

# Citigroup Inc.

US Satellite\*

Recommended since 06.02.2020

14.03.2024



<b>Country</b> US	<b>Market capitalization (bn)</b> USD 110.4	<b>Perf. since reco. (%)</b>
<b>Sector</b> Banks	<b>Free float</b> 99.7%	Citigroup Inc. -26.9
<b>Factset</b> C-US	<b>Closing price</b> USD 57.76	Sector 4.8
<b>ISIN</b> US1729674242	<b>ESG Risk score*</b> 26.9 Medium risk	

**Profile**  
Citi is a global bank that operates in 160 countries, manages around 200 million accounts and employs 225,000 people. The group offers a fully diversified range of financial services from retail banking through to investment banking, not forgetting both Citi-branded and private-label credit cards. It generates 47% of its revenue in North America, 22% in Asia, 17% in EMEA and 14% in Latin America. The company was founded in 1812 and is headquartered in New York.

**Strengths/opportunities**

- Operational leverage (from 2023).
- A globally diversified footprint, with a bias towards higher-growth emerging markets.
- Strong balance sheet and high solvency.

**Weaknesses/threats**

- Credit card business is exposed to a slightly higher than average risk of increases in the cost of risk.
- Risk of execution of restructuring plan.
- Benefit of USD rate hikes diluted vs pure US banks.

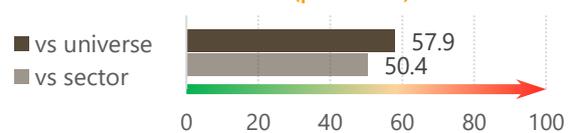
**Investment case**

- In a transatlantic banking sector that is already relatively efficient in terms of expense management, we favour institutions with a reasonable valuation and some potential for specific operational improvement (self help).
- Citi has historically been an industry benchmark in expense management. For the next 2-4 years, management is aiming for a cost/income ratio of < 60%.
- Solvency is comfortable, and the potential for share buybacks remains intact, even if its deployment will be more jerky, depending on divestments of non-strategic operations.
- The group's exposure to emerging markets, especially Asia, is a welcome source of growth and revenue diversification.
- 2022 was a bit of a transition year, but the strategy presented by the new CEO at the beginning of 2022 will instead be rolled out this year.
- The restructuring begun in 2022 by the dynamic CEO Jane Fraser is continuing, but the impact 2024 on results remains moderate, with revenues expected to reach \$80-81 billion (+4%) and expenses at \$53.5-53.8 billion.

**Valuation**

Citi is trading at a 15% discount to the sector based on 2024<sup>e</sup> P/E ratios. The discount based on 2024<sup>e</sup> P/B ratios is 50% despite a dividend yield in line with the sector average. Even allowing for the conglomerate discount (c. 10%), this is overly harsh.

**ESG risk vs. universe & sector (percentile)\***



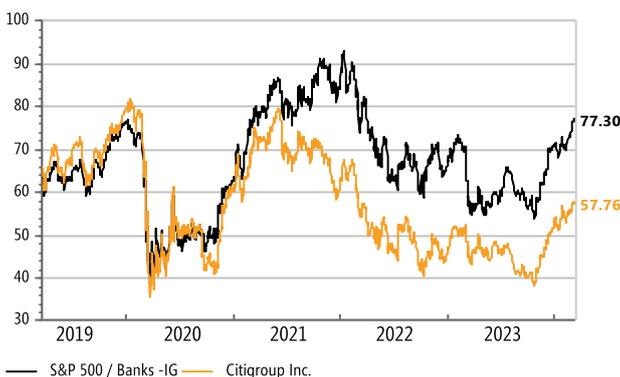
USD	12/2023	2024e	2025e
Sales revenue (mio)	157 096	80 220	81 697
Sales growth	54.6%	-48.9%	1.8%
EBIT adjusted (mio)	22 187	26 311	28 390
% of sales	14.1%	32.8%	34.8%
Net income (mio)	9 049	11 191	13 128
Net income growth	-39.5%	23.7%	17.3%
CET1	13.3%	13.5%	13.7%
ROE	4.1%	5.6%	6.4%
Dividend yield	3.7%	3.7%	3.9%
PE	12.7x	9.9x	8.2x
P/BV	0.5x	0.6x	0.5x

Factset estimates

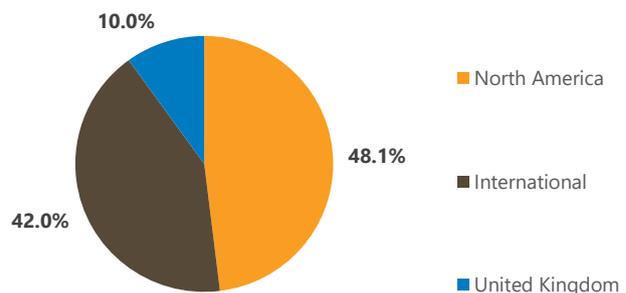
**ESG - risks and key points**

- Citi's risk in relation to business ethics is higher than the sector average. Some of its practices in relation to tax evasion have been the subject of past controversies.
- Citi lends to controversial sectors (nuclear energy, weapons, coal, etc.). But Citi is also a leader in green bonds.
- Up to 2014, Citi failed stress tests. However, it has scored nothing but positive results since 2015.

**5-year performance vs sector**



**Sales breakdown - 12/2023**



\*: see overleaf

Source: Factset, Sustainalytics

# Glossary

## Satellite

From 2015, B&Cie separates its investment recommendations into Core Holdings (higher organic growth potential, high free cash flow, ROCE in excess of the cost of capital and balance sheet efficiency throughout the cycle) and Satellite Recommendations, which do not meet the above criteria but are likely to outperform in the short-to-medium term.

## ESG Risk Score

At B&Cie, we take particular care to ensure that the companies in which we recommend investing are sustainable. Accordingly, our selection process takes account of risks relating to environmental, social and governance (ESG) issues. This approach is underpinned by research from Sustainalytics, the global leader in ESG and corporate governance analysis, whose methodology aims to identify major controversies and risks and assess a company's ESG risks relative to both its sector and the investment universe as a whole. The corresponding score is expressed as a percentile: the lower the overall risk score, the lower the risk within the investment universe.

## b-Digital, b-Transition & b-Well

Over and above the conventional geographical and sectoral approaches to asset management, at B&Cie we believe the world of tomorrow is being shaped by structural trends. We have identified three main megatrends: ongoing digital globalisation of the economy; economic transition, particularly in the energy sector; and the quest for wellness. We believe selecting and investing in companies that play an active role in these transformations should lead to more resilient portfolios that generate higher long-term returns. Our investment recommendations in the digital globalisation space are labelled "b-Digital", those in the economic transition space "b-Transition" and those in the wellness space "b-Well". A given recommendation may fall under more than one theme, in which case it will carry the relevant matching labels.

## Offices & Branches

### Bordier & Cie Genève

Rue Rath 16  
CH-1204 Genève  
Case postale  
CH-1211 Genève 3  
T + 41 58 258 00 00  
F + 41 58 258 00 40

### Bordier & Cie Berne

Spitalgasse 40  
Case postale  
CH-3001 Berne  
T + 41 58 258 07 00  
F + 41 58 258 07 10

### Bordier & Cie Nyon

Rue de la Porcelaine 13  
CH-1260 Nyon  
Case postale 1045  
CH-1260 Nyon 1  
T + 41 58 258 07 50  
F + 41 58 258 07 70

### Bordier & Cie Zurich

Talstrasse 83  
CH-8001 Zürich  
T + 41 58 258 05 00  
F + 41 58 258 05 50

### Bordier & Cie (France) S.A.

1, rue François 1er  
75008 Paris – France  
T + 33 1 55 04 78 78  
F + 33 1 49 26 92 48

### Bordier & Cie (Uruguay) S.A.

Edificio Beta 3, oficina 102  
Zonamerica  
91600 Montevideo  
Uruguay  
T + 598 2 518 2700  
F + 598 2 518 2703

### Bordier & Cie (Singapore) Ltd

CapitaGreen #14-00  
138 Market Street  
Singapore 048946  
T + 65 6239 9999  
F + 65 6239 9998

### Bordier Bank (TCI) Ltd

Leeward Highway  
Caribbean Place  
Providenciales  
Turks and Caicos  
T + 1 649 946 45 35  
F + 1 649 946 45 40

This document has been issued for information purposes and is exclusively supplied by Bordier & Cie SCmA in the framework of an existing contractual relationship with the recipient of this document. The views and opinions contained in it are those of Bordier & Cie SCmA. Its contents may not be reproduced or redistributed by unauthorized persons. The user will be held liable for any unauthorized reproduction or circulation of this document, which may give rise to legal proceedings. All the information contained in it is provided for information only and should in no way be taken as investment, legal or tax advice provided to third parties. Furthermore, it is emphasized that the provisions of our legal information page are fully applicable to this document and namely provisions concerning the restrictions arising from different national laws and regulations. Consequently, Bordier Bank does namely not provide any investment services or advice to "US persons" as defined by the Securities and Exchange Commission rules. Furthermore, the information on our website – including the present document – is by no mean directed to such persons or entities.