# Morningstar Analyst Rating and Global Fund Report

January 2012

Conference phone#: 800 549-9585, at the prompt enter access code 8099010

The replay and presentation material will be available on the Recordings area of the Virtual Training Center

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**Moving Beyond Past Performance** 





**Morningstar Analyst Rating** 





**Morningstar Analyst Rating Spectrum** 





#### **Morningstar Analyst Rating: The Five Pillars**





## **Morningstar Analyst Rating is...**

- Forward-Looking
- Investor-Focused
- Comprehensive



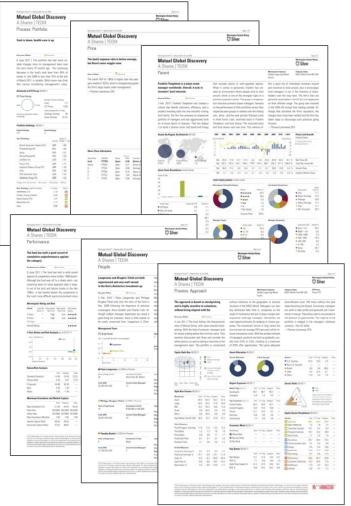
## **Morningstar Analyst Rating is Not...**

- ► A Short-Term Recommendation
- A Market Call
- Pay to Play



#### **Global Fund Report**







## **Assigning Morningstar Analyst Ratings**

- Morningstar Analyst Ratings replace
  - U.S. and Canadian Picks & Pans
  - ► Asian, European and Australian Qualitative Ratings
  - ▶ OBSR Ratings in the U.K. (2012)
- Fund Research determines which funds to rate
  - Large funds
  - Growing funds
  - Interesting strategies



## Morningstar Analyst Ratings—By Region

- ► US: Initial coverage of about 350 funds, expanding to 1,500 funds
- Europe and Asia: Maintaining coverage on about 1,200 funds
- Canada: Initial coverage of about 150 funds, expanding to 175



#### **Morningstar Analyst Rating—November 2011 Distribution**

- ► In U.S., Analyst Ratings skew high—for now
  - ► Gold 44%
  - ► Silver 31%
  - ► Bronze 13%
  - ► Neutral 9%
  - ► Negative 2%
- In Europe and Asia, more of a bell-shaped distribution
  - ► Gold 7%
  - ► Silver 15%
  - ► Bronze 28%
  - ► Neutral 37%
  - ► Negative 13%



## **Morningstar Analyst Rating—Accessing Research in Principia**

- Morningstar Analyst Rating will be free to all customers, including free Morningstar.com users
- All paying subscribers will see Pillar Scorecard (Positive/Neutral/Negative on 5 P's) and analysis text in HTML—shared QuickTake
- Advisors and Direct will get 7-page Global Fund Reports in PDF
- Direct features all global ratings and reports



## **Morningstar Analyst Rating—Supporting Data**

- About 150 new proprietary data points created to support the Global Fund Report
- Many key data will be added to Principia's grid view
- All new data pertains to U.S. open-end funds
  - Methodology extended to global funds, where able



## **Morningstar Analyst Rating—Equity Fund Data**

- ► First Bought Date
- Brokerage Commissions (% of Average Net Assets)
  - Category Average
- ► ROIC
- Economic Moat and Coverage
- Free Cashflow Yield ex-Financials



## **Morningstar Analyst Rating—Fund-Firm Data**

- Percentage of Assets by
  - Morningstar Ratings
  - Manager Ownership of Fund Shares
  - Manager Tenure
- ► 5-Year Manager Retention Rate
  - Supporting calendar-year retentions
- Success Ratios
- Percentage of Share Classes by Morningstar Fee Level



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