Leveraging Company-Level ESG Data: Wealth Managers Exercise Guide M RNINGSTAR Direct

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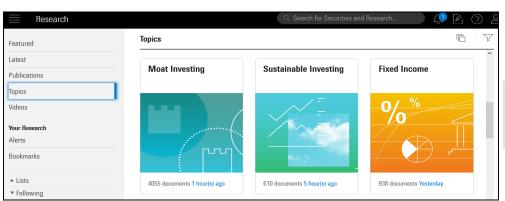
Leveraging Company-Level ESG Data: Wealth Managers

Company-Level ESG data is used to find holdings that drive fund-level scores and ratings. This data allows investors to conduct analysis on investments. In addition, this data serves as the building blocks of fund-level sustainability data points, such as the Morningstar Sustainability RatingTM. A selection of company-level data points are available as part of your Morningstar Direct subscription.

This workshop shows users how to use Morningstar DirectSM to find research from Morningstar on the topic of product involvement and exclusionary practices, investigate client accounts for holdings that run counter to their principles, and find more suitable replacements. Learning about this content and capabilities will make it easier for you to serve values-based investors.

This exercise guide covers the following topics:

- ► Finding Sustainability Research from Morningstar (page 5)
- ► Importing Client Account Holdings (page 7)
- ► Creating a Performance Report (page 12)
- ► Creating a Scorecard to Identify a Fund Replacement (page 24)



Overview

Morningstar Direct offers company-level ESG data for investors in a number of areas.

Finding Sustainability Research from Morningstar

Annie is a wealth manager at a Home Office, and she has a new client who has expressed interest in sustainable investing. During the initial meeting, Annie asked the client questions about her priorities and learned she is looking for sustainable funds not involved in the tobacco industry. Her client has a family history of health issues as a result of smoking and she would like to eliminate exposure to tobacco companies within her portfolio.

Annie needs to analyze the client's current portfolio and determine if any funds contain tobacco product involvement. If funds need to be replaced, Annie needs to find suitable replacements.

The following exercise shows users how to find an article from Morningstar related to this topic, as well as how to follow specific topics in the Research section of Morningstar Direct.

In this exercise, you will explore Morningstar Research, bookmark articles and follow specific topics. To explore Morningstar Research, do the following:

- 1. Login to the web-based version of Morningstar Direct by going to https://direct.morningstar.com.
- 2. In the **search field**, type **exclude controversial business**, then select the **top article** under the Morningstar Research heading. The article opens.

M∕RNINGSTAR Direct[△] Q exclude controversial business You can include terms that are in the body of an article Lists & Screen or in the title and the search Create SECURITIES feature will find the best fit. 04/21/2020 ...? Evaluating Funds That Exclude Controversial Business Activities Executive Summa Excludes GMOs 04/13/2020 ESG Screen - tobaco 03-02-2020 | Madison Sargis | Manage 02/19/2020 Model portfolio list us Misc. World Shi.
....global companies with strong focus on ESG characteristics and aims to exclude controversial business, but...
04-29-2019 | Dimitar Boyadzhiev | Manager Low Carbon Funds ESG Competitor Funds ESG Model .. global companies with strong focus on ESG characteristics and aims to exclude Multiple Investments controversial business, but... 04-29-2019 | Dimitar Boyadzhiev | Manager My selection Sample List

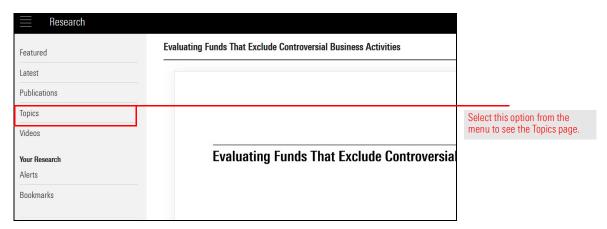
- 3. Read the article.
- 4. In the top-right corner of the screen, click the **bookmark** icon.

Overview

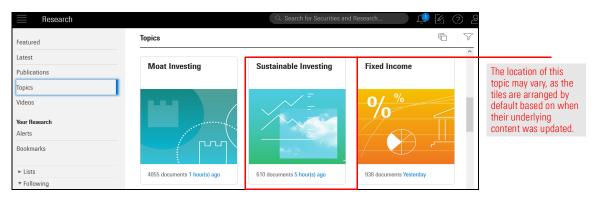
Exercise 1: Explore the Research portal



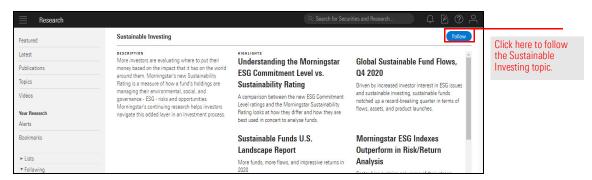
5. In the navigation pane on the left, select **Topics**. The Topics page opens.



6. Select the **Sustainable Investing** topic. The Sustainable Investing page opens.



7. In the top-right corner of the screen, click **Follow**. Sustainable Investing is added to the Following section in the navigation pane on the left.





Importing Client Account Holdings

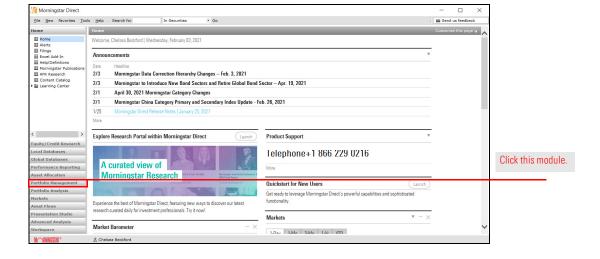
Annie has received a file (ESG account holdings) with her client's current holdings. You need to download this file for the next exercise. This section shows you how to import those holdings, which saves time and prevents errors you might make when entering the positions manually.

Overview

To import a client account, do the following:

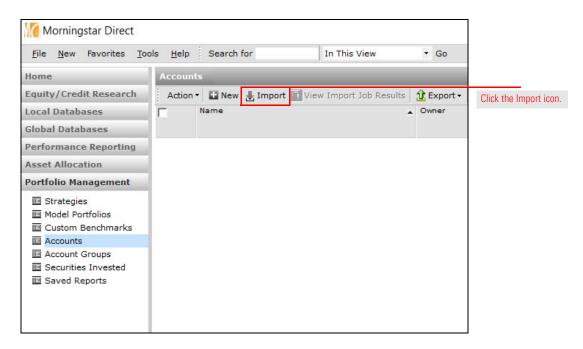
- 1. Log into the **Desktop access point** of Morningstar Direct. Morningstar Direct opens in the Home module by default.
- 2. Click the **Portfolio Management** module. The Accounts area opens.

Exercise 2: Import client account holdings

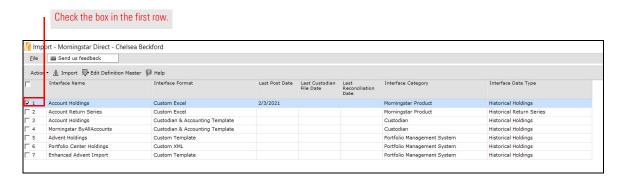




3. From the toolbar, click the **Import** icon. The Import window opens.



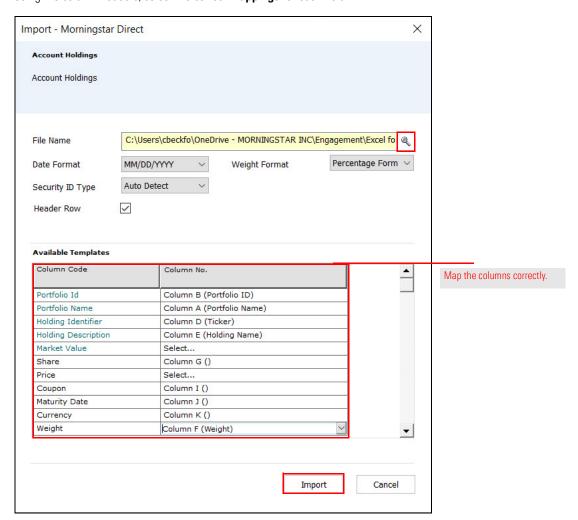
- 4. From the first row, check the **Account Holdings** box.
 - Note: Please select an import interface that corresponds to the data files you would like to import.



- 5. Click the **Import** icon. The import mapping window opens.
- 6. Click the **Open** icon and select the file from your saved files.



7. Using the column headers, select the correct **mappings** for each field.



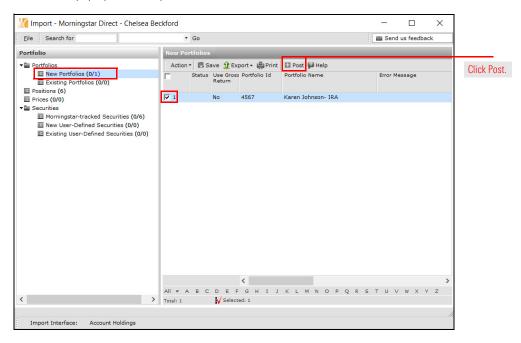
8. Click **Import**. The blotter window opens.



Exercise 3: View Account

Holdings

9. Click **Post**. A pop-up window opens.

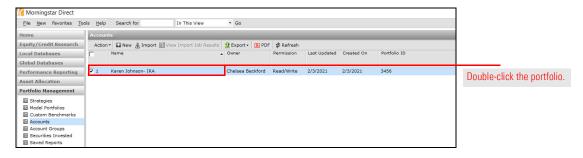


- 10. Click **OK** to continue.
- Click the X to close the Import window. The imported account appears in the Accounts area.
 - Note: If you do not see the new account, click the Refresh icon.

This exercise shows you how to find and use the Product Involvement data set in the Grid to look for holdings invested in the tobacco industry. Do the following:

rtfolio. The Holdings Summary

1. **Double-click** the **name** of the Karen Johnson portfolio. The Holdings Summary window opens.

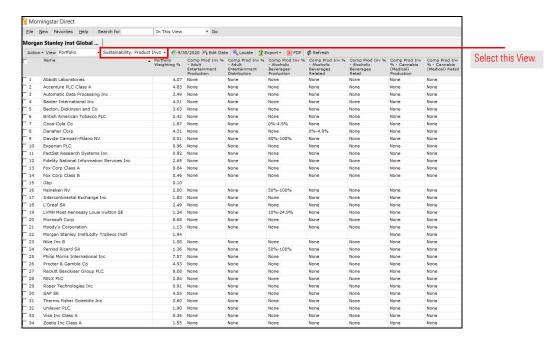


2. From the View drop-down, select Sustainability: Product Involvement (Fund).





- 3. **Scroll** to the right to view the Product Involvement % Tobacco column.
 - Which funds have a tobacco product involvement percentage over 1%?
- 4. Right-click Morgan Stanley Inst Global Franchise A. The right-click menu opens.
- 5. Select **View Holdings > Detailed Holdings Analysis**. The Detailed Holdings Summary window opens.
- 6. From the View drop-down, select Sustainability: Product Involvement (Company).
 - Note: Company-level product involvement data is an add-on. Contact your Customer Success Manager to view this data if it is blank.



- 7. **Scroll** to the right to view the Comp Prod Inv % Tobacco Products Production column.
 - How much of the Portfolio Weight is in the holdings with tobacco product production?
- 8. Click the **X** to close the Detailed Holdings Summary window.
- 9. Right-click Morgan Stanley Inst Global Franchise A. The right-click menu opens.
- Select Reports > Morningstar Report/Quicktake. The web access point of Morningstar Direct opens in a browser.
 - Note: To which Morningstar Category does this fund belong?



Creating a Performance Report

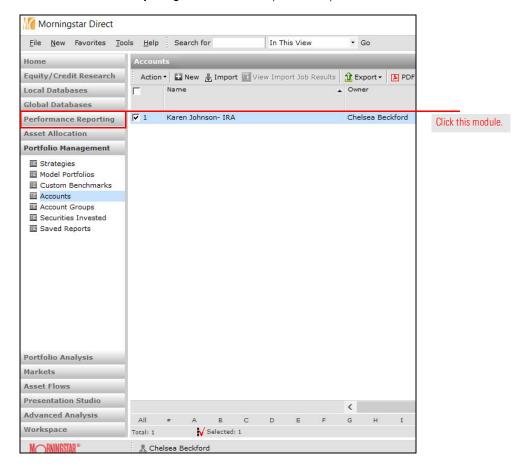
This report can be created in the desktop edition of Morningstar Direct. The desktop edition offers capabilities for performance reporting such as highlighting rows, applying conditional formatting with custom colors, and adding a summary column for scorecard scores.

Overview

Now that you have identified the fund that needs to be replaced, the following exercise shows how to create a Search Criteria to replace the Morgan Stanley fund. To create a Search Criteria, do the following:

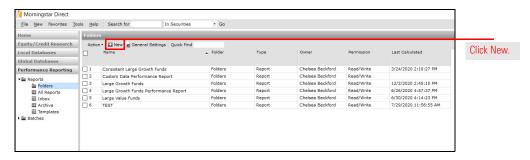
Exercise 4: Create a Search Criteria for a Performance Report

- 1. Open the desktop access point of Morningstar Direct.
- 2. Click the **Performance Reporting** module. The All Reports area opens.





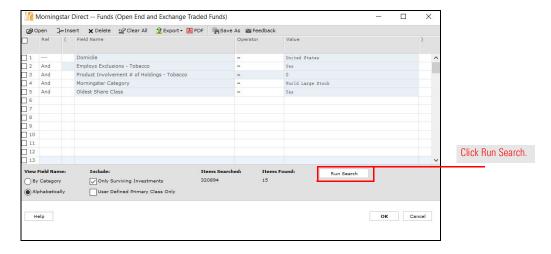
3. From the toolbar, click the **New** button. The Select Investments window opens.



- 4. Click the **Search Criteria** option.
- From the drop-down, select Funds (Open-End and Exchange-Traded Funds).
- 6. Click **OK**. The Search Criteria window opens.
- 7. From the View Field Name area, select **Alphabetically**.
- 8. Click the **first row** of the Field Name column, then select the first criteria in the table below.
- 9. Use the following data points in the Search Criteria:
 - Note: You can jump to data points in the list by typing the first letter on your keyboard.

Field	Operator	Value
Domicile	=	United States
Employs Exclusions - Tobacco	=	Yes
Product Involvement # of Holdings - Tobacco	=	0
Morningstar Category	=	U.S. > World Large Stock
Oldest Share Class	=	Yes

10. Click Run Search.



11. Click **OK**. The Group Settings window opens.



Exercise 5: Change the

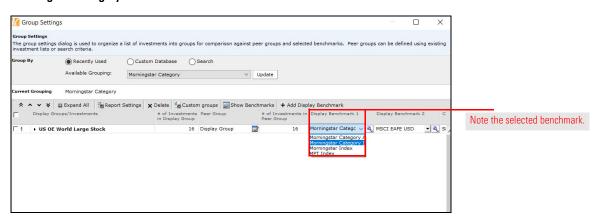
settings for the group

By default, when examining the performance of selected funds in a performance report, Morningstar Direct compares the funds to each other, rather than all of the funds in the appropriate Morningstar Category. In this section, you will learn how to change the peer group for a set of funds.

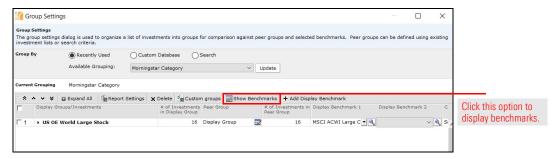
In a performance report, it is also important to use a relevant benchmark for both the performance comparison and performance calculations. You can also decide whether to display only one comparison benchmark (rather than the default two benchmarks).

To change these settings for a performance report, do the following:

 In the Group Settings window, from the **Display Benchmark 1** drop-down field, select Morningstar Category Index.



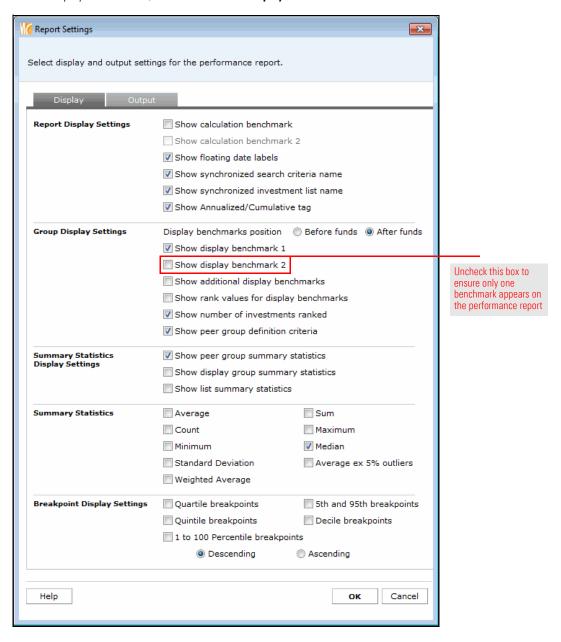
 To see what the benchmarks are for each category, from the toolbar, click Show Benchmarks. The setting in the Display Benchmark 1 changes to show the Morningstar Category Index for US OE World Large Stock.



- 3. **Scroll right** to see the Display Benchmark 2 column. Because you selected Show Benchmarks, both display benchmarks will be shown in the performance report, which is not what you intend.
- 4. On the toolbar, click **Report Settings**. The Report Settings window opens.



5. To hide Display Benchmark 2, uncheck the **Show display benchmark 2** checkbox.

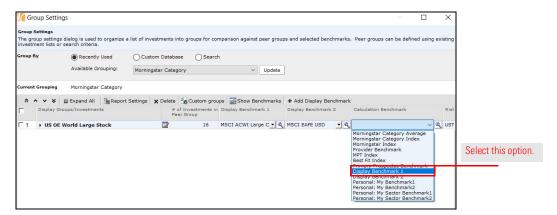


6. Click **OK** to close the Report Settings window.

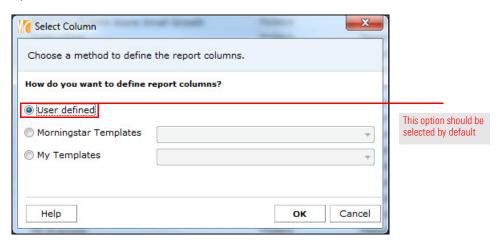
 Next, you need to ensure the proper benchmark is used for calculating the data on the performance report. From the Calculation Benchmark drop-down field, select Display Benchmark 1. (You might need to scroll right to see this column.)

By selecting Display Benchmark 1, you ensure the following:

- ► The same benchmark is used for both display and calculation, and
- ► A peer-appropriate index is used for calculations.



- 8. Click **OK**. The Select Column window opens.
- 9. Confirm the User Defined option is selected. This selection allows you to define the report columns.



10. Click **OK**. The Performance Column Setup window opens.

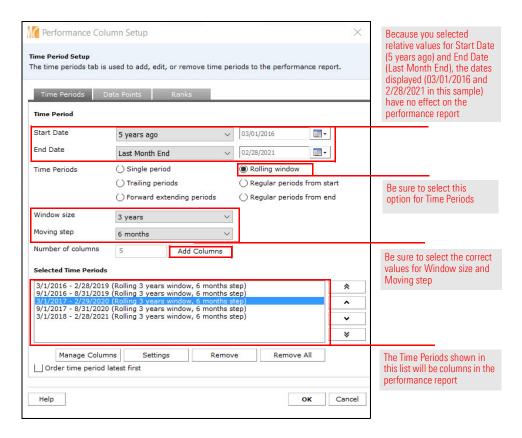
You want to know if this set of funds has performed consistently over a set of rolling three-year periods, starting from five years ago through the most recent month-end.

Exercise 6: Set the values for the Time Periods tab

In this exercise, you will use the Time Periods tab in the Performance Column Setup window to set the values.

To change the time period for the performance report, do the following:

- 1. In the Performance Column Setup window, the Time Periods tab is selected by default. In the Time Periods area, click the **Rolling window** option.
- 2. Confirm the Start Date field reads 5 years ago. From the **End Date** drop-down field, select **Last Month End**.
- 3. From the Window size drop-down field, select 3 years.
- From the Moving step drop-down field, select 6 months. The Number of columns field should read 5.
- Click Add Columns. The time periods for the report are added to the Selected Time Periods area at the bottom of the window.
 - Note: Do not click OK yet; the Data Points and Ranks tabs still need to be addressed.



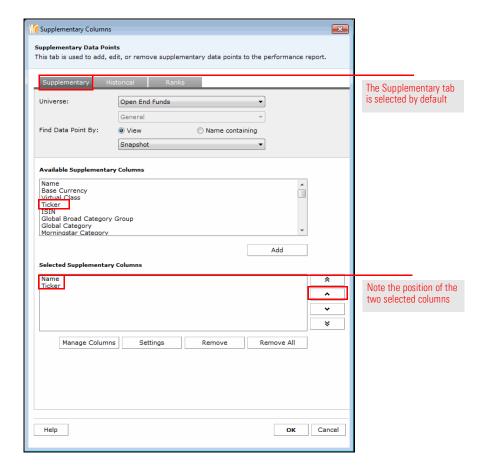
6. Click OK.

In the Performance Column Setup window, you selected data points related to performance. In this exercise, you will work in the Supplementary Columns window to select supplementary data points. These are data points not directly related to performance, such as ticker, Morningstar Analyst Rating, Morningstar Quantitative Rating, and Morningstar Sustainability Rating TM. In addition to displaying the name of a fund on the performance report, it will be useful to include the fund's ticker symbol. Also, you are interested to see which funds have a Morningstar Analyst Rating.

Exercise 7: Select data points in the Supplementary Columns window

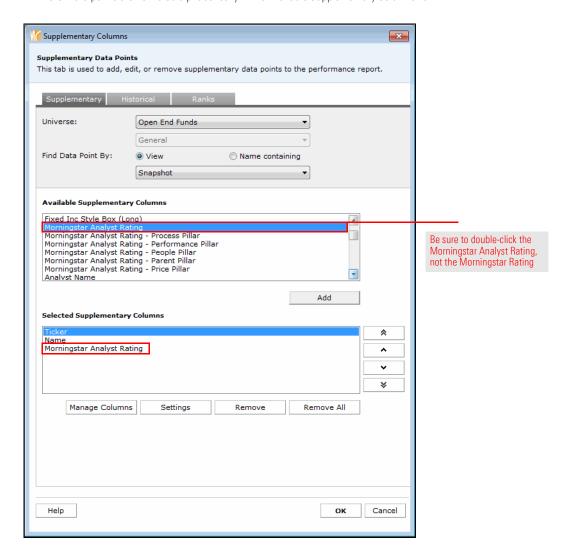
To include a fund's ticker symbol and Morningstar Analyst Rating on the performance report, do the following:

- 1. On the Supplementary tab, in the Available Supplementary Columns list, **double-click Ticker** to move it to the Selected Supplementary Columns list.
 - Note: ISIN can be used instead of Ticker for international funds.



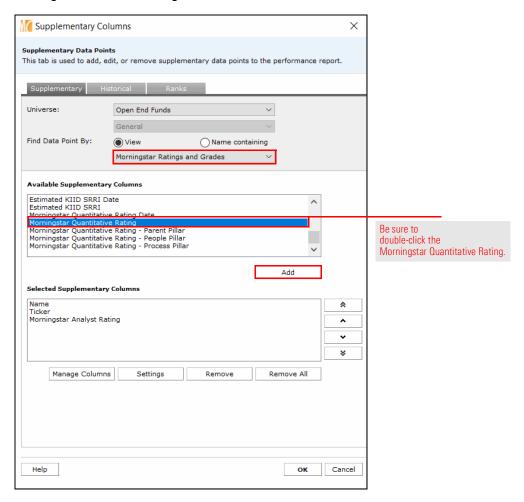


- 2. **Scroll down** in the Available Supplementary Columns list, then **double-click Morningstar Analyst Rating**. It is added to the Selected Supplementary Columns list.
 - Note: Data points are not listed alphabetically in the Available Supplementary Columns list.





- 3. From the View drop-down field, select Morningstar Ratings and Grades.
- Scroll down in the Available Supplementary Columns list, then double-click Morningstar Quantitative Rating.



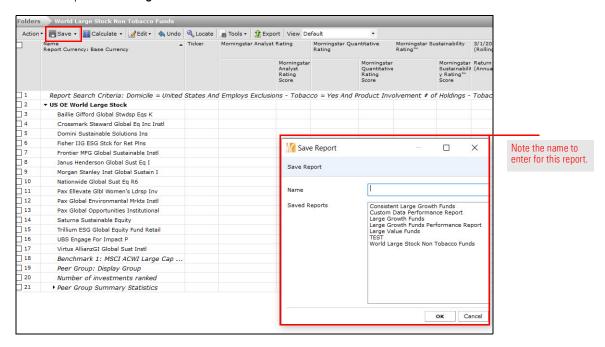
- 5. From the View drop-down field, select Sustainability: ESG Risk (Fund).
- 6. Double-click Morningstar Sustainability Rating TM.
- 7. Click **OK** to close the Supplementary Columns window. The performance report is displayed in the grid view.

Now that the parameters for the performance report are set, you can save it and calculate the data. You might have noticed the Name column is populated, but the other data columns are blank. When you calculate the report, the latest data is retrieved and displayed in those columns.

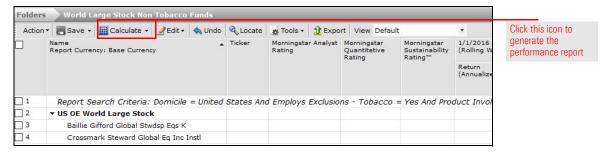
Exercise 8: Save and calculate the performance report

To save and calculate the performance report, do the following:

- 1. On the toolbar above the grid view, click **Save**. The Save Report dialog box opens.
- 2. Name the report World Large Stock Non Tobacco Funds.



- 3. Click **OK**. The Save Report dialog box closes, and the name of the performance report appears above the toolbar.
- 4. On the toolbar above the grid view, click **Calculate**. As the calculation runs, the Folders page is displayed.



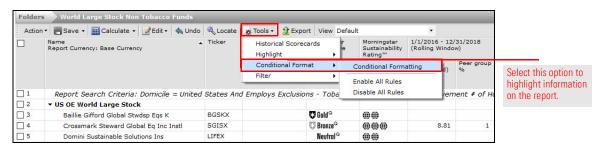
5. When the Report Calculation Complete alert opens, click **Yes** to view the report. The grid view is now filled with data.

The information in the performance report is helpful, but it can be a bit difficult to read without some additional formatting. The conditional formatting feature in the Performance Reporting module allows you to add color to a row, cell, or column to enhance the interpretation of the data.

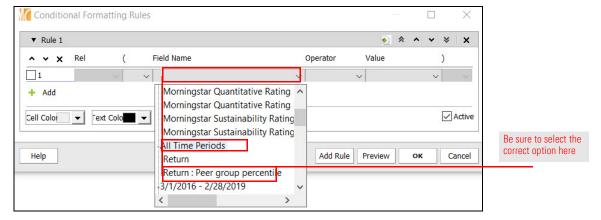
Exercise 9: Apply conditional formatting to a performance report

In this exercise, you will apply a color to the Peer group % column to call out the times when each fund was in the top quartile of its category. To apply conditional formatting to a performance report, do the following:

 On the toolbar above the grid view, from the **Tools** drop-down field, select **Conditional Format** > **Conditional Formatting**. The Conditional Formatting Rules window opens.



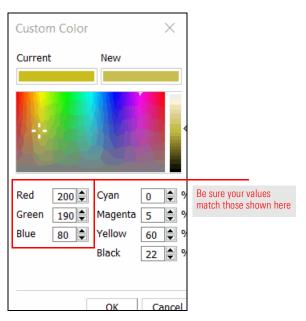
From the Field Name drop-down field, expand the All Time Periods option and select Return: Peer group %.



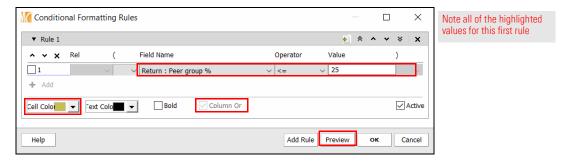
- 3. From the **Operator** drop-down field, select <=.
- 4. In the **Value** field, type **25**.
- 5. From the **Cell Color** drop-down field, click **Custom**. The Custom Color dialog box opens.



- 6. Set the following values:
 - ► Red = **200**
 - ► Green = **190**
 - ► Blue = **80**



- 7. Click **OK** to close the Custom Color dialog box.
- 8. Be sure the box for Column Only is checked. Click **Preview** to ensure the rule is working as expected.



9. Click **OK**. The Conditional Formatting Rules window closes.

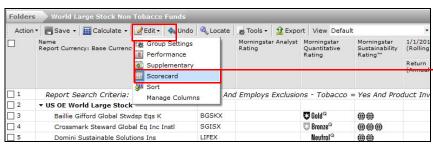
Creating a Scorecard to Identify a Fund Replacement

The previous exercise shows how to apply conditional formating to assess the funds that have performed well. While conditional formatting is helpful, it still is not clear which funds are sustainable. You are looking for a fund with a four- or five-globe Morningstar Sustainability Rating TM , a Silver or Gold Analyst or Quantitative Rating, and ranked in the top quartile in the last 3 years. These calculations can be done with the Scorecard feature. A new column will be added for the Morningstar Sustainability Rating TM , Morningstar Analyst Rating and Morningstar Quantitative Rating, as well as to the right side of the report for the Total Score of each fund across these time periods.

In this instance, each time a fund has a four or five-globe Sustainability Rating, a Silver or Gold Analyst Rating or Quantitative Rating, and ranked in the top quartile for the 3 year period, it will be given a weight of three points and will receive a pass score. If it has only one of the two values then it will receive a weight of two and will receive a watch score. If it has only one of the two values then it will receive a weight of one and will receive a fail score. Once you add a scorecard to a performance report, you will need to recalculate the report.

To create a Scorecard for this set of investments, do the following:

 On the toolbar above the grid view, from the Edit drop-down field, select Scorecard. The Investment Scorecard window opens.



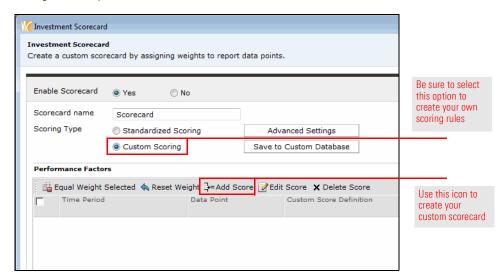
- 2. In the Scoring Type area, click the **Custom Scoring** option.
- 3. When the Performance Reporting alert opens related to all formatting being lost, click **Yes**.

Overview

Exercise 10: Generate a Scorecard for a set of investments

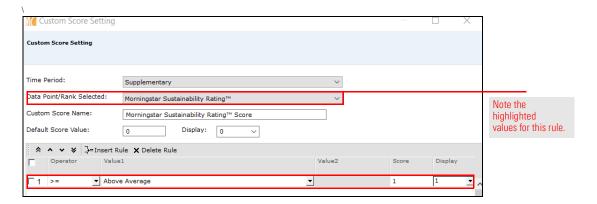
Select this option from the Edit icon's drop-down field

4. In the Performance Factors area, on the toolbar, click **Add Score**. The Custom Score Setting window opens.



- 5. From the **Time Period** drop-down field, select **Supplementary**.
- 6. From the **Data Point** drop-down field, select **Morningstar Sustainability Rating**TM.
- 7. In row 1, enter the following values:

Operator	Value1	Score	Display
>=	Above Average	1	1

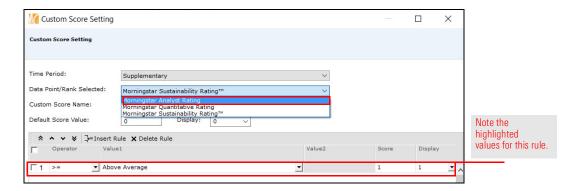


- 8. Click **OK** to close the Custom Score Setting window.
- 9. In the Investment Scorecard window, click Add Score again.
- 10. From the **Time Period** drop-down field, select **Supplementary**.



11. In the Data Point field, confirm Morningstar Analyst Rating is selected. In row 1, enter the following values:

Operator	Value1	Score	Display
>=	Silver	1	1



- 12. Click **OK** to close the Custom Score Setting window.
- 13. Click Add Score.
- 14. From the **Time Period** drop-down field, select **Supplementary**.
- 15. From the Data Point drop-down field, select Morningstar Quantitative Rating.
- 16. In row 1, enter the following values:

Operator	Value1	Score	Display
>=	Silver	1	1

- 17. Click **OK** to close the Custom Score Setting dialog box.
- 18. Click Add Score.
- 19. From the Time Period drop-down field, 3/1/2018 2/28/2021 should be selected.
- 20. From the Data Point drop-down field, select Return: Peer Group percentile.
- 21. In row 1, enter the following values:

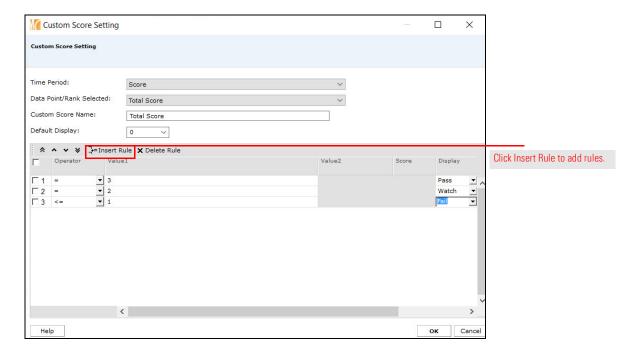
Operator	Value1	Score	Display
<=	25	1	1

22. Click **OK** to close the Custom Score Setting dialog box.



- 23. Click Add Score.
- 24. From the **Time Period** drop-down field, select **Score**.
- 25. In row 1-3 and enter the following values:

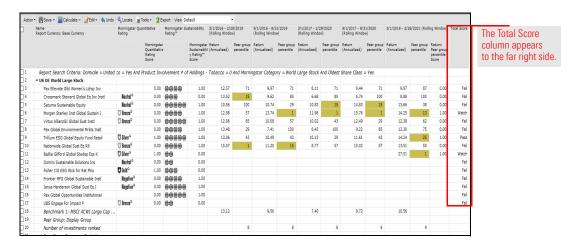
Operator	Value1	Display
=	3	Pass
=	2	Watch
<=	1	Fail



- 26. Click **OK** to close the Investment Scorecard dialog box.
- 27. On the toolbar above the spreadsheet grid, click **Calculate**.
- 28. When the confirmation message opens, click Yes to view the report.



- 29. To see only the scores, on the toolbar above the grid view, click the **View** drop-down field and select **Score Columns**. A Total Score column is added on the far right side.
 - Note: You will probably need to scroll right to see the Total Score column.



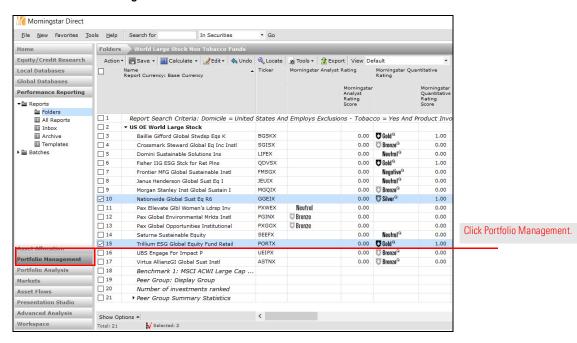
30. Choose a replacement fund for the client account.

Now that the replacement fund has been selected, Morgan Stanley Inst Global Franchise A needs to be replaced in the client account.

Exercise 11: Replace a fund in a client account

To replace the fund, do the following:

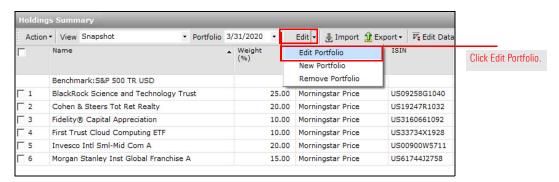
1. Click the **Portfolio Management** module.



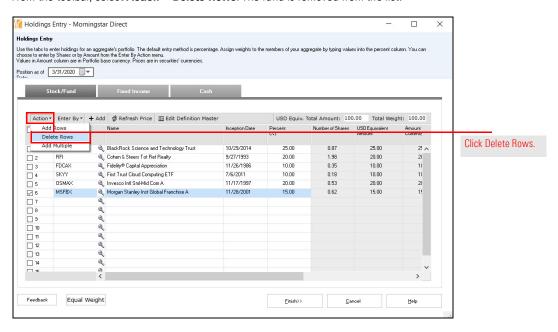
2. **Double-click** the **Karen Johnson** account. The account opens in a new window.



3. From the toolbar, select **Edit** > **Edit Portfolio**.



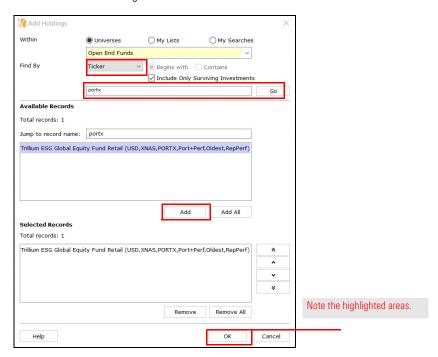
- 4. In the Portfolio Data Selection window, click **OK**.
- 5. Check the box next to Morgan Stanley Inst Global Franchise A.
- 6. From the toolbar, select **Action** > **Delete Rows**. The fund is removed from the list.



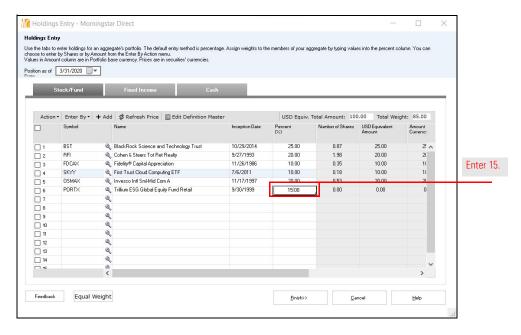
7. From the toolbar, click **Add**. The Add Holdings window opens.



- 8. From the **Find By** drop-down field, select **Ticker**.
- 9. Enter portx, then click Go.
- 10. Click the available record, then click Add.
- 11. Click **OK**. The Add Holdings window closes.



12. In row 6, enter **15** in the **Percent** column.



13. Click Finish. The Holdings Entry window closes.

