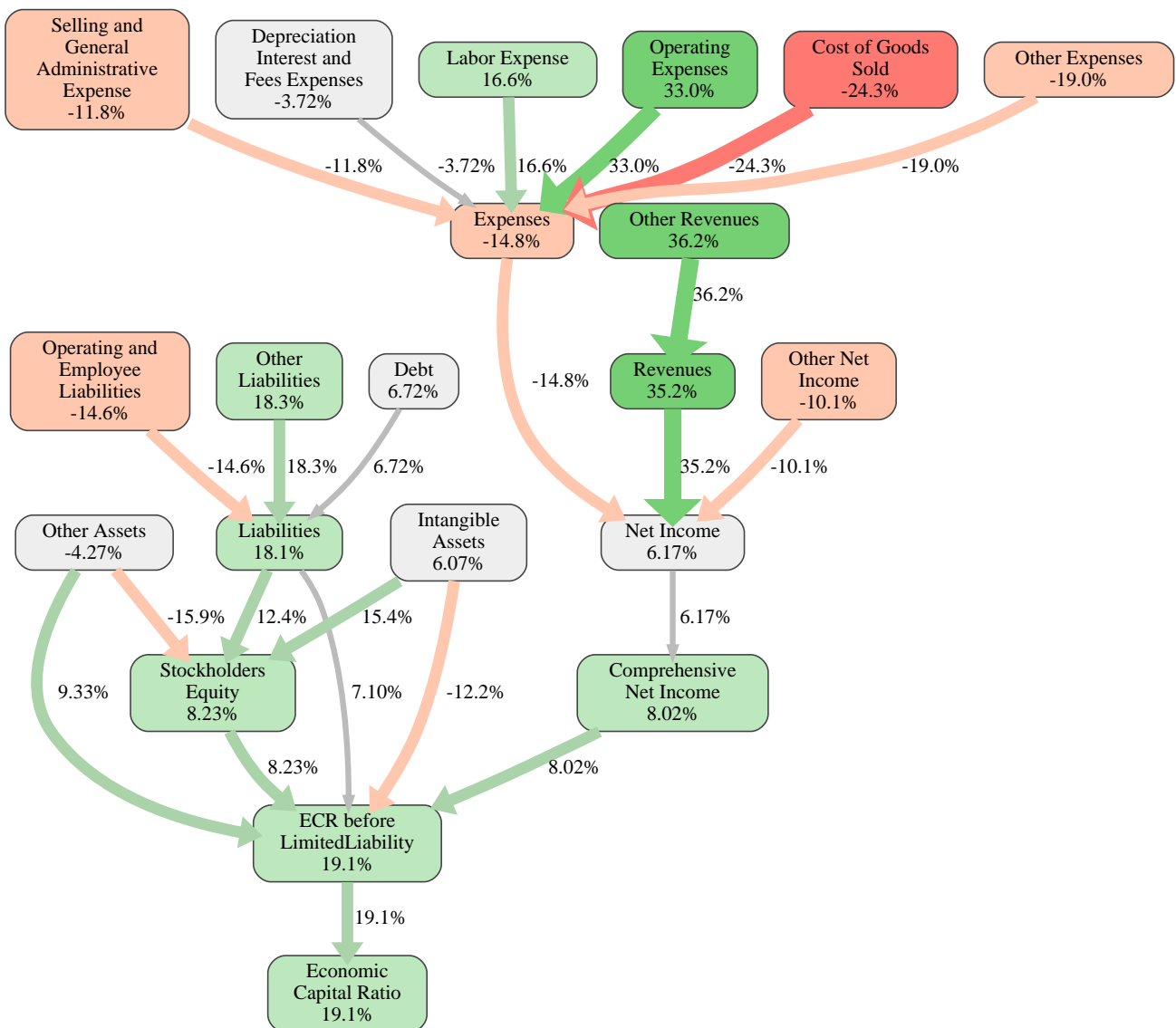




RealRate

FINANCE SERVICES 2014

Morningstar Inc
Rank 10 of 35





RealRate

FINANCE SERVICES 2014

Morningstar Inc
Rank 10 of 35



The relative strengths and weaknesses of Morningstar Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Morningstar Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 36% points. The greatest weakness of Morningstar Inc is the variable Cost of Goods Sold, reducing the Economic Capital Ratio by 24% points.

The company's Economic Capital Ratio, given in the ranking table, is 121%, being 19% points above the market average of 102%.

Input Variable	Value in 1000 USD
Cash and Current Assets	446,893
Cost of Goods Sold	271,437
Debt	0
Deposits and Payables to Customers	0
Depreciation Interest and Fees Expenses	45,693
Intangible Assets	430,359
Investment Income	0
Investments	0
Labor Expense	0
Loans Income	0
Loans Payable	0
Operating Expenses	0
Operating and Employee Liabilities	280,291
Other Assets	153,416
Other Compr. Net Income	-4,417
Other Expenses	56,031
Other Liabilities	59,087
Other Net Income	8,784
Other Revenues	698,266
Revenue from Contract with Customer	0
Selling and General Administrative Expense	210,482

Output Variable	Value in 1000 USD
Liabilities	339,378
Assets	1,030,668
Expenses	583,643
Revenues	698,266
Stockholders Equity	691,290
Net Income	123,407
Comprehensive Net Income	118,990
BaseVar	1,332,578
ECR before LimitedLiability	68%
Economic Capital Ratio	121%