

Report Date: 8-May-25

THE HOUSING BANK FOR TRADE AND FINANCE

ASE: THBK
Price as of 8-May-25
JD 3.83/Share
Quarter: 31/03/2025
Annual Earnings: 31/12/2024

RATING:


Initiated Coverage 13/03/2024
We recommend Holding THBK given its balanced risk-reward profile.

This assessment is grounded in our analysis of four critical factors influencing common stock performance: (1) relative valuation, (2) earnings strength, (3) financial stability, and (4) price movement.

Target Price

JD 3.90

Previous Rating					52- Week Price Range	Market Capitalization	Dividend Yield	Last Dividend
1	2	3	4	5	29/3/2025 JD 3.69- JD 3.83	JD 1,206.5 M	7.83%	JD 0.30/share
Founded: 1973					Shares Outstanding: 315.0 M	Employees: 3,913	Volume(3m): 7.69 K	Ex-DIV Date: Apr 27, 25
P/BV: 0.87x					Forward P/E: 7.63x	Volatility(annual): 16.6%	Public Float: 17.6 M	Sector: Banking

The Housing Bank for Trade and Finance ("THBK" or the "Bank"), a publicly listed Jordanian financial institution headquartered in Amman, Jordan, was founded in 1973 and is the **second largest bank in Jordan**. The Bank offers a wide array of financial services including corporate and retail banking, investment banking, asset management, and treasury services. With a strong emphasis on innovation and customer satisfaction, the Bank has established a widespread network of branches across Jordan while leveraging technology for enhanced accessibility through online and mobile banking. THBK owns 49.5% of The International Bank for Trade and Finance (Syria), 85.0% of The Housing Bank for Trade & Finance (Algeria), and 75.0% of Jordan International Bank (UK). Moreover, the Bank offers brokerage services and financial leasing through its subsidiaries in Jordan.

Recommendation Summary

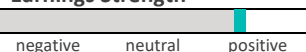
UFICO's **HOLD** recommendation on THBK is based on a systematic analysis of four key characteristics mentioned above. THBK's stock showcases strong earnings growth and a high return on equity, exceeding industry benchmarks. The Bank's competitive dividend yield, attractive P/E ratio, strong net interest margin, and strong peer performance further enhance its investment appeal, making it a compelling option for potential investors. Given its balanced risk-reward profile, THBK is well-positioned for medium-term capital appreciation and income generation. While the outlook remains positive, investors are advised to monitor upcoming quarterly results for additional insights.

Relative Valuation



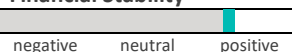
THBK's pricing appears to be **fairly valued** in terms of its P/E ratio, but **overvalued** in terms of its P/BV ratio. The Bank's dividend yield **exceeds** the banking industry average.

Earnings Strength



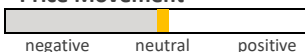
THBK delivered solid earnings strength in Q1 2025, with a 5.9% increase in net income despite flat net interest income growth. Strong profitability ratios, including a solid NIM of 4.14%, ROE and ROA, reflect efficient asset utilization and healthy returns, supporting a stable and well-managed earnings profile.

Financial Stability



THBK exhibits strong financial health with a high CAR, excellent CASA ratio, moderate efficiency ratio, and strong coverage ratio, indicating careful risk management and liquidity.

Price Movement



At its current 14-week RSI and 200-Day MA, the stock is rated a Buy. Overall, the stock's technical profile supports a Buy-on-Dips recommendation, in alignment with its solid fundamental earnings strength.

Major Risks & Rewards

- **Dividend Income:** THBK has a strong track record of consistently distributing dividends, making it an attractive option for income-focused investors.
- **Regulatory Oversight:** THBK operates under regulatory oversight, enhancing investor confidence in the stability and integrity of its operations within the financial system.
- **Green Financing:** In their recent efforts to align with CBJ's strategy on green financing, the Bank obtained a \$15.0 million green loan from the European Bank for Reconstruction and Development (EBRD) to develop a comprehensive strategy that addresses climate change, environmental and social aspects, as well as governance. This strategy will contribute to the sustainability goals of all the bank's operations and activities.
- **Diversification:** Including THBK stock in a diversified portfolio can mitigate risk and potentially enhance overall performance.
- **Credit Quality Risks:** THBK could face potential challenges regarding credit quality, stemming from the risk of borrowers defaulting on loans or failing to meet credit obligations. Economic downturns and changes in market conditions could exacerbate these risks.
- **Regulatory Risks:** THBK faces risks associated with changes in banking regulations and compliance requirements, influencing its operations and financial performance.
- **Interest Rate Risks:** Fluctuations in interest rates can impact the profitability of THBK, influencing stock prices.
- **Liquidity Risks:** Due to lower trading volumes and limited liquidity, investors may encounter challenges in buying or selling THBK shares without impacting the stock's price and may face higher transaction costs as a result.

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Peers Group Comparison

Ticker	Peer Name	Price	Mkt Cap*	EPS	P/E	P/BV	Yield	ROE	NIM	Credit/Deposits
		8/5/2025	8/5/2025	(TTM)	(Forward)	(MRQ)	(TTM)	(TTM)	(TTM)	(MRQ)
THBK	The Housing Bank for Trade & Finance	JD 3.83	1,206,450	JD 0.125	7.63x	0.87x	7.83%	11.57%	4.14%	78.88%
JOIB	Jordan Islamic Bank	JD 4.09	818,000	JD 0.082	12.54x	1.41x	6.11%	11.44%	2.27%	78.03%
JOKB	Jordan Kuwait Bank	JD 2.75	412,500	JD 0.171	4.03x	0.56x	4.36%	14.23%	2.79%	49.41%
BOJX	Bank of Jordan	JD 1.90	499,771	JD 0.125	3.81x	0.66x	7.89%	17.73%	2.89%	59.77%
CAPL	Capital Bank of Jordan	JD 2.20	440,000	JD 0.067	8.18x	0.87x	8.18%	10.40%	4.39%	66.70%
ARBK	Arab Bank	JD 4.58	2,934,864	JD 0.290	3.95x	0.39x	8.73%	9.74%	2.92%	69.49%
Peer Group Weighted Average					5.68x	0.63x	7.06%	11.22%	2.93%	68.04%
Sector Weighted Average (excluding THBK)					7.30x	0.67x	6.85%	10.41%	2.86%	68.81%
Sector Median					8.14x	0.66x	6.41%	8.57%	2.88%	69.84%

* In JD thousands

EPS: Earnings per Share, ROE: Return on Equity, NIM: Net Interest Margin

Past Performance

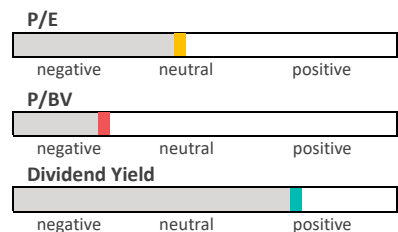
	2021	2022	2023	2024	1Q24	1Q25
Net Interest Margin (NIM)	3.64%	3.77%	4.40%	4.24%	4.29%	4.14%
Dividend/Share (DPS)-JD	0.12	0.20	0.25	0.30	-	-
Earnings/Share (EPS)- JD	0.335	0.411	0.434	0.468	0.118	0.125
Return on Equity (ROE)	9.1%	10.8%	11.1%	11.3%	11.6%	11.6%

Relative Valuation is **NEUTRAL**

Last Price	Market Cap	EPS	P/E	BV/Share	P/BV	DPS	Div. Yield
8/5/2025	8/5/2025	(TTM)	(Forward)	(MRQ)	(MRQ)	(2024)	8/5/2025
JD 3.83	JD 1,206.5 M	JD 0.13	7.63x	JD 4.41	0.87x	JD 0.30	7.83%

- P/E vs Industry:** suggests that THBK is fairly valued compared to the weighted average of the banking sector in Jordan, overvalued compared to its peers, and undervalued in terms of the median P/E for the banking sector in Jordan.
- P/BV vs. Industry:** suggests that THBK is overvalued compared to the weighted average and median P/BV of the banking sector in Jordan.
- Dividend Yield** exceeds the banking sector's average dividend yield.

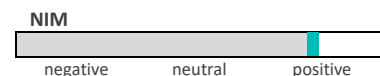
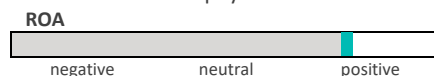
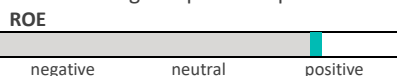
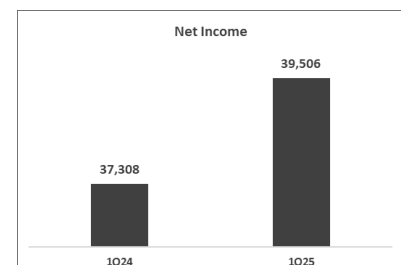
THBK trades at a moderate discount on a P/E basis relative to peers, while its P/BV suggests it is fairly valued on book. Its strong ROE, high NIM, and above-average dividend yield justify the current valuation and highlight solid underlying profitability. Overall, the stock supports a **Hold to Accumulate** view for income-focused or defensive investors.



Earnings Strength is **POSITIVE**

1Q25 Results	Net Interest Income (YoY)	Net Income (YoY)	NIM	ROE	ROA
(TTM)	JD 95.5 M (+0.65%)	JD 39.5 M (+5.86%)	4.14%	11.57%	1.71%

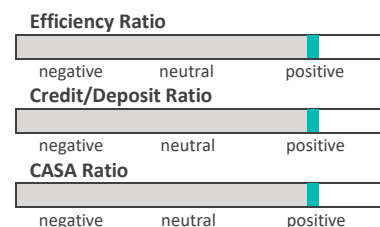
- Return on Equity** indicates favorable profitability for shareholders, and it's above the industry average.
- Return on Assets:** surpasses the industry norm of about 1.0%, implying that the Bank efficiently employs its assets to generate profits. This indicates effective management in utilizing resources to enhance profitability.
- Net Interest Margin (NIM)** is considered very healthy and well above the industry norm. It suggests that the Bank is effectively managing its interest-bearing assets and liabilities, resulting in a positive spread between what it earns and what it pays in interest.



Operations Indicators is **POSITIVE**

1Q25 Results	Efficiency	Credit/Deposits	CASA	Coverage	CAR	Leverage
(MRQ)	30.91%	78.88%	50.92%	96.82%	18.27%	11.98%

- Efficiency Ratio** demonstrates optimal operational efficiency, as an efficiency ratio of 50% or lower is considered ideal.
- Credit/Deposit Ratio:** A high Credit/Deposit Ratio (above 75.0%) indicates that a significant portion of the Bank's deposits are being utilized for lending efficiently.



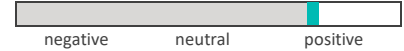
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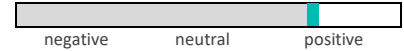
ASE: THBK

- **CASA Ratio** represents the portion of low-cost and stable funds compared to the Bank's total deposits base. This suggests that a larger proportion of the Bank's deposits are in the form of current and savings accounts. Typically, a CASA ratio above 45-50% is viewed favorably for banks.
- **Coverage Ratio:** This figure represents the provisions set aside as a percentage of stage 3 loans, indicating the extent to which potential losses on impaired assets are covered by reserves.
- **Capital Adequacy Ratio:** THBK reported a CAR of 18.27%, indicating a strong capital buffer and is well above the industry average.
- **Leverage Ratio** indicates that THBK operates with lower level of risk evident by its higher leverage ratio compared to the sector, reflecting a strong capital base relative to total assets. This indicates the Bank is conservative and reduces risk.

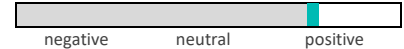
Coverage Ratio



CAR Ratio



Leverage Ratio



Price Movement is NEUTRAL

Annual Volatility: +/- 16.6%

14-Weeks RSI: 59.404

200-Day MA: 3.46

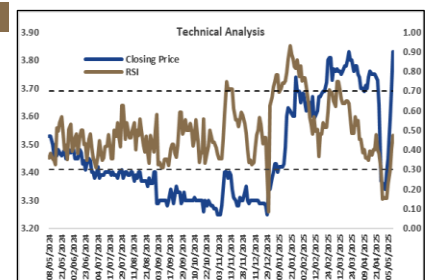
- **Volatility** suggests that THBK's stock price has exhibited moderate fluctuations. This volatility may be influenced more by the stock's limited free float rather than shifts in the Bank's fundamentals.
- **14-Weeks RSI:** observed over a 14-week period, suggests moderate bullish momentum without entering overbought territory, leaving room for further upside. Traditionally, an RSI exceeding 70 signifies overbought conditions, while a value below 30 suggests oversold conditions.
- **200-Day Moving Averages:** The stock currently trades above the 200-Day MA, which indicates a **Buy** signal.

On the upside, immediate resistance lies at JD 3.90, followed by a psychological and technical barrier at JD 4.00, which could trigger renewed buying interest if broken. On the downside, support is identified at JD 3.70, with stronger support at JD 3.60, offering attractive re-entry points in case of short-term pullbacks.

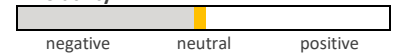
Given its position above the long-term average and stable technical momentum, THBK remains technically attractive in the short to medium term. We recommend an **Accumulate** strategy, with partial buying near current levels and additional positions on dips toward the JD 3.70–JD 3.75 range. A breakout above JD 3.90 could lead to a test of the JD 4.00 level, while a stop-loss should be considered below JD 3.58 to manage downside risk.

Overall, the stock's technical profile supports a **Buy-on-Dips recommendation**, in alignment with its solid fundamental earnings strength.

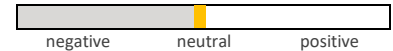
Price up 8.5% over the past year



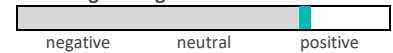
Volatility



14-Weeks RSI



Moving Averages



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UFICO Stock Ratings: UFICO's coverage of stocks uses a quantitative model that evaluates a company's relative valuation, earnings strength, financial stability, and its recent price movement. UFICO's five recommendation ratings include strong buy, buy, hold, sell, strong sell. For all stocks in our coverage universe, ratings are generated each week and reflect the fundamental and price data as of the last trading day of the week.

1	2	3	4	5	Strong Buy	Significantly Satisfactory
1	2	3	4	5	Buy	Satisfactory
1	2	3	4	5	Hold	Average
1	2	3	4	5	Sell	Unsatisfactory
1	2	3	4	5	Strong Sell	Significantly Unsatisfactory

Relative Valuation: Relative valuation is a weighted combination of factors that measure a company's current stock price valuation vs industry. These include the company's price-to-earnings vs. industry, and its price-to-book vs. industry. UFICO also measures the rank of a company's dividend yield among dividend payers on the Amman Stock Exchange. A stock may stay undervalued or overvalued for a long period of time. For this reason, it is important to combine dividend yield rank factor with shorter-term predictive factors such as earnings momentum or price momentum to identify more imminent valuation adjustments. In addition, UFICO also measure a company's dividend payments growth over the past 10 years and the degree its dividend payments are covered by earnings.

Earnings Strength: Over 20 years of research have shown that the change in the growth of earnings per share is an important factor that drives stock price performance. UFICO measures earnings momentum to get an early indication of changing earnings patterns. Earnings strength is a weighted combination of factors that measure a company's earnings growth performance. These include the company's 5-year average earnings growth rate, its 1-year earnings growth rate vs its 5-year average earnings growth rate, its 1-year earnings growth rate vs. industry, its relative strength of ROE, and its y-o-y profit margin growth rate.

Financial Stability: Financial stability is a weighted combination of factors that measure a company's ability to pay its debts in the short and long terms. UFICO looks for a company's capital structure where its total liabilities do not exceed 40% of its equity. For a company's solvency strength, we look for an interest coverage of at least 3x, indicating a company's ability to cover its interest payments through its operating income, and a debt coverage of at least 200%, indicating a company's ability to cover its loans and interest payments through its operating income. For liquidity strength, we look for a company's current ratio of at least 1.25x, indicating current liabilities are sufficiently covered by current assets. Companies in the banking sector are analyzed using assets/equity ratio, loans/deposits ratio, loans/assets ratio, and level of bad loans. For assets/equity ratio, we look for a ratio below 10x, indicating adequate reliance on debt to fund the bank's operations. For loans/deposits ratio, we look for a ratio below 125%, indicating high liquidity and low exposure risk to cover unexpected funding requirements. For loans/asset ratio, we look for a ratio below 110%, indicating high liquidity and low exposure risk to defaults. For the level of bad loans, we look for a ratio below 5.00%, indicating lower provisions are required and, hence, increases bank profitability.

Recent Price Movement: Historical price action of a company's stock is an especially helpful measure used to identify intermediate and short term performance potential. Long term historical performance is a good predictor of future price performance, but much more importantly, large price movements over the intermediate and short term tend to reverse themselves. UFICO's price momentum measure integrates historical long, intermediate and short term price changes, creating ratings that are highest for stocks with strong twelve-month price performance that have had a price consolidation in the past quarter and month. Price movement is an evaluation based on a company's relative share price strength in the past 1-quarter, 14-day and 1-year period. In UFICO's analysis, positive price strength in the past 200-day period is a favorable indication of near-term price gain. Conversely, positive price changes in the past quarter or 14-day period can indicate a short-term overbought condition resulting in negative near-term price change.

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