Bupa Arabia
Insurance: Financials
BUPA AB: Saudi Arabia
08 April 2025

الراجحي المالية
alrajhi capital

US$6.74bn	51.65%	US$8.43mn
Market Cap.	Free Float	Avg. Daily Value traded

Research Department
Madhu Appissa, CFA
Tel +966 11 836 5464, appissam@alrajhi-capital.com

Bupa Arabia

Rising competitive risks, TP reduced

Neutral

Price Target (SAR): 178.0

Current (8th April 2025): 168.4
Upside/Downside: 5.7% above current

Valuation Multiples	24A	25E	26E
P/E (x)	21.6	22.8	21.2
P/B (x)	4.9	4.5	4.1
ROE (%)	23.8	20.6	20.2

Major Shareholders	% Ownership
Bupa Investments Overseas Ltd.	43.25
Nazer Holding Group	5.00

Price Performance	1M	3M	YTD
Absolute	2.6%	-18.8%	-19.1%
Relative to TASI	6.7%	-12.5%	-13.2%

Earnings

(SAR mn)	2024	2025E	2026E
GWP	18,394	18,059	19,865
Growth	*10%*	*-2%*	*10%*
Insurance Revenue	18,102	17,380	19,567
Growth	*14%*	*-4%*	*13%*
Insurance Expenses	(17,103)	(16,401)	(18,412)
Growth	*14%*	*-4%*	*12%*
Insurance service result	998	979	1,154
Growth	*15%*	*-2%*	*18%*
Net insurance & investment results	1,670	1,618	1,737
Growth	*21%*	*-3%*	*7%*
Profit Before Tax	1,373	1,301	1,399
Growth	*23%*	*-5%*	*8%*
Net Profit	1,166	1,105	1,188
Growth	*24%*	*-5%*	*8%*
ROE	23.8%	20.6%	20.2%
P/E	21.6x	22.8x	21.2x
P/B	4.9x	4.5x	4.1x

Source: Company data, Al Rajhi Capital

Post Q4 2024's earnings disappointment, the stock has witnessed severe correction and is now trading at a P/B of about 4.9x, 20% lower than its 3-year historical average of 6.1x. The valuation gap between Bupa and its closest peer, Tawuniya, has now narrowed substantially to just over 10% premium (trailing P/B), versus an average gap of 24% in the last three years. Despite an overall solid performance in FY24 (net income up 24% y-o-y), especially in 9M24 (net income growth of 34% y-o-y). Bupa's stock price has derated in 2H24. In addition to the recent quarterly results disappointment, in our view, the investor concern is around the growing competition in the medical insurance space, coming not only from its peer Tawuniya, as well as other emerging players such as Al Rajhi Takaful, Walaa, Medgulf, etc. Given the boom in the P&C and P&S insurance space in the last year or so, the multi-line insurance players, especially the big ones, such as Tawuniya and Al Rajhi Takaful, are competing aggressively in the traditional lines of business such as medical and motor. The impact of competition was noticeable in Q2 and Q3 GWP numbers of Bupa, which reported average decline of 8%. As per the company, the key reason for loss in GWP was mainly its focus to not compete at the expense of profitability. And the 9M24 results do reflect this, however, the spike in claims in 4Q24 has now cast shadow on this claim. The assurance from the management on the earnings call that the spike in claims came mainly due to seasonality not pricing issues, is reassuring only to some extent, as other insurance companies have reported relatively better performance in the medical segment. Thus, we would be awaiting trends in the upcoming quarters to get a clear understanding about the company's resilience in the current competitive environment.

On the positive side, the company is expecting medical inflation in 2025 to be below 2024 (8.2% versus 9.8%) on respite from claims coming from Article 11. Also, the traction on Bupa care connect is expected to help the company to reduce the claims. As per the company, Bupa Care Connect helps in reducing the claims, saves around 10%-15% for members. At the same time, the insured lives growth has picked up in the recent months, that should support the overall industry volumes. From a more medium-term point of view, the implementation of DRG is also expected to assist in improving the claims ratio, and the possibility of improved compliance should reduce the enforcement gap (employees as per CHI and insured numbers as per GOSI) resulting in higher insured lives. Barring the near-term concerns, the company given its market leadership is well positioned to benefit from the structural growth story of private medical insurance.

Nevertheless, the trigger for the stock will be the GWP growth and the behavior of the claims in the upcoming two quarters. Post the disappointing Q4 and possibility of GWP being under pressure in 1Q25, we reduce our target price for the stock to SAR 178/share from SAR 260/share. Although, we believe the recent decline in the share price is pricing in bulk of the negatives and the risk/reward is favorable, we prefer to wait for operational trends in the upcoming quarters. Thus, we maintain our neutral recommendation on the stock.

Summary of 4Q24 Results: Bupa reported strong GWP growth, increasing by 21% y-o-y, marking a significant recovery after experiencing high single-digit declines in the previous two quarters (Q2 and Q3). This growth was supported by a notable pickup in insured lives, particularly in the 2H24, following a period of stagnation. Insurance revenue also saw a healthy rise, growing 11% y-o-y, surpassing our estimates by 2%. However, the insurance service results (underwriting income) were disappointing, recording a loss of SAR 45mn, significantly below our expectations. The expense ratio, including claims, rose to 101.0%, up from 98.4% in 4Q23 and exceeding our estimated ratio of 97.3%. While opex remained on the lower side, investment income underperformed and fell short of expectations. Consequently, net income was significantly impacted, well below our estimates, primarily due to the negative underwriting income.

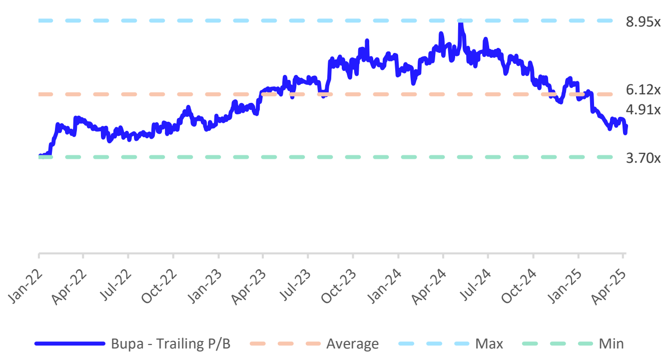
Figure 1 **Summary of Earnings**

(SAR mn)	4Q24	4Q23	3Q24	ARC Est.	y-o-y	q-o-q	vs ARC
GWP	**3,347**	**2,763**	**4,181**		***21%***	***-20%***	
Insurance Revenue	**4,613**	**4,160**	**4,552**	**4,517**	***11%***	***1%***	***2%***
Insurance service expenses (A)	*(4,633)*	*(4,086)*	*(4,193)*	*(4,381)*	*13%*	*10%*	*6%*
Gross Insurance service result	**(20)**	**74**	**359**	**136**			
Reinsurance expenses (B)	*(25)*	*(6)*	*(15)*	*(15)*			
Total Insurance & Reinsurance expenses (A+B)	***(4,657)***	***(4,092)***	***(4,208)***	***(4,396)***	***14%***	***11%***	*6%*
Expense Ratio (includes claims)	*101.0%*	*98.4%*	*92.4%*	*97.3%*	*3%*	*9%*	*4%*
Insurance service result	**(45)**	**67**	**344**	**121**			
Insurance Margin	*-1.0%*	*1.6%*	*7.6%*	*2.7%*			
Net investment income	*158*	*146*	*174*	*171*	*8%*	*-9%*	*-8%*
Net Income	**46**	**105**	**356**	**147**	***-56%***	***-87%***	***-69%***
Net Income Margin	*1.0%*	*2.5%*	*7.8%*	*3.2%*			

Source: Company Data, Al Rajhi Capital

Valuations: Bupa enjoys unparallel moats in terms of leading market share, pricing power, robust client portfolio, etc. However, its market positioning has been under threat due to competition coming from its closest peer Tawuniya and other emerging players. In this backdrop, the valuations have corrected notably to 4.9x (trailing P/B) from 7.5x in 1H24. Going forward, we expect GWP to be under pressure in 1H25, but we believe the growth should pick in 2H25 due to recovery in the insured lives. Overall, we expect some pressure on profitability in 2025 due to lower revenues, but profits should recover from 2026 onwards led by growth in the insured lives, benefits of DRG, synergies from Care connect, etc. Due to the near term uncertainty and rising competition, we are valuing the stock at 4.75x, lower than its historical average multiple. At a target 4.75x P/B on 2025E book value per share of SAR 37.6, the fair value is SAR 178/share, that offers ~6% upside from the current levels, implying neutral recommendation on the stock. Key upside risks are modest impact on GWP in 1Q25 and much better than expected insurance service margin.

Figure 2 **Bupa trading below 3yr average**



Source: Bloomberg, Al Rajhi Capital

Figure 3 **Valuations**

P/B Valuation	Multiple
Target P/B	4.75x
2025E BVPS	37.6
Fair value	**178.0**
CMP	168.4
Upside	*5.7%*

Source: Company Data, Al Rajhi Capital

IMPORTANT DISCLOSURES FOR U.S. PERSONS

This research report was prepared by Al Rajhi Capital (Al Rajhi), a company authorized to engage in securities activities in Saudi Arabia. Al Rajhi is not a registered broker-dealer in the United States and, therefore, is not subject to U.S. rules regarding the preparation of research reports and the independence of research analysts. This research report is provided for distribution to “major U.S. institutional investors” in reliance on the exemption from registration provided by Rule 15a-6 of the U.S. Securities Exchange Act of 1934, as amended (the “Exchange Act”).

Under no circumstances should any recipient of this research report effect any transaction to buy or sell securities or related financial instruments through Al Rajhi.

The analyst whose name appears in this research report is not registered or qualified as a research analyst with the Financial Industry Regulatory Authority (“FINRA”) and, therefore, may not be subject to applicable restrictions under FINRA Rules on communications with a subject company, public appearances and trading securities held by a research analyst account.

Additional Disclosures

This research report is for distribution only under such circumstances as may be permitted by applicable law. This research report has no regard to the specific investment objectives, financial situation or particular needs of any specific recipient, even if sent only to a single recipient. This research report is not guaranteed to be a complete statement or summary of any securities, markets, reports or developments referred to in this research report. Neither Al Rajhi nor any of its directors, officers, employees or agents shall have any liability, however arising, for any error, inaccuracy or incompleteness of fact or opinion in this research report or lack of care in this research report’s preparation or publication, or any losses or damages which may arise from the use of this research report.

Al Rajhi may rely on information barriers, such as “Chinese Walls” to control the flow of information within the areas, units, divisions, groups, or affiliates of Al Rajhi.

Investing in any non-U.S. securities or related financial instruments (including ADRs) discussed in this research report may present certain risks. The securities of non-U.S. issuers may not be registered with, or be subject to the regulations of, the U.S. Securities and Exchange Commission. Information on such non-U.S. securities or related financial instruments may be limited. Foreign companies may not be subject to audit and reporting standards and regulatory requirements comparable to those in effect within the United States.

The value of any investment or income from any securities or related financial instruments discussed in this research report denominated in a currency other than U.S. dollars is subject to exchange rate fluctuations that may have a positive or adverse effect on the value of or income from such securities or related financial instruments.

Past performance is not necessarily a guide to future performance and no representation or warranty, express or implied, is made by Al Rajhi with respect to future performance. Income from investments may fluctuate. The price or value of the investments to which this research report relates, either directly or indirectly, may fall or rise against the interest of investors. Any recommendation or opinion contained in this research report may become outdated as a consequence of changes in the environment in which the issuer of the securities under analysis operates, in addition to changes in the estimates and forecasts, assumptions and valuation methodology used herein.

No part of the content of this research report may be copied, forwarded or duplicated in any form or by any means without the prior consent of Al Rajhi and Al Rajhi accepts no liability whatsoever for the actions of third parties in this respect. This research document has been prepared by Al Rajhi Capital Company (“Al Rajhi Capital”) of Riyadh, Saudi Arabia. It has been prepared for the general use of Al Rajhi Capital’s clients and may not be redistributed, retransmitted or disclosed, in whole or in part, or in any form or manner, without the express written consent of Al Rajhi Capital. Receipt and review of this research document constitute your agreement not to redistribute, retransmit, or disclose to others the contents, opinions, conclusion, or information contained in this document prior to public disclosure of such information by Al Rajhi Capital. The information contained was obtained from various public sources believed to be reliable but we do not guarantee its accuracy. Al Rajhi Capital makes no representations or warranties (express or implied) regarding the data and information provided and Al Rajhi Capital does not represent that the information content of this document is complete, or free from any error, not misleading, or fit for any particular purpose. This research document provides general information only. Neither the information nor any opinion expressed constitutes an offer or an invitation to make an offer, to buy or sell any securities or other investment products related to such securities or investments. It is not intended to provide personal investment advice and it does not take into account the specific investment objectives, financial situation and the particular needs of any specific person who may receive this document.

Investors should seek financial, legal or tax advice regarding the appropriateness of investing in any securities, other investment or investment strategies discussed or recommended in this document and should understand that statements regarding future prospects may not be realized. Investors should note that income from such securities or other investments, if any, may fluctuate and that the price or value of such securities and investments may rise or fall. Fluctuations in exchange rates could have adverse effects on the value of or price of, or income derived from, certain investments. Accordingly, investors may receive back less than originally invested. Al Rajhi Capital or its officers or one or more of its affiliates (including research analysts) may have a financial interest in securities of the issuer(s) or related investments, including long or short positions in securities, warrants, futures, options, derivatives, or other financial instruments. Al Rajhi Capital or its affiliates may from time to time perform investment banking or other services for, solicit investment banking or other business from, any company mentioned in this research document. Al Rajhi Capital, together with its affiliates and employees, shall not be liable for any direct, indirect or consequential loss or damages that may arise, directly or indirectly, from any use of the information contained in this research document.

This research document and any recommendations contained are subject to change without prior notice. Al Rajhi Capital assumes no responsibility to update the information in this research document. Neither the whole nor any part of this research document may be altered, duplicated, transmitted or distributed in any form or by any means. This research document is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or which would subject Al Rajhi Capital or any of its affiliates to any registration or licensing requirement within such jurisdiction.

Disclaimer and additional disclosures for Equity Research

Disclaimer

This research document has been prepared by Al Rajhi Capital Company ("Al Rajhi Capital") of Riyadh, Saudi Arabia. It has been prepared for the general use of Al Rajhi Capital's clients and may not be redistributed, retransmitted or disclosed, in whole or in part, or in any form or manner, without the express written consent of Al Rajhi Capital. Receipt and review of this research document constitute your agreement not to redistribute, retransmit, or disclose to others the contents, opinions, conclusion, or information contained in this document prior to public disclosure of such information by Al Rajhi Capital. The information contained was obtained from various public sources believed to be reliable but we do not guarantee its accuracy. Al Rajhi Capital makes no representations or warranties (express or implied) regarding the data and information provided and Al Rajhi Capital does not represent that the information content of this document is complete, or free from any error, not misleading, or fit for any particular purpose. This research document provides general information only. Neither the information nor any opinion expressed constitutes an offer or an invitation to make an offer, to buy or sell any securities or other investment products related to such securities or investments. It is not intended to provide personal investment advice and it does not take into account the specific investment objectives, financial situation and the particular needs of any specific person who may receive this document.

Investors should seek financial, legal or tax advice regarding the appropriateness of investing in any securities, other investment or investment strategies discussed or recommended in this document and should understand that statements regarding future prospects may not be realized. Investors should note that income from such securities or other investments, if any, may fluctuate and that the price or value of such securities and investments may rise or fall. Fluctuations in exchange rates could have adverse effects on the value of or price of, or income derived from, certain investments. Accordingly, investors may receive back less than originally invested. Al Rajhi Capital or its officers or one or more of its affiliates (including research analysts) may have a financial interest in securities of the issuer(s) or related investments, including long or short positions in securities, warrants, futures, options, derivatives, or other financial instruments. Al Rajhi Capital or its affiliates may from time to time perform investment banking or other services for, solicit investment banking or other business from, any company mentioned in this research document. Al Rajhi Capital, together with its affiliates and employees, shall not be liable for any direct, indirect or consequential loss or damages that may arise, directly or indirectly, from any use of the information contained in this research document.

This research document and any recommendations contained are subject to change without prior notice. Al Rajhi Capital assumes no responsibility to update the information in this research document. Neither the whole nor any part of this research document may be altered, duplicated, transmitted or distributed in any form or by any means. This research document is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or which would subject Al Rajhi Capital or any of its affiliates to any registration or licensing requirement within such jurisdiction.

Explanation of Al Rajhi Capital's rating system

Al Rajhi Capital uses a three-tier rating system based on absolute upside or downside potential for all stocks under its coverage except financial stocks and those few other companies not compliant with Islamic Shariah law:

"Overweight": Our target price is more than 10% above the current share price, and we expect the share price to reach the target on a 12 month time horizon.

"Neutral": We expect the share price to settle at a level between 10% below the current share price and 10% above the current share price on a 12 month time horizon.

"Underweight": Our target price is more than 10% below the current share price, and we expect the share price to reach the target on a 12 month time horizon.

"Target price": We estimate target value per share for every stock we cover. This is normally based on widely accepted methods appropriate to the stock or sector under consideration, e.g. DCF (discounted cash flow) or SoTP (sum of the parts) analysis.

Please note that the achievement of any price target may be impeded by general market and economic trends and other external factors, or if a company's profits or operating performance exceed or fall short of our expectations.

Contact us

Dr. Sultan Altowaim
Head of Research
Tel : +966 11 836 5468
Email: altowaims@alrajhi-capital.sa

Al Rajhi Capital
Research Department
Head Office, King Fahad Road
P.O. Box 5561, Riyadh 11432
Kingdom of Saudi Arabia
Email: research@alrajhi-capital.com
Al Rajhi Capital is licensed by the Saudi Arabian Capital Market Authority, License No. 07068/37

Notice to US Investors:

Rule 15a6 Disclosure

This research report ("**Report**") was prepared, approved, published, and distributed by **Al Rajhi Capital**, a company located outside of the United States (the "**Foreign Counterparty**"). Avior Capital Markets US LLC ("**Avior US**"), a US registered broker-dealer, distributes this Report in the US on behalf of the Foreign Counterparty. Only major U.S. institutional investors (as defined in Rule 15a-6 under the US Securities Exchange Act of 1934 (the "**Exchange Act**") may receive this Report under the exemption in Rule 15a-6. A US institutional investor must effect any transaction in the securities described in this Report through Avior US.

Neither the Report nor any analyst who prepared or approved the Report is subject to US legal requirements or the Financial Industry Regulatory Authority, Inc. ("**FINRA**") or other US regulatory requirements concerning research reports or research analysts. The Foreign Counterparty is not a registered broker-dealer under the Exchange Act nor is it a member of the Financial Industry Regulatory Authority, Inc., or any other US self-regulatory organisation.

Analyst Certification

In connection with the companies or securities that; each analyst identified in this Report certifies that:

The views expressed on the subject companies and securities in this Report reflect their personal views

No part of his or her compensation was, is or will be directly or indirectly dependent on the specific recommendations or views expressed in this Report.

Note that:

(i) The Foreign Counterparty is the employer of the research analyst(s) responsible for the content of this Report, and

(ii) Research analysts preparing this Report are resident outside the United States and are not associated persons of any US regulated broker-dealer. Therefore, the analyst(s) are not subject to supervision by a US broker-dealer and are not required to satisfy the regulatory licensing requirements of FINRA or required to otherwise comply with US rules or regulations regarding, among other things, communications with a subject company, public appearances and trading securities held by a research analyst account.

Important US Regulatory Disclosures on Subject Companies

Analysts of the Foreign Counterparty produced this material solely for informational purposes and the use of the intended recipient. No person may reproduce, this Report under any circumstances. No person may copy or make this Report available to any other person other than the intended recipient.

Avior US distributes this Report in the United States of America. The Foreign Counterparty distributes this Report elsewhere in the world. This document is not an offer, or invitation by or on behalf of Avior US, the Foreign Counterparty, their affiliates, or any other person, to buy or sell any security.

Avior US and the Foreign Counterparty and their affiliates obtained the information contained herein from published information and other sources, which Avior US and the Foreign Counterparty and their affiliates reasonably consider to be reliable.

Avior US and the Foreign Counterparty accept no liability or responsibility whatsoever for the accuracy or completeness of any such information. All estimates, expressions of opinion and other subjective judgments contained herein are valid as of the date of this document. Avior US assumes responsibility for the Report content with regards to research distributed in the US.

Neither Avior US nor the Foreign Counterparty has managed or co-managed a public offering of securities for the subject company in the past 12 months, have not received compensation for investment banking services from the subject company in the past 12 months and do not expect to receive and does not intend to seek compensation for investment banking services from the subject company in the next three months. Avior US and the Foreign Counterparty have not owned any class of equity securities of the subject company. There are no other actual, material conflicts of interest of Avior US and the Foreign Counterparty at the time of the publication of this Report. As of the publication of this Report, Avior US nor the Foreign Counterparty makes a market in the subject securities.

Avior US and its affiliates, to the fullest extent permissible by law, accept no liability of any nature whatsoever for any claims, damages or losses arising from, or in connection with, the contents of this Report or the use, reliance, publication, distribution, dissemination, disclosure, alteration or reproduction of this Report, or any views or recommendations recorded therein.

Participants in foreign exchange transactions may incur risks arising from several factors, including the following: (i) exchange rates can be volatile and are subject to large fluctuations; (ii) the value of currencies may be affected by numerous market factors, including world and national economic, political and regulatory events, events in equity and debt markets and changes in interest rates; and (iii) currencies may be subject to devaluation or government imposed exchange controls which could affect the value of the currency. Investors in securities such as ADRs, whose values are affected by the currency of an underlying security, effectively assume currency risk.

Subject to the applicable laws, all transactions should be executed through Avior US. Aside from within this Report, important conflict disclosures can also be found at https://aviorcapital.us/us-regulatory-disclosures/, and Investors are strongly encouraged to review this information before investing.

Notice to UK Investors:

This Report, prepared by the Foreign Counterparty, is distributed in the United Kingdom ("**UK**") by Avior Capital Markets International Limited ("**Avior UK**"), regulated by the Financial Conduct Authority (FRN: 191074), on behalf of the Foreign Counterparty. This Report, including any recommendations in respect thereof, may only be distributed to, and relied on by, qualifying investors, who are permitted to receive same in the UK.

Securities, money market instruments, strategies, financial or investment instruments mentioned herein may not be suitable for all investors. The information and opinions provided in this Report do not constitute a personal recommendation and take no account of the investor's individual circumstances. Investors should consider this Report as only a single factor in making any investment decisions and, if appropriate, should seek advice from an investment advisor. This Report is not an offer, or invitation by or on behalf of Avior UK, the Foreign Counterparty, their affiliates, or any other person, to buy or sell any security.

Avior UK does not assume any responsibility, or liability of any nature whatsoever, arising from or in connection with the content, use, reliance or dissemination of the Report or any recommendation in respect thereof and disclaims any such liability.

Avior Capital Markets US, LLC is a FINRA registered broker-dealer (CRD # 172595) formed for that purpose in the State of Delaware with its principal office at 45 Rockefeller Plaza, Suite 2335, New York, New York 10111.

Avior Capital Markets International Limited is regulated by the Financial Conduct Authority (FRN: 191074), with its principal office at 4th Floor, 17 St Swithin's Lane, London, EC4N 8AL.

Al Rajhi Capital is a Saudi Arabian Registered broad-scoped financial services company. Its registered address is Unit No 1, 8467 King Fahd Road, Al Muruj Dist., Riyadh 12263 – 2743, SA.