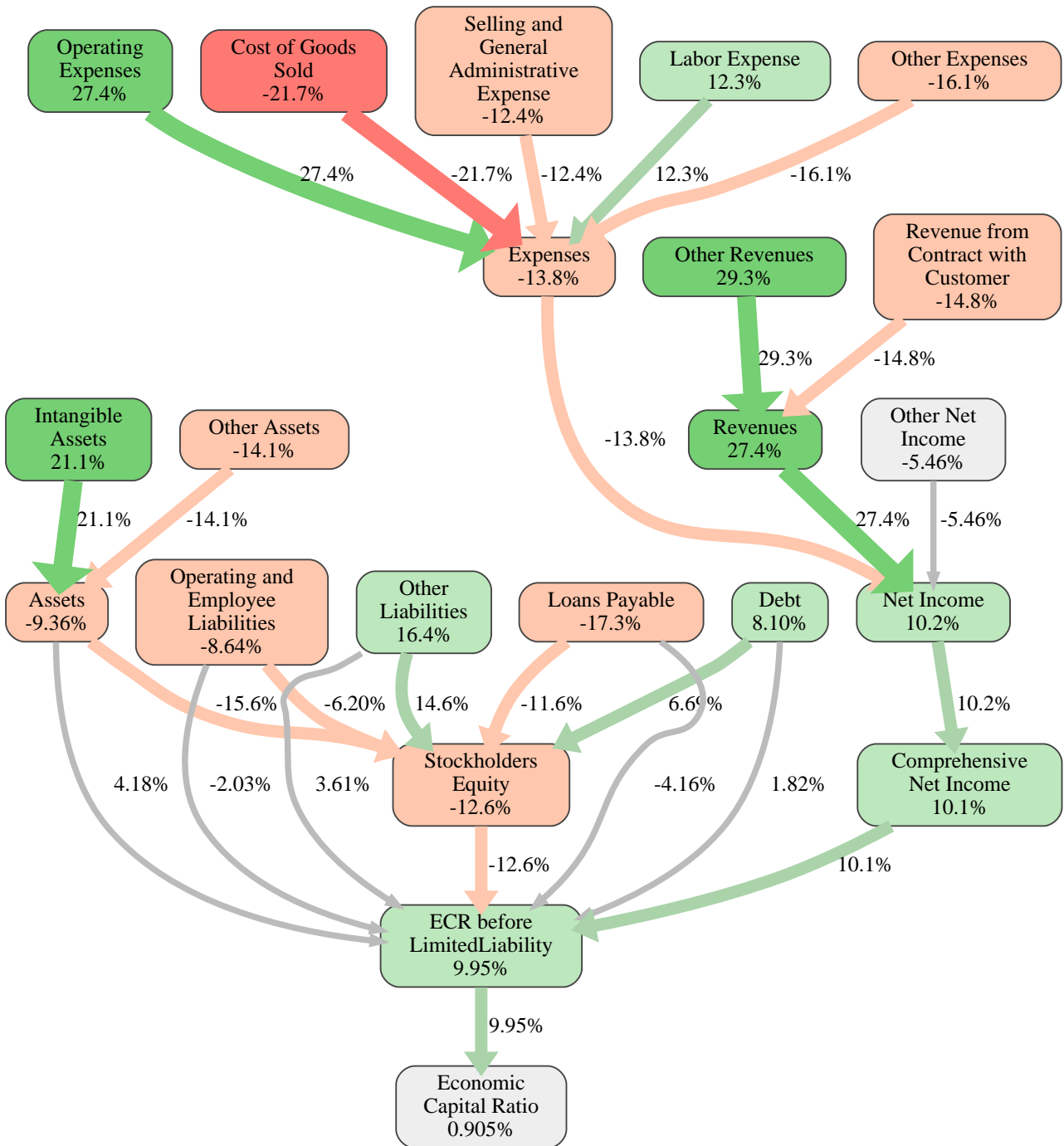




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Morningstar Inc
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The relative strengths and weaknesses of Morningstar Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect 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 29% points. The greatest weakness of Morningstar Inc is the variable Cost of Goods Sold, reducing the Economic Capital Ratio by 22% points.

The company's Economic Capital Ratio, given in the ranking table, is 82%, being 0.90% points above the market average of 81%.

Input Variable	Value in 1000 USD
Cash and Current Assets	815,700
Cost of Goods Sold	843,500
Debt	0
Deposits and Payables to Customers	0
Depreciation Interest and Fees Expenses	184,900
Intangible Assets	2,063,200
Investment Income	0
Investments	163,900
Labor Expense	0
Loans Income	0
Loans Payable	940,300
Operating Expenses	0
Operating and Employee Liabilities	880,800
Other Assets	360,600
Other Compr. Net Income	12,500
Other Expenses	33,000
Other Liabilities	254,500
Other Net Income	-56,500
Other Revenues	2,038,600
Revenue from Contract with Customer	0
Selling and General Administrative Expense	779,600

Output Variable	Value in 1000 USD
Liabilities	2,075,600
Assets	3,403,400
Expenses	1,841,000
Revenues	2,038,600
Stockholders Equity	1,327,800
Net Income	141,100
Comprehensive Net Income	153,600
BaseVar	4,713,800
ECR before LimitedLiability	30%
Economic Capital Ratio	82%