

Company

6 November 2009 | 10 pages

Deutsche Telekom AG (DT)

ADR
 Target price change
 Estimate change

Risks Remain, Margins Gain

- Forecast Upgrades** – We upgrade 2009E EPADR by 4.7%, 3.8% 2010E. This was driven by increased margins in Germany and Europe partly offset by downgrades for the USA and OTE. We are raising our target price by 4% in-line with our earnings estimates. We are not factoring in major improvement in the UK, which is a possible source of consensus upgrades in 2010.
- Why We are Buyers** – On November 5 we raised DT to a Buy. While significant risks remain for DT in the U.S., this is largely reflected in the valuation and the market is overcautious on Germany in our view. DT currently trades at a 40% discount on FCF yield to the sector average. Operationally DT has shown the ability to grow owned cash flow, without NPV- cuts to capex, despite top line pressure. The USA still struggles, but we believe expectations now leave little downside.
- Cost Cutting Program Supports Cash Flow Growth** – DT's process with cost cutting in Germany and Europe will always be a case of two steps forward, one step back. However DT is one of several incumbents who support our view that in recession costs cut are largely passed to shareholders, not to customers. Management were confident that the S4S program can be extended.
- Expectations Reasonable and Surprises Possible** – The problems in the USA have been widely flagged and negative net adds confirm this. Q4 should see a strong FX headwind. DT's roadmap to turnaround operations needs good execution. In Germany the 2 year contract expirations is not a perpetuity problem and strong TV net adds are a hint that battle with cable will not be one-way.

Buy/Medium Risk	1M
Price (06 Nov 09)	US\$14.01
Target price	US\$15.89
Expected share price return	13.4%
Expected dividend yield	8.4%
Expected total return	21.8%
ADRs Outstanding	4,359M
ADR/Ord Ratio	1:1
Local Share Price	€9.39
Market Cap	US\$60,809M

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Year to 31 Dec	2007A	2008A	2009E	2010E	2011E
Sales (\$m)	85,701	90,728	90,630	96,074	96,705
EBITDA (\$m)	26,493	28,630	28,705	30,521	30,749
Net Income (\$m)	4,117	5,041	4,076	4,498	4,783
EPADR (\$)	0.95	1.16	0.93	1.03	1.10
EPADR (Old) (\$)	0.95	1.16	0.89	1.00	1.05
PE (x)	14.77	12.06	14.99	13.59	12.77
EV/EBITDA (x)	4.9	4.5	4.6	4.4	4.2
Dividend/ADR (\$)	1.07	1.15	1.13	1.24	1.32
Dividend Yield (%)	7.6	8.2	8.1	8.8	9.4
FX Used EUR	1.37	1.47	1.40	1.48	1.48

See Appendix A-1 for Analyst Certification and important disclosures.

What We Learnt...

After strong 3Q09 results and conference call we summarise what we learnt. In general the negatives were expected, T-Mobile USA deterioration and increased fixed line churn. While the positives were a delta to expectations, growth in T-Mobile Germany, Domestic and European margin improvement.

1) German Mobile Back to Growth (+ve/unexpected)

German Mobile returned to growth, total revenue growth 1.4% YoY v.s. -3.8% 2Q09. While part of this was driven by a significant step-up in equipment revenues, there was also a marked improvement in service revenue growth to -0.4%, from -2.4% 2Q09.

A significant driver of this was mobile data, non-voice revenues jumped to 27% from 25% 2Q09. The iPhone aided this with 279k net adds 3Q09 taking the total number of iPhone customers to 1.2m. iPhone users have an average ARPU of \$108, boosting overall contract ARPU by \$1.46.

2) Cost Cutting Drives Domestic Margins (+ve/unexpected)

The S4S cost cutting program helped increase domestic margins +1.3ppt QoQ, with EBITDA +6.7% v.s. CIRA, 4.2% vs consensus. \$7.90 billion of cost savings have been achieved and DT is rolling out this program to all operations. The ability of telecoms companies to beat expectations on cost cutting has been a trend for 3Q09 results. Management was clear this was not a one off program and expects future savings to aid margins.

3) Strong TV Net Adds (+ve/expected)

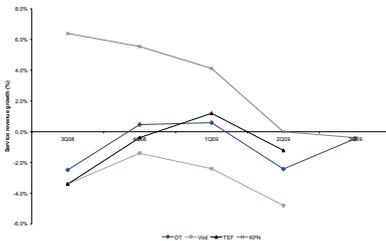
DT achieved its strongest ever TV (Entertain) net adds 164k. This was boosted by the re-launch of its Bundesliga package, Liga Total. Competition with cable operators is intensifying. It gives us confidence that DT is increasingly successful at attacking cable's core market. We believe this will be a growing trend compensating for line loss to cable.

4) End of 2-year Contracts, Fixed Line Churn Rises (-ve/expected)

As expected the end of 2 year contracts led to a significant step up in fixed line churn. Broadband net adds fell to 72k versus 245k 2Q09. This brought DT's share of net adds down to 18%. However management remains confident they can reach the 45% FY target. They stated that September had already seen a return to a 45% run-rate. Line loss increased to 573k from 473k 2Q09, which as with broadband appears to be a temporary effect from the 2 year contracts.

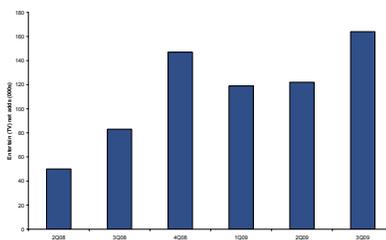
While this was a temporary effect and management remains confident in full year targets, the strength of cable competition continues to grow. We believe this risk is reduced by DT's ability to gain TV market share from cable.

Figure 1. German Mobile Service Revenue Growth



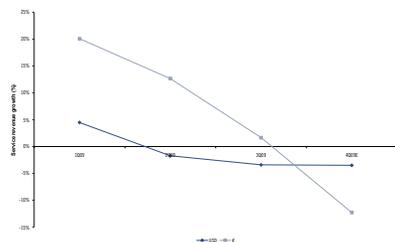
Source: Company Reports, CIRA

Figure 2. TV Net Adds



Source: Company Reports, CIRA

Figure 3. T-Mobile USA Service Revenue Growth



Source: Company Reports, CIRA

5) Weak USA Mobile (-ve/expected)

The problems at T-Mobile USA had been widely flagged before the results. Service revenue growth deteriorated to -3.4% from -1.7% 2Q09. Net adds -77k versus +325k 2Q09. Management said AT&T's launch of the new iPhone in June had a significant impact, contract churn rose to 2.4% from 1.9% 2Q09. DT emphasised they have a clear roadmap to turn this business around, the ability to execute this plan will be a key catalyst for the ADR in our view.

The recent price cuts by DT form a key element of the turnaround roadmap. The SIM-only contracts are unique, offering 15-40% discounts to existing tariffs. DT is investing strongly in its 3G network to prevent service outages which we have seen recently. Lastly distribution is being revamped with new stores and partnerships. The situation is challenging, but expectations are low leaving risk evenly balanced.

We also note that the FX headwind should have the greatest effect in Q4. We forecast -3.5% Q4 service revenue growth in USD, the same as Q3. The FX headwind reduces this to -12.3% service revenue growth in €.

6) In Market Consolidation Delivers (+ve/unexpected)

Netherlands margin increased 8.0ppt YoY as benefits of the merger with Orange in 2007 delivered results. Management spoke confidently that savings had been achieved on plan. This is a positive signal for what might be possible for the JV with Orange in the UK, for which a turnaround would be a clear delta to expectations.

7) Working Capital Management Delivered (+ve/unexpected)

DT had guided working capital improvement in H209, however the size of the benefit was unexpected. 3Q09 FCF \$4.68 billion +36% v.s. consensus, largely driven by working capital. Management was clear that this was not a one off, but rather the start of optimising DTs working capital management. The cause for this change was DT hiring a new team to focus on this after listening to investor concerns.

8) We Did Not Learn About 2010 Guidance (neutral)

Management did not provide any guidance for 2010 despite a number of questions on the conference call. The reason for this was low visibility into 2010 due to four outstanding risks. 1) FX headwinds for T-Mobile USA. 2) Uncertain economic recovery in Eastern Europe. 3) The potential rise in unemployment in Germany. 4) Late cyclical impact on the System Solutions business.

Forecast Changes

We increase our 2009 EPADR forecast by 4.7%, then by 3.8% 2010, 4.6% 2011. Figure 4 lays out the changes in detail.

OTE has a distorting effect because it is 100% consolidated above net income, while only 30% consolidated for net income. After 3Q09 results we reduced our OTE forecasts by -1.5% 2010 EBITDA, -17% 2010 EPADR. See note 'The 2010 Comeback' for more details.

The main constituents of our changes are:

Revenues: -0.3% 2009E, +0.1% 2010E

- **Germany:** We raised our revenue forecast for Germany by 0.7% for 2009 and beyond due to the return to growth in German mobile.
- **USA:** Due to the weak performance in Q3 we reduce our 2009 revenue forecast by -0.9%.
- **SEE:** This was offset by a reduction in our OTE forecast reducing of SEE forecast by -0.2% in 2009, -1.4% 2010.
- **System Solutions:** We reduced our 2009 Systems Solutions forecast by -2.6% due to continued macro pressure.

EBITDA: +0.2% 2009E, +0.6% 2010E

We upgraded EBITDA due to increases in German and Europe margins, partially offset by reductions to OTE forecasts.

- **Germany:** We leave our 2009 German margin estimate unchanged. We raise our 2010E German EBITDA margin by +0.6ppt, which combined with the revenue upgrade increases our EBITDA forecast by 2.4% 2010, 3.2% 2011. This was driven by the benefits of the S4S cost cutting program in both fixed and mobile.
- **USA:** We reduce our 2009 margin forecast by -0.5ppt to account for the increased spending to stop the customer loss and the launch of the new price plans.
- **Europe:** After a strong 3Q09 we upgrade our 2009E EBITDA margin by +2.2ppt, 1.4ppt 2010E and beyond. This increases our EBITDA forecast by 9.1% 2009, 5.4% 2010 and beyond.
- **SEE:** Our downgrade to OTE forecasts reduces SEE EBITDA by -0.8% 2009, with high reductions in 2010 and beyond as the lower margin impacts the full year. EBITDA -2.3% 2011E, -3.1% 2012E.

Other Items

- **Below EBITDA:** We increase our depreciation forecast due to higher depreciation at OTE. However the main change below EBITDA is the reduction in minority interests due to a lower net income forecast at OTE. We reduce our minority interests forecast by around 12% each year.
- **German Spectrum:** We add an additional \$1.46 billion to our 2010 capex forecast for the German spectrum auctions. This reduces our 2010 FCF forecast by around 15%.

- **Upgrade to FCF:** Excluding the German spectrum auction we increase our FCF forecast by around 4.5% in 2009 and beyond. Our 2009 forecast is \$9.78 billion in line with guidance.

Figure 4. Forecast Changes

	New Forecasts			Change (%)		
	2009E	2010E	2011E	2009E	2010E	2011E
Germany	33,519	34,342	33,467	0.7%	0.7%	0.7%
USA	21,887	23,483	24,357	-0.9%	0.0%	0.0%
Europe	13,391	14,213	14,397	0.0%	0.0%	0.0%
Southern and Eastern Europe	13,102	14,465	14,528	-0.2%	-1.4%	-1.5%
Systems Solutions	8,451	9,285	9,657	-2.6%	0.0%	0.0%
Group HQ	279	285	297	0.0%	0.0%	0.0%
Total Revenues	90,630	96,074	96,705	-0.3%	0.1%	0.1%
Germany	13,328	13,577	13,292	0.8%	2.4%	3.2%
- margin (%)	39.8%	39.5%	39.7%	0.0ppt	0.6ppt	1.0ppt
USA	6,114	6,879	7,203	-2.6%	0.0%	0.0%
- margin (%)	27.9%	29.3%	29.6%	-0.5ppt	0.0ppt	0.0ppt
Europe	3,511	3,723	3,832	9.1%	5.4%	5.4%
- margin (%)	26.2%	26.2%	26.6%	2.2ppt	1.4ppt	1.4ppt
Southern and Eastern Europe	5,223	5,743	5,813	-0.8%	-2.3%	-3.1%
- margin (%)	39.9%	39.7%	40.0%	-0.2ppt	-0.4ppt	-0.7ppt
Systems Solutions	1,243	1,324	1,335	0.8%	0.0%	0.0%
- margin (%)	14.7%	14.3%	13.8%	0.5ppt	0.0ppt	0.0ppt
Group HQ	(475)	(490)	(490)	21.4%	26.4%	31.5%
Consolidation effects	(237)	(238)	(238)	-5.6%	0.0%	0.0%
Total EBITDA	28,705	30,521	30,748	0.2%	0.6%	0.8%
Margin (%)	31.7%	31.8%	31.8%	0.2ppt	0.1ppt	0.2ppt
Depr & Amor	(16,454)	(17,131)	(17,184)	0.7%	1.2%	1.2%
EBIT	12,251	13,390	13,566	-0.4%	-0.3%	0.2%
Net financial result	(4,589)	(4,484)	(4,067)	-1.8%	-0.3%	-0.3%
Income tax	(2,624)	(3,118)	(3,325)	-0.8%	-0.3%	0.5%
Minority Interests	(962)	(1,292)	(1,390)	-11.4%	-12.3%	-11.5%
Underlying Net Income	4,076	4,498	4,783	4.7%	3.8%	4.6%
EPADR	0.93	1.03	1.10	4.7%	3.8%	4.6%
DPADR	1.13	1.24	1.32	4.7%	3.8%	4.6%
Capex	12,828	13,084	12,942	-0.3%	-0.7%	-0.7%
as a % of sales	-14.2%	-13.6%	-13.4%	0.0%	-0.8%	-0.8%
Net Debt	57,451	56,553	51,634	0.1%	-0.2%	-0.6%
FCF	9,751	9,736	10,280	4.2%	4.6%	4.1%
F/X Used (\$/EUR)	1.40	1.48	1.48			

Note: Percentage figures are calculated on local currency numbers not accounted for F/X rate.

Source: Citi Investment Research and Analysis

Deutsche Telekom AG

Company description

Deutsche Telekom is the incumbent telecom operator in Germany. The largest division (T-Com) is made up of the domestic fixed line operations and the acquired incumbent operations in Hungary, Croatia and Slovenia. T-Mobile, the mobile division, has operations in the U.S., UK, Austria, Netherlands and the Czech Republic – although it is a smaller player in these external markets. The company serves multinational corporate clients through its T Systems operations, which is both a telecom supplier and a supplier of IT services. The group has moved from a four pillar structure to a three pillar structure by including T Online with T Com. The German government owns 43% directly and indirectly.

Investment strategy

We rate Deutsche Telekom Buy/Medium Risk (1M). While risks remain for DT the valuation is now compelling with a FCF yield 40% above the sector average and a dividend yield close to 80% above market. Domestic operations and Europe are performing well with strong margins. The USA will continue to struggle, but concerns over this seem over-played given diminishing FX headwinds post 4Q09. T-Mobile USA is only around 23% of EV and margins have not deteriorated. The recent increase in margins gives us confidence that DT is successfully implementing its cost reduction programmes.

Valuation

As for all integrated operators, we use a combination of DCF and market-based multiples in a sum of the parts. For DT we use a WACC of 8%. We use market-based values for all quoted assets and use year-end 2009E net debt. We crosscheck our DCF models with market-based valuation metrics, including free cash flow yield, P/E and EV/EBITDA, to arrive at our fair value. Our \$15.89 per ADR target price is set at a 10% discount to fair value to reflect the risk of further bad news in 4Q 2009 (U.S. Mobile, Domestic Fixed) which means fair value is unlikely to be reached in the next 12 months under current market conditions in our view.

Risks

We rate Deutsche Telekom Medium Risk based on our assessment of industry and company-specific risk factors. There are industry-specific risks to achieving our target price for all telecom companies. These include concerns about over-capitalisation, weak demand, regulatory risks and the risk of new technology establishing cost advantages over current technology. For DT, these risks are compounded by the dependence on the domestic cash flow and by the risk of competing against larger operators in the U.S.. The government remains a significant shareholder and will probably look to continue reducing its shareholding. If the impact on the company from any of these factors proves to be greater than we anticipate, the ADR will likely have difficulty achieving our financial and price targets. Likewise, if any of these factors proves to have less of an effect than we anticipate, the ADR could materially outperform our target.

Appendix A-1

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Deutsche Telekom AG (DTEGn.DE)

Ratings and Target Price History

Fundamental Research

Analyst: Terence Sinclair
Covered since July 15 2009



Chart current as of 7 November 2009

	Date	Rating	Target Price	Closing Price
1	14-Nov-06	2H	*13.50	13.57
2	29-Jan-07	*3H	*12.50	13.60
3	13-Jul-07	*3M	12.50	13.57
4	28-Feb-08	*2M	*13.00	12.54

	Date	Rating	Target Price	Closing Price
5	18-Jul-08	2M	*11.50	11.01
6	2-Mar-09	2M	*10.00	9.38
7	8-May-09	2M	*8.20	8.14
8	16-Oct-09	2M	*10.30	9.40

	Date	Rating	Target Price	Closing Price
9	5-Nov-09	*1M	10.30	9.50
10	6-Nov-09	1M	*10.70	9.45

* Indicates change

Rating/target price changes above reflect Eastern Standard Time

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Data current as of 30 Sep 2009

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