

# Hargreaves Lansdown PLC

11:48 24 May 2018

## Deutsche Bank starts Hargreaves Lansdown with 'hold', prefers blue chip St James's Place Capital

Deutsche Bank has initiated coverage of investment platform group Hargreaves Lansdown PLC (LON:HL.) with a 'hold' rating, saying it prefers blue chip wealth manager St James's Place Capital PLC (LON:STJ) which it has upgraded to 'buy'

In a note to clients, designed to provide an in-depth primer on the UK retail investment market, the German bank's analysts started Hargreaves with a share price target of 1,900p, with the FTSE 100-listed stock trading at 1,956.5p, up 0.6% on Wednesday's close.

**READ:** Hargreaves Lansdown reports 3.1% increase in assets as it attracts new clients

The analysts said their research shows that gross inflows into the UK retail savings market have lifted by a compound 10% per annum since 2010, with an average inflow rate of round 22% since 2010.

They concluded: "We think this recent industry growth can be sustained, helped by an increasing onus on individuals to save for their own retirement, increased ISA allowances and Pensions Freedom.

"In addition, there is a growing future pipeline as retirees consolidate their myriad pension pots."

Raising their stance on St James's Place from 'hold' with an increased target price of 1,430p, up from 1,310p, the Deutsche Bank analysts said: "of SJP has an enviable track record, having lifted FuM by a compound 17.5% pa since 2006, underpinned by a net inflow rate of 12% pa."

**READ:** St. James's Place sees Q1 funds under management fall

They said they believe that SJP's "remarkable track record can continue."

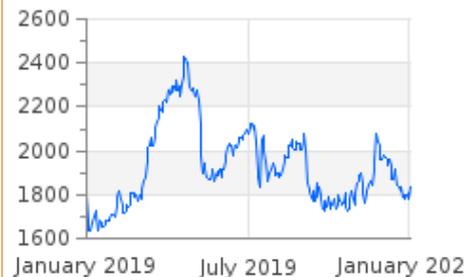
"Specifically, we expect SJP to maintain a net inflow rate of c.12% of FuM over the next 3 years, resulting in 15% pa growth in FUM and 18% pa growth in underlying cash flow," the analysts added.

In late morning trading, St James's Place shares were up 1.8% at 1,221.5p

**Price:** 1799

**Market Cap:** £8.53 billion

### 1 Year Share Price Graph



### Share Information

**Code:** HL.

**Listing:** LSE

**52 week High Low**  
2447 1624

**Sector:** Financial Services

**Website:** www.hl.co.uk

### Company Synopsis:

Hargreaves Lansdown is one of the UK's leading independent financial service providers and asset management specialists. The company is a fund supermarket, a fund manager, a discount broker, a stockbroker, a pensions specialist, an annuity specialist, a wealth manager and a financial adviser - in other words a one-stop shop.

action@proactiveinvestors.com

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 action@proactiveinvestors.com

No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.