Asset Flow Forecasts



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Asset Flow Forecasts Quick Start Guide

Welcome to Asset Flow Forecasts! This guide provides a quick orientation to the interface and briefly describes how Asset Flow Forecasts can be used. Before moving onto workflow exercises where you will practice putting the data into practice, a quick primer on how data for funds is organized in Asset Flow Forecasts, what data is available on each tab, and how to update content should prove useful.

Note: Before beginning with Asset Flow Forecasts, it may also prove useful to read the Frequently Asked Questions document for Asset Flow Forecasts.

This guide covers the following topics:

- How to navigate through Asset Flow Forecasts and change the data being shown (page 5)
- ► What do the Settings icon and Filter panel control? (page 6)
- What does the Overview tab show? (page 7)
- What does the Market tab show? (page 8)
- ► What does the Competitive tab show? (page 10)
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Overview

How to navigate

through Asset Flow

Forecasts and change

the data being shown

Asset Flow Forecasts is arranged via a series of tabs across the top of the screen. On most tabs, a series of pages are also available wherein data is further segregated on that particular topic. For example, in the screen shot below you can see that the Market tab includes pages for Overall, Your Brand, New Launches, and Upcoming Launches.

The data shown on most tabs is determined via two controls: a Settings icon on the header, and a Filter panel to the right side of the screen.

Note: The tabs you see depend on the configuration tied to your subscription.



, New Launches, and Upcoming Launches. ed via two controls: a Settings icon on the The Settings icon controls which brands' and competitor firms' data appear on each tab and page. The Filter panel, meanwhile, offers a default selection of variables clients may want to update to change what data is being seen in Asset Flow Forecasts. Consider, too, that the Settings icon and Filter panel can both be used to control which firms' and brands' data is seen on a tab or page. That is, you may first use the Settings icon to choose, say, five competitors, but then use the Firm Name option in the Filter panel to show only three of those for a specific analysis.

Note, too, that not all variables are shown by default in the Filter panel. Other variable options are available from the Filters menu on the header. New clients should spend time exploring these options to decide which selection of variables makes the best

What do the Settings icon and Filter panel control?



Changes to the Settings icon and Filter panel persist from tab-to-tab during your current session. Once you refresh, log out, or close the browser, however, the Filter panel settings reset. The Settings icon choices remain in place. The variables chosen to appear in the Filter panel, though, can be saved so they do not need to be reselected upon subsequent uses of Asset Flow Forecasts.

The Overview tab provides a series of widgets reflecting fund flow research from Morningstar and a summary of data from other tabs in Asset Flow Forecasts. The idea is to allows clients to scan this information, then decide which part of Asset Flow Forecasts to visit next to further investigate what is shown here. Think of it as a dashboard to the rest of Asset Flow Forecasts.

What does the Overview tab show?

			AUM SWOT	r			Competitors	Your Brand
tle Iominastar U.S. Fund Flows: Familiar Themes Do	minate October	Nov 12 2020		-	Share Classes	Funds		-
ctober U.S. Open-End Fund & ETF Flows Heatma	ps I	Nov 11 2020	Contenders	Underp	os ierformers	Sta	t in Class rs	Anomalies
ctober U.S. Fund Flows Brief: Stock Funds Post C utflows, Bond Funds See Big Inflows	Jontinued Heavy	Nov 11 2020	Share Class	Net Assets			Share Class	Net Assets
S. Exchange-Traded Fund Flows - October 2020		Nov 10 2020	31				249	* 717.81 Bil
forningstar Direct Japan Asset Flows Update - N sia FTF Roundurs-October 2020	ovember 2020	Nov 09 2020 Nov 05 2020		Share Cla	ss Net Assets	Share Class	Net Assets	
ustainability Matters: U.S. Investors Continue to	Endorse /	Oct 29 2020		55	\$ 4.17 Bil	159	s 11.95 Bil	
ustainable Investing Inhal Sustainable Fund Flows, 03 2020		Oct 29 2020		Share Clas	s Net Assets	Share Class	Net Assets	
uropean Sustainable Fund Flows: Q3 2020 in Rev	/iew	Oct 29 2020		99	\$ 23.93 Bil	69	\$ 25.23 Bil	
nailand Fund Industry Review - 0.3 2020		Oct 22 2020	Share Class	Net Assets			Share Class	Net Assets
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		•	Time period for Fl	ow Score is 3 Years.				As of Sep 30, 2020
			O For more info	please go to <u>SWOT</u>	Analyzer			
bsmorningstar.com/by#overviewHome	Beturn (?	6)	Flow	(SMil)				
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JS Fund India Equity		14.83	-0.91	-1564.41	-192	4.95	5.07	-18.30
JS Fund Foreign Small/Mid Growth		12.69	22.57	-1626.03	-204	9.30	37.61	-4.72
JS Fund Technology		11.96	42.66	193.92	429	9.08	158.85	6.53
JS Fund Large growth JS Fund China Region		11.04	32.13	-20420.97	-8016	8.20	24.29	-0.21
JS Fund Equity Precious Metals		11.13	48.60	-790.93	-165	0.28	22.61	2.50
JS Fund Industrials		10.95	2.12	-2516.53	-321	7.55	19.71	-
US Fund Convertibles		10.45	26.70	-970.40	-58	4.95	16.07	-
) For more info please on to the Category From	ast tab.	10.20	29.93	-2000.73	-1004		301.13	-4.02 As of Sep 30, 2020
ligh Potentials							Competitors	Your Brand
			Share Classes Fu	nds)				
'bi.morningstar.com/bi/#market		L				SWOT		Flow
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American Funds 2035 Trgt Date Retire R6	American Fund	s US	Fund Target-Date 2035		Best in Class	100.00	14120.2	99.25
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			1234567	8)				
/bi.morningstar.com/bi/#market the highest f	forecasted monthly p	growth rate relation	ve to peers.					As of Sep 30, 2020
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Some widgets on the Overview page are interactive and allow clients to change the information being displayed.

The Market tab shows information for fund assets, by amount, for the following data:

- ► the overall market
- ► your brand
- ▶ new fund launches, and
- ► upcoming fund launches.

Other than the page for your brand, the pages on this tab reflect data for all funds globally for the trailing three years; use the Filter panel to change these settings.

Additionally, when the Overall page is selected, the Export icon (to the right of the Settings icon) offers a choice of seeing data for All Fund Families, rather than just the top 10 items shown in each widget.

Note: When looking at Overall market data, information for your brand is seen at the bottom of the Top Fund Families widget.



The New Launches page on the Market tab shows both the number of new funds launched for the top 10 global categories with the most number of product launches, and the assets those funds have attracted.

The table below the chart shows the top fund in each global category and the proportion of the new AUM within that global category that the most successful fund was able to attract.

Note: The options in the Filter panel on this page differ slightly from those seen on other pages on this tab.

🔓 Com	petitive	Dashbo	oards - C	lient Edu	cation									C	had Lowi	y (?)	<u>B</u>
Overview	М	arket	Comp	etitive	SWOT Analy	zer	Predictive	Flov	v Factors	Sales Activity	v Pr	oduct Deta	ils 🖸	s S			
Overall	A	merican	Funds	N	ew Launch	es	Upcor	ming Laur	nches								
Top 10 Global Ca	ategory of I	New Fund	Launches											Currer US Do	ncy: Ilar		
5,700.00 ta 1,275.00	•	••••									70 # of New F	Total ••• Numi Funds	Net Assets per of New s	Data a 09/30 Bench Prima	as of: /2020 imark: ry Prospectu	is Benchma	ark
2,850.00				· •••••	•••••	••••	•••••	••••	••••	••••	35 Jaunchi			Funds	Launched Quarter ear to Date	in Most R	ecent
2	US Equity Large	US Fixed Income	Global Equity Large	US Municipal Fixed	Moderate Allocation	US Equity Mid Cap	Cautious Allocation	Target Date	US Equity Large	US Equity Large	08				Year Years Vears		
Largest New Fur	nd in Globa	al Category	Largest Nev	w Fund			Inc	ception Date		Net Assets (Mil)	Fund's F	Proportion o	new Fund's	Group	ed By lobal Categor	y	
US Equity Large	Cap Blend		Fidelity® U	S Low Volati	ity Equity Fund	i	11	/05/2019		314.75			1.1	⊖ F	und Family		
US Fixed Income	,		JPMCB SH	ort Duration	Core Plus		10	/29/2019		2659.26				Brand	ing Name		
Global Equity La	rge Cap		JPMorgan	BetaBuilder	s Intl Eq ETF		12	/03/2019		1924.84				All	ing Name		\sim
US Municipal Fix	ked Income		Invesco Bu	IlletShares 2	030 Muncpl Bd	ETF	09	/16/2020		4.97							
Moderate Alloca	ition		Fidelity Glo	obal Monthly	High Income B	TF	01	/16/2020		7.55				Firm	Vame		
US Equity Mid C	ар		JPMorgan	BetaBuilden	s US Mid Cap I	Eq ETF	04	/14/2020		7.89			_	All			\vee
Cautious Allocat	tion		BlackRock	ESG Multi-A	sset Cnsrv Ptf	ETF	09	/08/2020		3.07			_	Active	e/Passive		
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US Equity Large	Cap Value		Fidelity® B	lue Chip Valu	e ETF		06	/02/2020		12.35			_	Domi	rile		
US Equity Large	Cap Growt	h	Fidelity US	Growth Opp	Investment In	ust	01	/22/2020		139.11			- 1	All			\sim
														Globa	l Broad Cat	egory Gro	ıp

What does

tab show?

the Competitive

The Competitive tab allows clients to analyze both fund flows and performance of funds at your firm, compared to up to nine competitors. Both fund flow and performance data is provided at the following levels:

- ► brand
- broad category group, and
- ► Morningstar Category.

Use the controls at the right to not only change the time period being reflected in the data but also to filter by firm, brand, product type, share class, and more.

1 = Brand-level data 2 = Broad Category data 3 = Morningstar Category data

Competitive Dashboards - Client Education \square SWOT Analyzer Overview Market Competitive Predictive Flow Factors Sales Activity Product Details 53 Fund Flow Performance Aggregate Flows (Bil) Currency: US Dollar American Funds T. Rowe Price Vanguard Data as of: 10/31/2020 1 Benchmark: Primary Prospectus Benchmark Flows -23.6 -102.8 768.9 Time Period 3 Years \vee O Include Obsolete Aggregate Flows by Broad Category Group (Bil) T. Rowe Price American Funds Vanguard Branding Name 2 Allocation All $^{\vee}$ Alternative Commodities Firm Name Equity All V Fixed Income Miscellaneous Active/Passive Money Market All V Unclassified Domicile Aggregate Flows by Morningstar Category (Bil) All \vee American Funds T. Rowe Price Vanguard 3 Global Broad Category Group All \vee Top Categories **Global Category** All V Investment Type All V Morningstar Analyst Rating Bottom Categories All V ______ Morningstar Category All \sim The SWOT (Strengths, Weaknesses, Opportunities, Threats) chart plots funds from your brand and up to nine competitors. (Data is shown at the share-class level.) A fund's position on the chart is determined by both its flow data relative to category peers (the X axis) and another data point for the Y axis, as chosen by the options in the key to the right of the chart. The default data point for the Y axis is the SWOT score, which summarizes a fund's growth potential and importance at its firm. The following growth forecast factor data points can also be used for the Y axis:

What does the SWOT Analyzer tab show?

Excess Return

Fund Age

- ► AUM
- ► Expense Ratio Equivalent ► Morningstar Rating

Each quadrant on the SWOT chart is divided into two sections. Funds appearing in the extreme sub-section of each quadrant are given a particular label.



The following table describes each quadrant and its sub-section:

Section	ion Label Flow Factor Attribute (Y Axis)		Realized Flows Relative to Category Peers (X Axis)
А	Gifted	Top quartile	Bottom quartile
В	Best in Class	Top quartile	Top quartile
С	Laggards	Bottom quartile	Bottom quartile

Section	Label	Flow Factor Attribute (Y Axis)	Realized Flows Relative to Category Peers (X Axis)
D	Vulnerable	Bottom quartile	Top quartile
E	Contenders	Above median	Below median
F	Stars	Above median	Above median
G	Underperformers	Below median	Below median
Н	Anomalies	Below median	Above median

The next several sections detail unique functions clients can employ with the SWOT chart using either the selection tools to the right of the chart or the icons in the top right of the chart.

The magnifying glass icon on the component header allows clients to look for investments by name, ticker, or Morningstar Sec ID. Select each investment as you look for it, then click **Done** after selecting all investments to close the Search window.

How can I find specific investments on the chart?



By default, the colors on the SWOT chart refer to the SWOT Category to which each fund belongs. Clients can click the **View** icon on the component header to toggle this setting to instead apply a different color to each competitor whose funds are shown on the chart.

How can I apply color by competitor, not SWOT Category?



Certain controls previously positioned simply to the right of the chart are now available from the **Settings** icon on the component header. Use this icon to take the following actions on the chart:

How can I use the Settings icon?

- ► Change the Share Class vs Fund level display setting
- Modify the Y axis data point, and
- ► Set the display setting for funds without a predictive flow forecast/SWOT score.



Use the mouse to click-and-drag in order to select multiple funds to be seen in the SWOT Score Data Table panel, clients can click one of two icons in the **Multi-select Tools** area to the right of the chart to help draw the selection area.

How can I change the shape of the multi-select tool?



The SWOT Analyzer tab offers a number of interactive features to make it easier to reduce the clutter and noise of a crowded chart. These include the following options:

- ► Use the mouse scroll wheel to zoom in on a particular area of the chart
- Hover over a brand name in the legend (to the right of the chart) to instantly highlight funds from that firm, and
- Click a brand's name or SWOT category in the legend to filter out that data. (Click it again to restore it.)



The Predictive tab reflects information from the Morningstar Fund Flow Factor Risk Model. The following table describes the types of information clients find on the various pages of this tab:

What does the Predictive tab show?

Competitive Dat	shboards - Client	Education					Chad Lo	wry 🥐 🔗
Overview Market	Competitive	SWOT Analyzer	Predictive	Flow Factors	Sales Activity	Product Details		
Category Forecast	Flow Premia	Flow Att	ribution	Flow Forecast	Shutdo	wn Forecast		
Morningstar Category Assets a	and Growth • As of 20	21-1-31						S Z
Morningstar Category	Net Assets (Bil)		12 Mo Gr	owth Forecast (%)		Growth Forecast Vola	tility (%)	^
	0.00	2350.00 470	0.00 -170.00	0.00	170.00	-14.00	3.50	21.00
US Fund Large Blend				1				
US Fund Large Growth								
US Fund Foreign Large Blend								
US Fund Large Value								
US Fund Intermediate Core							300000	
US Fund Intermediate Core							111111111111111111111111111111111111111	
US Fund Allocation50% t				1				
US Fund Diversified Emergi							11111111	
US Fund Foreign Large Gro								
US Fund Short-Term Bond								
US Fund World Large Stock								
US Fund Mid-Cap Blend								
US Fund Mid-Cap Growth								
US Fund Small Blend								
US Fund High Yield Bond								-

This page	Shows this type of information
Category Forecast	Net assets by Global Broad Category, as well as how those assets are expected to grow or shrink over the next 12 months, and what volatility exists for that forecast.
	Use the Component Settings icon in the upper-right corner of the chart to change the settings and data being shown.
Flow Premia	The extent to which different factors in the Morningstar Fund Flow Risk Model reflect investors' choices in where to allocate their assets in the overall market. Did assets grow because investors were attracted to funds earning a five-star Morningstar Rating, or did they pull assets from funds due to their net expense ratio being too high?
	Use the Component Settings icon in the upper-right corner of the chart to change the settings and data being shown.
Flow Attribution	The extent to which each Fund Flow risk factor impacted fund flows for the selected share class of a fund. (As selected in the left-hand pane on the page.) The table shows a fund's exposure to each risk factor, and the premia associated with that risk factor over the default time period (Trailing 3 Years).
	A positive Factor Exposure value multiplied by a positive Factor Premia value yields a positive Factor Contribution value. Negative values for both exposure and premia also yield a positive Factor Contribution value. When either only the Factor Exposure or Factor Premia value is negative, then the Factor Contribution value is also negative.
	Toggle on the What-if Analysis button to see how modifying the value of any factor could change the Factor Contribution values, and have the biggest potential impact on fund flows.

This page	Shows this type of information
Flow Forecast	A one-year forecast for fund flows at both the fund level and share class level, based on exposure to the risk factors in the Flow Factor Model. At the top of the chart, clients can see whether the uncertainty of that forecast is Low, Medium, or High. A fund (or share class) with a Low uncertainty is expected to be more likely to experience that outcome for flows.
Shutdown Forecast	A prediction as to whether a fund domiciled in the United States is likely to be shuttered within the next two years. All share classes for open-end funds and ETFs are shown here, not just those for your firm. The categories for a fund's possible shutdown are Likely, Unlikely, and Wait and See. Use the Component Settings icon on the header to adjust the data being shown here.

The Flow Factors tab plots funds from multiple firms onto an X-Y chart using two factors. The **Settings** icon is used to set the value for both the X axis and Y Axis, as shown in the following table:

What does the Flow Factors tab show?

X Axis Options	Y Axis Options
Flow (Bil)	Performance
Growth Rate (%)	Expense
	Rating

Similar to the SWOT chart, clients can use the mouse to click-and-drag in order to select multiple funds to be seen in the Flow Factor Data Table panel, The two icons in the **Multi-select Tools** area to the right of the chart help draw the selection area.

The size of each bubble on the chart indicates the relative size of the fund; the bigger the bubble, the larger the fund. The color identifies the firm.



Only clients licensing Report Portal from Morningstar will see the Sales Activity tab in Asset Flow Forecasts. This tab shows which funds at your firm are seeing the most reports generated in Report Portal. This can help you track marketing initiatives and campaigns, to ensure the Sales team is focusing on the investments most in need of attention. The SWOT chart provided here further aids in this analysis.

What does the Sales Activity tab show?

How many funds in this quadrant are seeing reports generated for them?	
Overview Market Competitive SWOT Analyzer Predictive Flow Factors Sales Activity Produ	nct Details 🖸 🛟 Download Filters V
Top Promoted Funds	Time Period
# of Reports Global Broad Rank Run Share Class Name Branding Name Category Group Morningster Category Swot Category Flows (Mil) Swot	ot Score Sales Activity Time Period
1 3 American Funds Gro American Funds Equity US Fund Large Growth Laggards -13.376.04 0.67	5 Year V
1 3 American Funds Wa American Funds Equity US Fund Large Blend Laggards -9,124.18 0.81	1 Top # Promoted Funds
3 1 American Funds Inv American Funds Equity US Fund Large Blend Laggards -13,164.48 0.77	3 10 V
	Fund Company
	My Funds V
	Null Flow Forecasts
	inde v
	Reports Run by Firm
Tan Promotod Funde in SM/OT Analyzor	All 🗸
iop riolinoteu runus in Swor Analyzei	Share Class Type
100	All V
90	Morningstar Category
85 - III V	All
80 Fund Company	Active/Passive
© /5 00 70	All
SWOT Category (2)	
235	
25	
20	
15	
5-	

Think of the Product Details tab as the SWOT chart in table form. It shows the following information for each fund at all brands and firms selected:

- ► Branding Name
- ► Share Class Name
- ► Ticker
- ► Morningstar Category
- ► Morningstar Rating Overall (a combination of the 3-, 5-, and 10-Year ratings)
- ► SWOT Category (as seen on the SWOT Analyzer chart
- ► Net Assets (in millions of dollars)
- ► Excess Return
- Flows (in millions of dollars)
- ► Growth Rate, and
- ► SWOT Score.

The columns of data shown here cannot be changed, but use the Filter panel to determine which rows (funds) are shown.

G Com	petitive Dashboards - Clien	Educa	tion						Chad Lowry	0 2
Overview	Market Competitiv	e 8	WOT Analyzer Pre	edictive Flo	w Factors	Sales Activity	Product Det	ails 🖸	Cownload	Filters V
Branding Name	Share Class Name	Ticker	Morningstar Category	Morningstar Rating Overall	SWOT Category	Net Assets (Mil)	Excess Return (%)	Flows (Mil)	Currency: US Dollar	
American Fu	American Funds Income Fund of A	RIDGX	US Fund Allocation70%	ít ★★★★	Best in Class	12,859.49	-	5,072	Data as of: 10/31/2020	
American Fu	American Funds SMALLCAP World F3	SFCWX	US Fund World Small/M	id *****	Best in Class	3,067.81	9.71	1,094	Benchmark:	a a b as a slo
American Fu	American Funds 2010 Trgt Date Re	RFTTX	US Fund Target-Date 200	★★★★	Best in Class	2,191.18	-0.36	951	Primary Prospectos ber	Icrimark
American Fu	American Funds Capital Income Bl	RIRGX	US Fund World Allocatio	n ****	Best in Class	12,651.00	-4.41	4,240	Time Period	
American Fu	American Funds 2025 Trgt Date Re	RFDTX	US Fund Target-Date 202	25 *****	Best in Class	14,908.71	1.17	8,267	3 Years	\vee
American Fu	American Funds Global Balanced R6	RGBGX	US Fund World Allocatio	n ****	Best in Class	11,294.98	-1.68	3,998		
American Fu	American Funds American Balanc	AFMBX	US Fund Allocation50%	ít ★★★★	Best in Class	6,754.45		3,862	Branding Name	
American Fu	American Funds American Balanc	RLBGX	US Fund Allocation50%	it *****	Best in Class	29,093.38	-	7,577	All	~
American Fu	American Funds Capital World Bo	RC	US Fund World Bond	****	Best in Class	4,815.37	0.25	1,974	Firm Name	
American Fu	American High-Income Municipal	HIMFX	US Fund High Yield Mun	i ****	Best in Class	1,232.53	0.43	647	All	\sim
American Fu	American Funds American Balanc	AMBFX	US Fund Allocation50%	ít ★★★★★	Best in Class	17,843.72	-	7,306	A stine (Dessing	
American Fu	American Funds 2030 Trgt Date Re	RFETX	US Fund Target-Date 203	30 *****	Best in Class	16,999.70	1.57	8,920	Active/Fassive	~
American Fu	American Funds 2035 Trgt Date Re	RFFTX	US Fund Target-Date 203	35 ★★★★★	Best in Class	14,061.74	2.17	7,902	All	×
American Fu	American Funds 2040 Trgt Date Re	RFGTX	US Fund Target-Date 204	40 ★★★★★	Best in Class	12,453.55	2.39	6,569	Domicile	
American Fu	American Funds 2050 Trgt Date Re	RFITX	US Fund Target-Date 205	50 *****	Best in Class	8,138.36	2.60	4,952	All	\sim
Amorican Eu	American Funde 2045 Tret Date Re	REHTY	US Fund Target Date 20/	15 +++++	Root in Class	0 581 00	2 50	5 790	Global Broad Categor	v Group
									All	·
		(« < 12345	678>»)					Global Category	

What does the Product Details tab show?