# Morningstar Analyst Rating and Global Fund Report

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## **Moving Beyond Past Performance**



## **Morningstar Analyst Rating**





## **Morningstar Analyst Rating Spectrum**



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











#### **People**

How talented are the fund's managers and analysts?

#### **Process**

What is the strategy, how does that translate into the portfolio?

#### **Performance**

Why did the fund behave a certain way in different markets?

#### **Parent**

What priorities prevail at the firm? Stewardship or salesmanship?

#### **Price**

Is the fund a good value proposition compared to similar funds sold through similar channels?

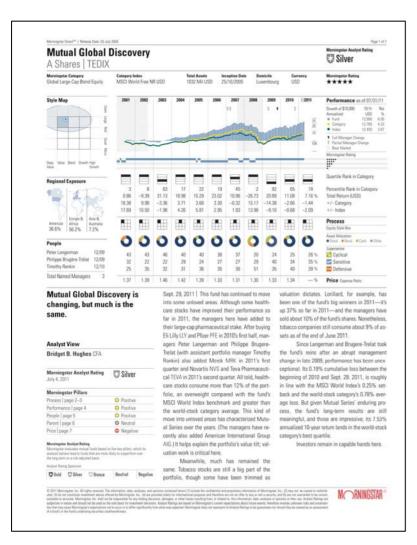
## **Morningstar Analyst Rating is...**

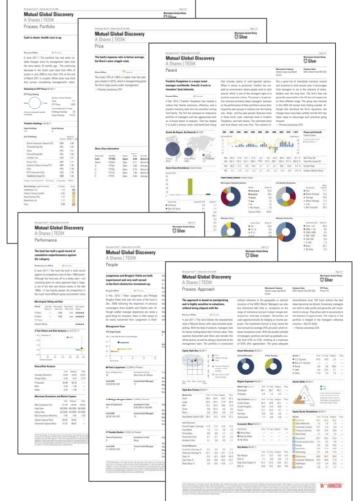
- Forward-Looking
- Investor-Focused
- Comprehensive

## **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 300 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 Direct

- 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
- Research in Direct available through a software patch
  - Customers unable to access the patch can see ratings and analyst commentary in QuickTake report for each fund
  - All ratings available in a spreadsheet through Customer Support



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

- About 150 new proprietary datapoints available in the grid view of Direct with the software's next release (expected in December)
- Much of this data is featured in the Global Fund Report
- 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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