

### **Equity Research**

October 8, 2018

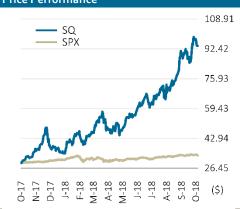
#### **Mark Palmer**

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SQ	\$94.11
12 month target	\$30.00
SELL	
52 week range	\$30.76 - \$99.01
Market Cap (m)	\$44,234
Price Performance	



### **Financials**

# Square Inc.

# Launch of Square Installments, with Loans Held on Balance Sheet, Adds to SQ's Overlooked Credit Risk

Our bearish thesis on Square (SQ) is predicated in part on our view that the company's increasing dependence on the extension of credit to its customers to spur its growth has made its business model increasingly vulnerable to volatility in the credit markets. SQ's announcement on Thursday about the launch of Square Installments – a new, point-of-sale lending service provided by Square Capital that allows borrowers to repay loans over a period of three, six or 12 months – is likely to increase this vulnerability, in our view.

- ▶ Square Installments enables the customers of the company's sellers in 22 states to pay for purchases ranging between \$250 and \$10,000 in fixed monthly payments. Sellers will receive payments for purchases upfront, and SQ will hold the loans on its balance sheet. Management said that as it lends more through the program that it may sell loans to outside funds.
- ▶ The loans extended by Square Installments will carry annual percentage rates (APRs) of between o% and 24%. This is in contrast to the APRs of loans offered by alternative lender Affirm (Private) which range between 10% and 30%. We believe this should raise questions about whether SQ will be sufficiently paid for the risk it will take on the program.
- ▶ We are reiterating our Sell rating on SQ and price target of \$30 based on 20x our FY20E adjusted EBITDA of \$686mm. With SQ now trading at 55x 2020E adjusted EBITDA, the market appears to be overlooking any risks to the company's business model, and credit risk in particular. We believe SQ's expanding dependence on credit as a driver of growth ultimately will weigh on its multiple, which we view as very difficult to justify.
- ► Valuation: Our \$30 price target for SQ is based on 20x our FY20E adjusted EBITDA of \$686mm. The multiple we use reflects our anticipation of the company's continued growth, albeit at a slower rate than its valuation currently implies.

### **Estimates**

Source: IDC

	1Q17 A	2Q17 A	3Q17 A	4Q17 A	FY17 A	1Q18 A	2Q18 A	3Q18 E	4Q18 E	FY18 E	FY19 E
Sales	462	552	585	616	2,214	669	815	859	882	3,225	4,074
EBITDA (Adj.)	27	36	34	41	139	36	65	65	76	242	445

Source: BTIG Estimates and Company Documents (\$ in millions, except per share amount)



- ➤ SQ retains only a small portion of the loans to merchants that it originates through Square Capital on its balance sheet and sells most of them to investors. However, one of the painful lessons learned in early 2016 by investors in the stocks of online marketplace lenders such as LendingClub (LC, Buy, \$7 PT) is that firms that sell the loans they originate are nevertheless vulnerable to volatility in the credit markets as concerns about funding could negatively impact perceptions of their growth trajectories.
- ► SQ in early July withdrew its application to the Federal Deposit Insurance Corp. (FDIC) for an industrial loan company (ILC) charter, although the company stated through a spokesperson that it intends to refile "after it bolsters its application." Management during an appearance at an investor conference last month reiterated their intention to refile its application.
- ▶ If granted an ILC charter, SQ would launch Square Financial Services, a bank regulated by the FDIC and the State of Utah Department of Financial Services, that would fund loans offered by Square Capital. We believe the execution of this plan would further add to SQ's dependence on the extension of credit to drive its growth, and if the company's newfound willingness to retain the loans it originates on its balance sheet extends to this initiative it would expose it to the potential for more direct credit losses.



#### **Income Statement**

Square Inc Operating Model	Dec-14	Dec-15	Dec-16	Mar-17	Jun-17	Sep-17	Dec-17	Dec-17	Mar-18	Jun-18	Sep-18	Dec-18	Dec-18	Mar-19	Jun-19	Sep-19	Dec-19	Dec-19	Dec-20
\$ millions	2014A	2015A	2016A	1Q17A	2Q17A	3Q17A	4Q17A	2017A	1Q18A	2Q18A	3Q18E	4Q18E	2018E	1Q19E	2Q19E	3Q19E	4Q19E	2019E	2020E
Transaction-based revenue	707.80	1,050.45	1,456.16	403.48	482.07	510.02	524.61	1,920.17	523.04	625.23	658.86	670.60	2,477.72	661.87	793.60	833.43	840.56	3,129.46	3,866.92
Starbucks transaction-based revenue	123.02	142.28	78.90	-	-	-	-		-			-		-	-	-	-	' -	
Subscription and services-based revenue	12.05	58.01	129.35	49.06	59.15	65.05	79.40	252.66	97.05	134.33	144.71	152.54	528.64	154.96	166.24	169.20	174.09	664.49	757.87
Hardware revenue	7.32	16.38	44.31	9.02	10.29	10.09	12.02	41.42	14.42	18.36	18.01	21.45	72.24	25.01	31.85	31.23	37.21	125.30	211.09
Bitcoin revenue						-			34.10	37.02	37.39	37.76	146.26	38.14	38.52	38.90	39.29	154.85	161.14
Total net revenue	850.19	1,267.12	1,708.72	461.55	551.51	585.16	616.04	2,214.25	668.60	814.94	858.96	882.35	3,224.85	879.97	1,030.21	1,072.76	1,091.16	4,074.11	4,997.03
Transaction costs	450.86	672.67	943.20	257.78	311.09	328.04	333.38	1,230.29	327.91	395.35	412.81	417.87	1,553.94	419.03	502.59	527.97	532.66	1,982.25	2,450.48
Starbucks transaction costs	150.96	165.44	69.76	-			-	-	-			-		-		-	-	-	-
Software and data products cost	2.97	22.47	43.13	15.88	17.12	18.17	24.56	75.72	30.37	39.78	42.21	44.50	156.86	42.88	46.00	46.82	48.17	183.88	202.14
Hardware cost	18.33	30.87	68.56	12.66	14.17	18.78	16.78	62.39	19.70	25.54	20.89	24.67	90.79	28.76	36.63	35.92	42.79	144.10	232.20
Bitcoin costs  Amortization of acquired technology	1.00	5.64	8.03	1.81	1.70	1.56	1.49	6.54	33.87 1.58	36.60 1.86	37.01 1.95	37.38 2.05	144.86 7.43	37.18 2.15	37.56 2.26	37.93 2.37	38.31 2.49	150.98 9.27	157.11 11.26
Total cost of revenue	624.12	897.09	1,132.68	288.12	344.08	366.54	376.21	1,374.95	413.43	499.12	514.87	526.47	1,953.89	530.00	625.03	651.01	664.43	2,470.48	3,053.19
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Gross profit (loss)	226.07	370.03	576.04	173.43	207.43	218.62	239.83	839.31	255.17	315.82	344.08	355.89	1,270.96	349.97	405.18	421.75	426.73	1,603.63	1,943.83
Product development	144.64	199.64	268.54	68.58	78.13	82.55	92.63	321.89	105.10	114.80	127.26	131.43	478.58	126.16	139.78	139.50	137.96	543.40	581.57
Sales and marketing	112.58	145.62	173.88	49.90	59.92	66.53	76.82	253.17	77.27	98.24	103.87	107.37	386.75	105.47	120.75	123.62	125.57	475.40	561.39
General and administrative	94.22 24.08	143.47	251.99	56.94	62.99	64.31	66.32	250.55	75.50	82.77	86.91	89.52	334.70	89.97	90.42 27.99	90.87 29.42	91.32 29.70	362.57 110.43	367.58 136.92
Transaction and advance losses  Amortization of acquired customer assets	1.05	54.01 1.76	51.24 0.85	11.89 0.21	18.40 0.22	19.89 0.22	16.83 0.23	67.02 0.88	18.03 0.27	21.98 0.67	23.20	23.61	86.82 0.94	23.32	21.99	29.42	29.70	110.43	130.92
Impairment of intangible assets	- 1.03		- 0.03	-	-	-	-	-	-	-		-	- 0.54	_					
Total operating expenses	376.57	544.49	746.49	187.51	219.65	233.51	252.84	893.51	276.16	318.46	341.24	351.93	1,287.80	344.92	378.93	383.40	384.55	1,491.81	1,647.46
Operating income (loss)	(150.49)	(174.46)	(170.45)	(14.08)	(12.22)	(14.89)	(13.01)	(54.21)	(20.99)	(2.65)	2.84	3.96	(16.84)	5.05	26.25	38.35	42.18	111.83	296.38
EBITDA	(131.91)	(146.83)	(132.71)	(4.64)	(3.10)	(5.81)	(3.38)	(16.93)	(10.83)	9.68	16.14	17.84	32.83	18.82	42.18	54.82	59.08	174.90	374.03
A III and I SPITPA	(67.74)	(41.12)	45.74	27.02	36.50	24.20	41.10	120.01	25.00	CF 22	65.27	75.50	242.11	70.07	110.24	125.22	121.26	444.89	505.10
Adjusted EBITDA	(67.74)	(41.12)	45.74	27.03	36.50	34.30	41.18	139.01	35.89	65.32	65.37	75.52	242.11	78.07	110.34	125.22	131.26	444.89	686.19
Interest (income) and expense	1.06	1.16	(0.24)	0.50	3.27	1.85	2.84	8.46	2.82	2.66	2.79	2.82	11.08	2.84	2.87	2.90	2.93	11.55	12.02
Other (income) and expense	1.10	0.45	(0.54)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Income (loss) before income taxes	(152.65)	(176.07)	(169.67)	(14.58)	(15.49)	(16.74)	(15.85)	(62.66)	(23.81)	(5.30)	0.05	1.14	(27.92)	2.21	23.38	35.45	39.25	100.28	284.36
Provision for income taxes	1.44 (154.09)	3.75 (179.82)	1.92 (171.59)	0.51	0.47	(0.65)	(0.19)	0.15	0.18	0.60	-	1.14	0.78 (28.70)	2.21	23.38	25.45	39.25	100.28	284.36
Net income (loss)	(134.03)	(175.82)	(171.59)	(15.09)	(15.96)	(16.10)	(15.66)	(62.81)	(23.99)	(5.91)	0.05	1.14	(28.70)	2.21	23.36	35.45	39.23	100.28	204.50
Adjusted EPS - Diluted		(0.39)	0.04	0.05	0.08	0.08	0.08	0.27	0.06	0.13	0.11	0.13	0.44	0.13	0.19	0.22	0.23	0.77	1.16
Shares outstanding - diluted		170.50	362.58	366.74	376.36	383.95	450.70	426.52	461.76	470.02	479.42	489.01	475.05	495.12	501.31	507.58	513.92	504.48	530.19
Total net revenue	850.19	1,267.12	1,708.72	461.55	551.51	585.16	616.04	2,214.25	668.60	814.94	858.96	882.35	3,224.85	879.97	1,030.21	1,072.76	1,091.16	4,074.11	4,997.03
Starbucks transaction revenue	123.02 450.86	142.28	78.90		-	220.04	-	4 220 20		205.25	443.04	417.07	1,553.94	440.03	- 502.59	-	-	4 002 25	2 450 40
Transaction costs Bitcoin costs	450.86	672.67	943.20	257.78	311.09	328.04	333.38	1,230.29	327.91 33.87	395.35 36.60	412.81 37.01	417.87 37.38	1,333.94	419.03 37.18	37.56	527.97 37.93	532.66 38.31	1,982.25 150.98	2,450.48 157.11
Deferred revenue adjustment	_	_	_	_	_	_	_	· .	-	2.44	-	-	2.44	-	-	-	-	- 150.50	- 157.11
Adjusted revenue	276.31	452.17	686.62	203.78	240.41	257.12	282.66	983.96	306.82	385.43	409.13	427.10	1,528.49	423.76	490.07	506.86	520.19	1,940.88	2,389.43
N - 1	(45.4.00)	(470.00)	(474.50)	(45.00)	(45.05)	(4.5.4.0)	(45.44)	(60.04)	(22.00)	(5.04)			(20 70)						20125
Net income (loss) Starbucks transaction revenue	(154.09) (123.02)	(179.82) (142.28)	(171.59) (78.90)	(15.09)	(15.96)	(16.10)	(15.66)	(62.81)	(23.99)	(5.91)	0.05	1.14	(28.70)	2.21	23.38	35.45	39.25	100.28	284.36
Starbucks transaction revenue	150.96	165.44	69.76	-	-	_	-			_	_	-		-	-	-	-		
Share-based compensation expense	36.12	82.29	138.79	31.67	39.59	40.05	44.53	155.84	46.82	52.12	47.14	55.62	201.70	57.21	66.16	68.43	70.23	262.02	304.65
Depreciation and amortization	18.59	27.63	37.75	9.44	9.13	9.09	9.63	37.28	10.16	12.33	13.30	13.88	49.67	13.77	15.93	16.47	16.91	63.08	77.66
Interest (income) expense	1.06	1.16	(0.24)	0.50	3.27	1.85	2.84	8.46	2.82	2.66	4.88	4.88	15.23	4.88	4.88	4.88	4.88	19.51	19.51
Other (income) expense	1.10	0.45	48.32	-				-	- '	3.45		-	3.45	-	-		-	-	-
Provision (benefit) for income taxes	1.44	3.75	1.92	0.51	0.47	(0.65)	(0.19)	0.15	0.18	0.60 0.07	-	-	0.78	-	-	-	-	-	-
Loss on sale of property plant and equipment Impairment of intangible assets	0.11	0.27	(0.05)		0.00	0.06	0.04	0.10	(0.10)	0.07			(0.03)					-	-
Adjusted EBITDA	(67.74)	(41.12)	45.74	27.03	36.50	34.30	41.18	139.01	35.89	65.32	65.37	75.52	242.11	78.07	110.34	125.22	131.26	444.89	686.19
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Tax rate	-0.9%	-2.1%	-1.1%	-3.5%	-3.0%	3.9%	1.2%	-0.2%	-0.7%	-11.4%	0.0%	0.0%	-2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Adjusted revenue growth	72.5%	63.6%	51.9%	39.4%	40.7%	44.6%	47.3%	43.3%	50.6%	60.3%	59.1%	51.1%	55.3%	38.1%	27.1%	23.9%	21.8%	27.0%	23.1%
Transaction revenue growth	63.2%	48.4%	38.6%	34.3%	32.1%	31.3%	30.3%	31.9%	29.6%	29.7%	29.2%	27.8%	29.0%	26.5%	26.9%	26.5%	25.3%	26.3%	23.6%
Software and data product growth Hardware revenue growth	72.7%	381.6% 123.6%	123.0% 170.5%	106.2% -44.3%	99.0% -7.2%	84.2% 23.5%	96.0% 35.5%	95.3%	97.8% 59.9%	127.1% 78.5%	122.5% 78.5%	92.1% 78.5%	109.2% 74.4%	59.7% 73.5%	23.8% 73.5%	16.9% 73.5%	14.1% 73.5%	25.7% 73.5%	14.1% 68.5%
EBITDA Margin	-47.7%	-32.5%	-19.3%	-2.3%	-1.3%	-2.3%	-1.2%	-1.7%	-3.5%	2.5%	3.9%	4.2%	2.1%	4.4%	8.6%	10.8%	11.4%	9.0%	15.7%
Adjusted EBITDA margin	-24.5%	-9.1%	6.7%	13.3%	15.2%	13.3%	14.6%	14.1%	11.7%	16.9%	16.0%	17.7%	15.8%	18.4%	22.5%	24.7%	25.2%	22.9%	28.7%

Source: BTIG Estimates and Company Reports





# **BTIG Covered Companies Mentioned in this Report**

SQUARE INC. (SQ, Sell, \$30.00 PT; Current Price: \$94.11; Analyst: Mark.Palmer)



# **Appendix: Analyst Certification and Other Important Disclosures**

## **Analyst Certification**

I, Mark Palmer, hereby certify that the views about the companies and securities discussed in this report are accurately expressed and that I have not received and will not receive direct or indirect compensation in exchange for expressing specific recommendations or views in this report.

I, Giuliano Bologna, hereby certify that the views about the companies and securities discussed in this report are accurately expressed and that I have not received and will not receive direct or indirect compensation in exchange for expressing specific recommendations or views in this report.

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# Company Valuation and Risk Disclosures

Square Inc. (SQ, Sell, \$30.00 PT)

**Valuation:** Our \$30 price target for SQ is based on 20x our FY20E adjusted EBITDA of \$686mm. The multiple we use reflects our anticipation of the company's continued rapid growth.

**Risks:** The primary Upside risks include, better than anticipated performance by the company, rapid growth, continued multiple expansion, Square's ability to launch new lines of business, the company's ability to expand into additional countries to continue their rapid growth and an acquisition of the company.





Note: Closing Price and Target Price have been adjusted for corporate actions.

Date	Closing Price (\$)	Target Price (\$)	Analyst	Rating
02-Dec-15	11.93	15	Mark Palmer	Buy
31-Mar-16	15.28	NA	Mark Palmer	Neutral
23-May-16	9.46	12	Mark Palmer	Buy
29-Aug-16	12.01	NA	Mark Palmer	Neutral
22-Feb-17	15.04	20	Mark Palmer	Buy
17-May-17	19.56	NA	Mark Palmer	Neutral
27-Nov-17	41.02	30	Mark Palmer	Sell

### Other Disclosures

Additional Information Available Upon Request

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