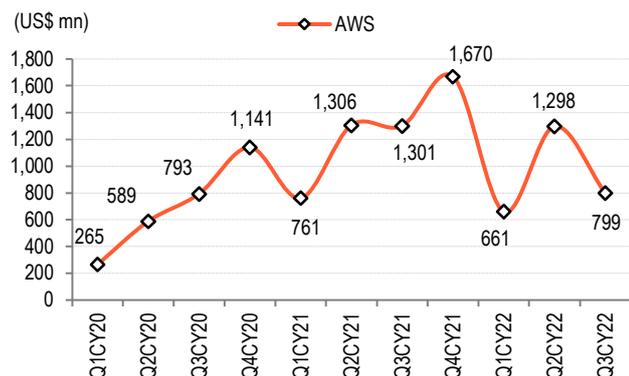
Source: Company, BOBCAPS Research | IaaS: Infrastructure-as-a-Service; PaaS: Platform-as-a-Service

Fig 2 – Revenue growth of SaaS players has weakened in recent quarters

SaaS (% YoY)	Q1CY20	Q2CY20	Q3CY20	Q4CY20	Q1CY21	Q2CY21	Q3CY21	Q4CY21	Q1CY22	Q2CY22	Q3CY22
Microsoft											
Office 365 Commercial	25.0	19.0	21.0	21.0	22.0	25.0	23.0	19.0	17.0	15.0	17.0
Dynamics 365	47.0	38.0	38.0	39.0	45.0	49.0	48.0	45.0	35.0	31.0	32.0
LinkedIn Commercial	21.0	10.0	16.0	23.0	25.0	46.0	42.0	37.0	34.0	26.0	17.0
Oracle	4.0	2.0	4.0	2.0	4.0	8.0	5.0	6.0	8.0	7.0	20.0
SAP Cloud	27.0	19.0	10.0	7.0	7.0	11.0	20.0	28.0	31.0	34.0	37.8
Workday	23.4	19.6	17.9	15.9	15.4	18.7	20.0	21.6	22.1	21.9	NA
Salesforce	30.0	29.0	20.0	20.0	23.0	23.0	27.0	26.0	24.0	21.8	NA
ServiceNow	34.5	30.1	30.7	31.7	29.9	30.9	30.8	28.6	26.1	24.7	22.1

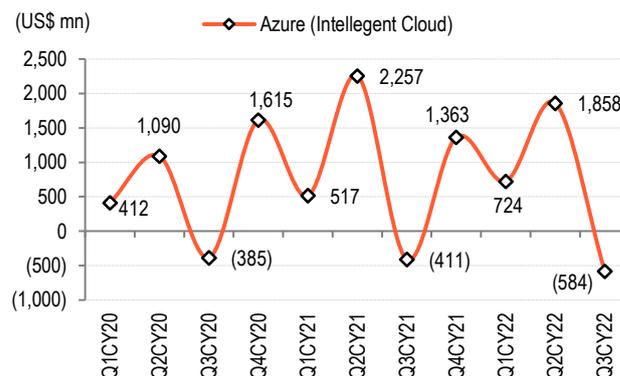
Source: Company, BOBCAPS Research

Fig 3 – Incremental cloud sales YoY for AWS



Source: Company, BOBCAPS Research

Fig 4 – Azure’s incremental YoY growth has plunged



Source: Company, BOBCAPS Research

Cloud capex moderating

Gartner recently reduced its CY22/CY23 growth outlook for worldwide IT spends on data centre systems from 11.1%/4.4%YoY to 10.4%/3.4% YoY, as the shift in customer priorities is likely to prompt a pullback in cloud capex spends. We note that data centre investments continue to be based on customer demand and usage.

Microsoft reported total capex of US\$ 6.6bn in Q3CY22, while cash capex remained at US\$ 6.3bn which was 5% lower than consensus expectations. Google incurred capex of US\$ 7.3bn for the quarter, 5% below consensus, and management softened its tone on spends from the earlier stance of “aggressive investment”. AMD (Advanced Macro Devices) mentioned that continued macro weakness has affected enterprise clients who have turned slightly more conservative on spends, leading to elongated decision-making cycles.

Fig 5 – Near-term demand slowdown likely to interrupt the cloud growth story

Company	Q3CY22 Earnings Call Commentary of Hyperscalers
Microsoft	<ul style="list-style-type: none"> Due to the changing macro environment, Microsoft is shifting focus toward optimising the spending patterns of clients through migration from cloud/hybrid cloud to cost take out projects. Optimisation will bring value to customers and create additional room for new workloads.
Google	<ul style="list-style-type: none"> While the company has experienced elongated decision-making cycle along with smaller deal sizes of shorter duration, cloud adoption continues to witness multi-year tailwinds with sustained client investments. Google Cloud resolves new business challenges, improves productivity, reduces costs and unlocks a new growth engine. Organizations are evolving at a faster pace on the back of hybrid cloud along with an increasingly distributed workforce.
Amazon	<ul style="list-style-type: none"> Ongoing macro uncertainty has impacted AWS due to the continuous change in client priorities, especially in favour of cost takeout projects. Amazon is proactively working to increase the depth and breadth of its service offerings through efficient processors, especially by moving to lower priced storage tiers or shifting the workload to its gravitation chips.

Source: Company, BOBCAPS Research

Fig 6 – Microsoft and Google moderating their capex

Company	Q3CY22 Earnings Call Commentary on Capex Spends
Microsoft	<ul style="list-style-type: none"> Capital expenditure, including financial leases, stood at US\$ 6.6bn and cash paid for property, plant and equipment (PP&E) totaled at US\$ 6.3bn in Q3CY22. Capex is likely to increase by data centre to cope with rising customer demand and usage signals.
Google	<ul style="list-style-type: none"> Google continues to invest on building its AI-based processing support system to improve the technical infrastructure servers that cater to clients.
Amazon	<ul style="list-style-type: none"> Amazon will support its clients through continued expansion of AWS infrastructure and has expanded its reach in the MENA region along with plans to enter APAC region as well. The company is likely to invest US\$ 60bn in CY22, similar to CY21. Reduction in capex for traditional and logistics businesses will be offset by increased capex in the AWS business.
Meta Platforms	<ul style="list-style-type: none"> Capex in the range of US\$ 34bn-39bn has been allocated for data centres, servers and network infrastructure in CY23 (compared to US\$ 32bn-34bn in CY22), which will be mainly deployed toward an increase in AI capacity (this sum includes principal payment on financial leases).

Source: Company, BOBCAPS Research

SaaS players are experiencing a prolonged weak spell

Software-as-a-Service (SaaS) players mirror the business models of global technology companies in terms of cost optimisation and software project deal wins. Many software vendors have witnessed elongation of deal cycles through both Q3 and Q4CY22.

- Hubspot's management indicated that the macro climate was worsening, leading to a longer decision cycle at clients and hence an elongated deal cycle.
- Adobe reduced its revenue growth guidance to 9% at the end of Nov'22 (vs. 12% YoY in YTD CY22) partly due to forex and other macroeconomic headwinds.
- Pega raised concerns over winning new logos in the current environment. The company is, therefore, focusing on existing large clients who are willing to consolidate vendors due to high inflation and the unpredictable economic backdrop.
- Companies such as Coupa and Atlassian witnessed softness in Europe in terms of decision cycles and slower user conversion from free to paid versions, respectively.
- Freshworks' management mentioned that mid-market and enterprise customers are focused on value and managing their software costs, especially towards the beginning of the next year.
- Duck Creek's commentary implies that clients are less likely to sign a long-term, multi-year, multi-million-dollar transformational deal.
- Informatica has slowed the pace of hiring due to a tighter rein on discretionary spends and has hired a majority of its new employees in low-cost locations.
- Google and Microsoft indicated that they intend to channelise resources toward high-growth priorities and improving workforce productivity.

Fig 7 – SaaS players expect a prolonged spell of economic weakness

Company	Q3CY22 Earnings Call Commentary of SaaS Players
ServiceNow	<ul style="list-style-type: none"> ▪ Clients are unlikely to be involved in long-drawn, expensive, multi-year projects. ▪ Companies are shifting from a capex to opex model as they migrate to the cloud, prompting ServiceNow to revise its subscription growth guidance to 28.5%+ YoY CC (from 28% earlier guidance), adjusted for forex impact.
Adobe	<ul style="list-style-type: none"> ▪ Adobe is well-positioned to hedge risks related to weak macros and is closing multi-million-dollar deals, especially enterprise/transformational projects, with a strong deal pipeline in Q4CY22 and Q1CY23.
Hubspot	<ul style="list-style-type: none"> ▪ Hubspot continued to witness pressure due to an elongated client decision cycle amid budget tightening and stringent approvals. The situation is likely to persist over a couple of quarters due to the poor macroeconomic conditions.
Salesforce	<ul style="list-style-type: none"> ▪ Salesforce's sales cycle could get stretched due to a higher level of inspections.
Freshworks	<ul style="list-style-type: none"> ▪ The impact of slower economic activity on business was partially offset by a pickup in new business activity and measured expansion, boiling down to a cut in growth forecasts and headcount. ▪ Mid-market/enterprise business, especially from the North America region, is showing traction despite rumours of cost cuts on software and an increasing focus on value-based/cost takeout deals (SMB has begun to stabilise after the churn in its customer service solution).
Atlassian	<ul style="list-style-type: none"> ▪ Transition of users to the fully paid version (per-user license) has slowed down.
Appian	<ul style="list-style-type: none"> ▪ Sales have been delayed due to the rising interest rates but the effect is not material. Management experienced some deal deferrals including a sizeable one. ▪ Appian is focusing on capping discretionary-related expenses in the current environment.
Informatica	<ul style="list-style-type: none"> ▪ As macroeconomic headwinds lead to elongated deal cycles, Informatica has altered its recruitment strategy to bring a majority of new hires into low-cost locations. ▪ The company continues to invest in R&D to strengthen the cloud/strategic cloud partnership journey.

Source: Company, BOBCAPS Research

Indian IT companies cautiously optimistic

The Q3FY23 earnings commentary of Indian IT companies reveals a cautiously optimistic outlook on demand. Players acknowledged that the unpredictable macro climate is taking a toll on discretionary spending and has materially impacted the hi-tech, retail, mortgage, investment banking and communications verticals. However, the outlook on energy & utilities, BFSI (ex-mortgage), manufacturing, travel and hospitality remains strong.

In line with global trends, Indian IT companies are also seeing more cost takeout deals in the pipeline but indicated that spending on digital transformation programmes is continuing as clients do not wish to abruptly halt these initiatives midway. In terms of geographies, while a majority of players saw strong Europe business in the December quarter, the outlook has deteriorated given deferred decision-making cycles. In contrast, the outlook for US business remains strong across tier-I Indian IT companies.

Deal-win TCV (total contract value) was robust during the quarter, with players clocking strong YoY growth and stable book-to-bill ratios. INFO reported a deal win TCV of US\$ 3.3bn – an eight-quarter-high. Pipeline commentaries remained healthy on the back of vendor consolidation. We believe that vendor-led opportunities, strong client relationships, a proactive approach for servicing customers, and robust digital capabilities will be beneficial for tier-I Indian IT companies.

Fig 8 – Strong deal wins for Indian IT companies in the Dec'22 quarter despite shift in client priorities

Company	Q3FY23 Earnings Commentary highlights of Indian IT companies
TCS	<ul style="list-style-type: none"> Delayed decision-making in smaller pockets is driving an increased focus on long-term projects that have built-in economic variables to minimise the downside risk. BFSI growth (ex-mortgage and insurance) in Q3 was powered by strong spending on cloud, data, analytics and CX (customer experience).
INFO	<ul style="list-style-type: none"> The hi-tech/telecom verticals have slowed due to reduced discretionary spends. Some deal closures could be delayed.
HCLT	<ul style="list-style-type: none"> Products and Platforms business is showing traction with strong recognition and adoption of some of its products. Clients are lagging behind in consuming cloud capacity and need to accelerate spends to utilise the same.
WPRO	<ul style="list-style-type: none"> Delivery of value-added products is likely to rise due to the growing demand for automation. A weaker macro has changed the nature of deals with clients, inducing a skew towards cost takeout projects (barring mandatory digital expenditure toward hybrid cloud/laaS).
TECHM	<ul style="list-style-type: none"> No demand pressure related to the global slowdown is currently visible, but deal sizes have changed, especially in the US and Europe.

Source: Company, BOBCAPS Research

Fig 9 – Demand outlook of global technology companies

Company	Demand commentary	Pipeline commentary
SaaS		
Workday (29 Nov 2022)	<ul style="list-style-type: none"> Likely to rise due to strategic technology vendor consolidation, especially in HR and Finance Elongation of deal cycles to continue; net new deal wins likely to peak out 	<ul style="list-style-type: none"> Confident outlook with a diversified pipeline and focus on executing a strong Q4CY22
Salesforce (30 Nov 2022)	<ul style="list-style-type: none"> Despite decision-making delays, traction continues in transformation/ multi-cloud expansion deals, especially with large brands Telecom driving the deal win momentum 	<ul style="list-style-type: none"> C360 platform supporting a healthy pipeline in the recent macro environment
PaaS		
ServiceNow (26 Oct 2022)	<ul style="list-style-type: none"> Not fully immune to macro headwinds but the breadth of the product portfolio plays a key role in bagging deals, including 98% of renewal deal wins Retail and hospitality driving net new ACV (average contract value) growth "Deliver more with less" policy pushing modern enterprises towards automation and productivity, spurring steady technology upgrades 	<ul style="list-style-type: none"> Continued investments behind robust multi-quarter pipeline Q4CY22 to remain strong on the back of multimillion-dollar deals, especially in HR services (as the Top 20 clients are investing 20-30% of the total deal investments to streamline the workflow of the employees)
Pega (26 Oct 2022)	<ul style="list-style-type: none"> Change in engagement style leading to a slight delay in conversion of deal wins, but no impact on the deal funnel thus far Cloud ACV seeing traction and steady growth in CC terms 	<ul style="list-style-type: none"> More than US\$ 1mn in deal wins clocked despite altered engagement style
Appian (3 Nov 2022)	<ul style="list-style-type: none"> Q3CY22 saw a comparatively elongated sales cycle, driven by federal business. Client-related constraints led to a couple of large deal slips and increasing demand for on-premise deals (low-margin business) 	<ul style="list-style-type: none"> Demand is resilient and so is the pipeline Slight deterioration in the deal pipeline mostly due to currency impact but intact overall
Guidewire (6 Dec 2022)	<ul style="list-style-type: none"> Changes to the operating model due to rising inflation leading to changes in deal composition Large deal wins delayed, especially in cloud infrastructure, but traction seen in new deals (to replace mainframe systems) 	<ul style="list-style-type: none"> Ramp-up in deals from the backlog is leading to a steady build-up in pipeline
IaaS		
Google (25 Oct 2022)	<ul style="list-style-type: none"> Macro events have led to deal wins either with smaller duration or sizes, or both US\$ 200mn+ customers are asking for newer methods of searching instead of the traditional approach 	<ul style="list-style-type: none"> Pullback in spend creates some challenges in the deal pipeline, considering its strong measurability and focus on delivering

Company	Demand commentary	Pipeline commentary
Microsoft (25 Oct 2022)	<ul style="list-style-type: none"> Traction in long-term Azure and Microsoft 365 contracts seen across deal sizes, especially backed by cloud-based suite 'E5' Despite strong execution on core annuity sales of platforms, macro volatility instils uncertainty in terms of timing of deal wins/deal mix 	<ul style="list-style-type: none"> Commercial business (cloud/hybrid) down 3% of late, but the multi-year growth story remains intact RPO pipeline remains robust
AWS (17 Nov 2022)	<ul style="list-style-type: none"> Traction in cost reduction and efficiency improvement deals Decline in gross merchandise value offers a clear picture about the current macro scenario 	<ul style="list-style-type: none"> No significant visible changes in deal pipeline
Nutanix (30 Nov 2022)	<ul style="list-style-type: none"> Despite rising inspections by clients amid an uncertain macro climate, newer deals/ACVs have risen 	<ul style="list-style-type: none"> Smaller/new deal pipeline continues to grow
Oracle (12 Dec 2022)	<ul style="list-style-type: none"> Robust deal win momentum with no suggestion of any immediate drag on the digital business 	<ul style="list-style-type: none"> Pipeline remains robust, backed by continuous shift of midsized-to-large clients to OCI (Oracle Cloud Infrastructure)
Automation/Robotic Process Automation (RPA)		
IBM/BluePrism 19 Oct 2022	<ul style="list-style-type: none"> Traction is visible in cross/up-selling products and has successfully leveraged business Deal wins are coming in with comparatively smaller sizes 	<ul style="list-style-type: none"> Pipelines remains strong and the backlog is down to two months
Analytics		
Cloudera	<ul style="list-style-type: none"> Dataflow/Data Science workbench with IBM helps in bagging various deal wins in the cloud/hybrid cloud segment 	<ul style="list-style-type: none"> Resell and cross-sell with IBM supports a robust pipeline in the near term
Digital Services		
EPAM (3 Nov 2022)	<ul style="list-style-type: none"> Scouting for inorganic growth opportunities Russia-Ukraine war has disrupted the onshore centre severely, seriously hampering deal wins 	<ul style="list-style-type: none"> Despite unfavourable forex movement, Russia business showed plenty of traction during the first half of the calendar year which is likely to continue Fears of recession in Europe likely to create a robust backlog in the deal pipeline
Globant (17 Nov 2022)	<ul style="list-style-type: none"> Clients' reinvention for their own core space to improve process optimisation Digital commerce transformation, CX, and platform engineering are showing traction Deal wins accelerating in the areas of process efficiency and cost optimisation 	<ul style="list-style-type: none"> Clients are looking for application tools to reduce time/cost while developing/deploying products
Endava (15 Nov 2022)	<ul style="list-style-type: none"> Global transformation projects are flowing from UK MNCs Payment vertical continues to see solid traction in digital payments globally 	<ul style="list-style-type: none"> Healthy deal pipeline in the areas of go-to-market and improved customer experience
Semiconductor/Networking		
Ericsson 20 Jan 2022	<ul style="list-style-type: none"> Positive traction in RAN (Radio Access Network) market which leads to a better pricing environment and margins 	<ul style="list-style-type: none"> Pipelines are seeing traction in the areas of IPR, consumer electronics and IoT (Internet of Things) Global communication platforms are drawing attention in 5G rollouts
Intel (27 Oct 2022)	<ul style="list-style-type: none"> Solid pickup in long-term transformation deals in Q3, especially with large foundry customers NEX (Network and Edge Group) and PSG (Programmable Solutions Group) businesses continue to deliver stellar revenue growth 	<ul style="list-style-type: none"> Data centre, 4 HPC (high performance computing) offerings and PVC seeing positive traction; no spend cuts observed PSG backlog robust and will drive growth due to a limited supply chain
Cisco (16 Nov 2022)	<ul style="list-style-type: none"> Web scale business, 400G products, AI fabrics and Silicon One routers are creating solid demand on the back of IoT, 5G and other transformational projects Clients focusing more on programmability, bandwidth and energy efficiency 	<ul style="list-style-type: none"> Customers are balancing private and public cloud workloads; re-architecture of the infrastructure is likely to create new traffic patterns as well as new opportunities

Source: Company, BOBCAPS Research

Prefer large-cap Indian IT players over mid-caps

Capex moderation by tech giants such as Google and Microsoft is a clear indication of fraying customer spending patterns, but Indian IT companies haven't witnessed any pressure thus far in terms of digital deal wins/pipeline, especially in the areas of cloud and hybrid cloud. Due to the tenuous macro environment worldwide, we do foresee a deviation in the quality of revenue as cost optimisation projects take centerstage.

We have already factored in the postponement of product development and large digital transformation projects along with slowing demand for hyperscalers which will impact the revenue growth of IT services players. We prefer Indian stocks that are less vulnerable to the slowdown and that will continue to gain market share even in a global recessionary environment.

Tier-I IT players fit the bill as they are best placed to benefit from vendor consolidation, strong client relationships and robust digital capabilities. We thus retain our preference for large-caps – INFO (BUY, TP Rs 1,760) and HCLT (BUY, TP Rs 1,240), in that order, over mid-caps.

INFO | BUY, TP Rs 1,760

Despite INFO's cautious outlook on a few verticals, we believe its strength in managing the twin journeys of digital transformation (Cobalt) and cost takeout will drive growth leadership. We retain BUY and continue to value the stock at 20.5x FY25E, translating to an unchanged TP of Rs 1,760. The stock is trading at ~20% discount to its last five-year average.

HCLT | BUY, TP Rs 1,240

Given its deep capabilities IMS space and strategic partnerships alongside continued investments in cloud/digital capabilities, we expect HCLT to emerge stronger on the back of rising demand from enterprises. High sequential growth within IT services, robust headcount addition, healthy deal wins and a solid pipeline indicate an improving outlook. We retain BUY and continue to value the stock at 18.7x FY25E EPS, yielding an unchanged TP of Rs 1,240. The stock is trading at ~25% discount to its last five-year average.

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BUY – Expected return >+15%

HOLD – Expected return from -6% to +15%

SELL – Expected return <-6%

Note: Recommendation structure changed with effect from 21 June 2021

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