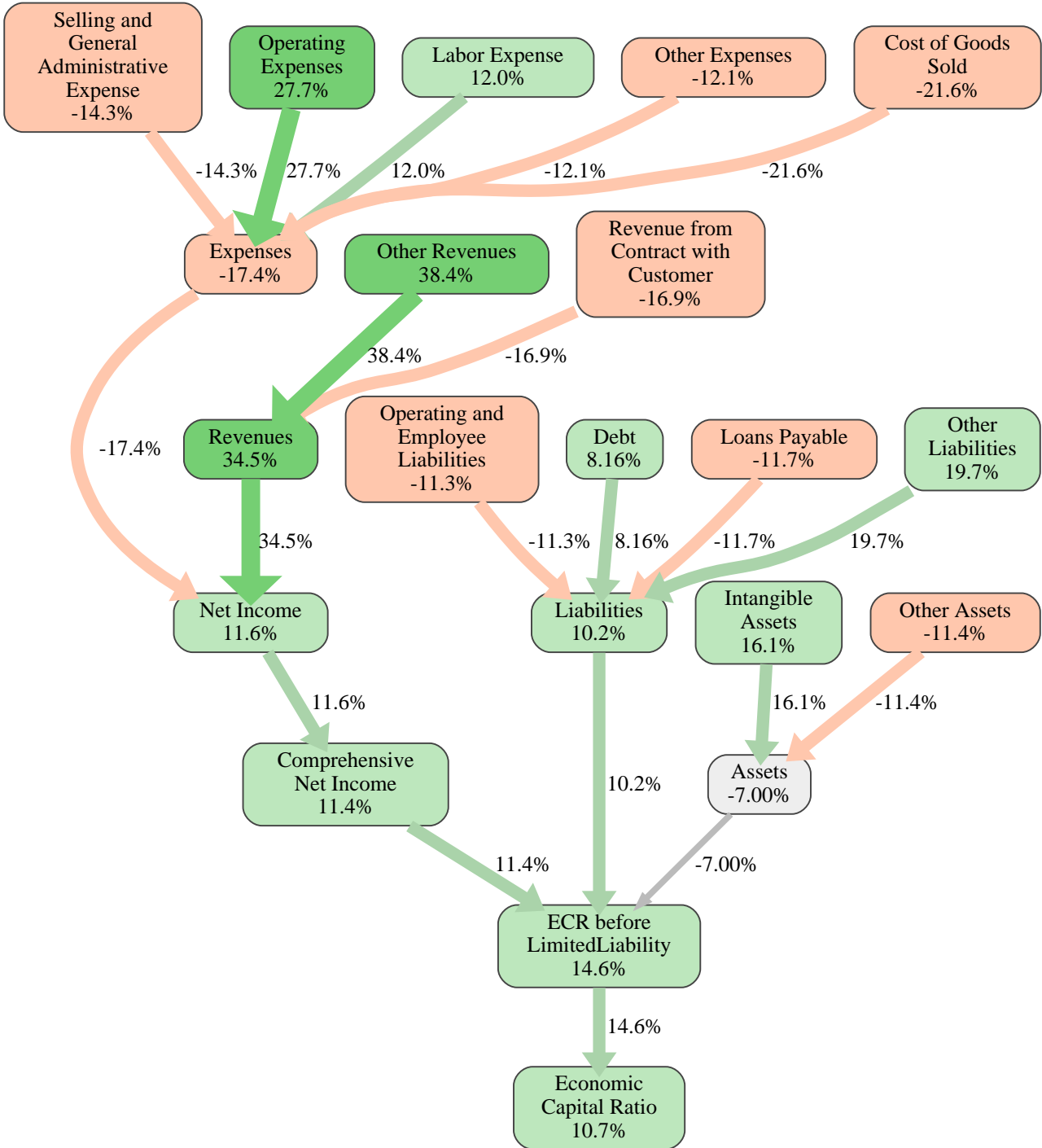




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Morningstar Inc
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The relative strengths and weaknesses of Morningstar Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect 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 38% 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 92%, being 11% points above the market average of 81%.

Input Variable	Value in 1000 USD
Cash and Current Assets	1,014,100
Cost of Goods Sold	895,700
Debt	0
Deposits and Payables to Customers	0
Depreciation Interest and Fees Expenses	190,400
Intangible Assets	1,970,800
Investment Income	0
Investments	181,200
Labor Expense	0
Loans Income	0
Loans Payable	698,600
Operating Expenses	0
Operating and Employee Liabilities	967,300
Other Assets	382,800
Other Compr. Net Income	-32,900
Other Expenses	104,000
Other Liabilities	264,400
Other Net Income	53,100
Other Revenues	2,275,100
Revenue from Contract with Customer	0
Selling and General Administrative Expense	768,200

Output Variable	Value in 1000 USD
Liabilities	1,930,300
Assets	3,548,900
Expenses	1,958,300
Revenues	2,275,100
Stockholders Equity	1,618,600
Net Income	369,900
Comprehensive Net Income	337,000
BaseVar	4,899,300
ECR before LimitedLiability	42%
Economic Capital Ratio	92%