Morningstar, Inc. is a leading provider of independent investment research in North America, Europe, Australia, and Asia. We offer an extensive line of products and services for individual investors, financial advisors, asset managers, and retirement plan providers and sponsors.

Morningstar provides data on nearly 540,000 investment offerings, including stocks, mutual funds, and similar vehicles, along with real-time global market data on nearly 18.5 million equities, indexes, futures, options, commodities, and precious metals, in addition to foreign exchange and Treasury markets. Morningstar also offers investment management services through its investment advisory subsidiaries, with more than $200 billion in assets under advisement and management as of Sept. 30, 2016. We have operations in 27 countries.
**Key Facts**
- Headquarters: Chicago, Illinois
- Date of incorporation: May 16, 1984
- Date shares began trading on NASDAQ: May 3, 2005
- Ticker symbol: MORN
- Number of employees worldwide (as of Sept. 30, 2016): 4,220
- Website: http://global.morningstar.com

**Our History**
In 1984, Joe Mansueto left his job as a stock analyst. He realized that investors lacked the information they needed to make intelligent decisions about which investments best fit their plans. At the same time, he saw mutual funds growing in popularity as the tides were shifting away from company pensions to 401(k) plans. What was missing, he thought, was investment research for the average investor. Joe turned his idea into a new business with high aspirations—to help investors reach their financial goals. Driven by the same entrepreneurial spirit that led him to sell sodas and snacks to his dorm-mates while earning his master’s degree at the University of Chicago, Joe invested a small sum of money into a few early-model computers and launched Morningstar from his one-bedroom apartment in Chicago’s Lincoln Park neighborhood.

Morningstar introduced its first product, *The Mutual Fund Sourcebook*, a quarterly publication containing performance data, portfolio holdings, and other information on approximately 400 mutual funds. This large-scale collection of mutual fund data was priced affordably for individual investors. In the years since the *Sourcebook*’s first printing, Morningstar has served a key role in the investment community. Today Morningstar is one of the most recognized and trusted names in the investment industry.

Individual investors use Morningstar to make educated investment decisions. These investors want pertinent facts they can trust from an independent source, delivered in easy-to-understand formats. Financial advisors and other investment professionals turn to Morningstar for tools that help them research, analyze, present, and support their investment ideas. Morningstar’s research, analytics, and investment management services help advisors make more efficient use of their time and deliver better investment outcomes to clients.

Asset management firms of all sizes look to Morningstar for ideas that help them develop, differentiate, and manage financial products—all while strengthening connections with distributors and investors. Tapping into our independent research and industry expertise helps asset managers discover efficiencies and innovations while meeting regulatory challenges and global market needs.

Retirement plan providers differentiate their businesses through Morningstar’s expertise in improving existing plans and pioneering retirement products. They also value Morningstar as a single source for investment consulting, advisory services, software, data, and research. Retirement plan sponsors enhance their benefits programs with Morningstar’s independent investment management services, accessible communications, and knowledge about serving investors. We help plan sponsors meet their fiduciary responsibilities and better prepare employees for retirement.

**Our Values**
- Investors First
- Great Products
- Great People
- Uncompromising Ethics
- Entrepreneurial Spirit
- Financial Success

**Our Strategy and Key Objectives**
- Develop Morningstar Direct as our flagship decision support platform
- Produce the most effective investment data, research, and ratings to help investors reach their financial goals
- Build world-class investment management solutions based on our proprietary research
**Worldwide Reach**

We conduct our operations outside of the United States through wholly owned or majority-owned subsidiaries.

**Our Leadership**

**Executive Management**
- Joe Mansueto
  - Chairman and Chief Executive Officer
- Stéphane Biehler
  - Chief Financial Officer
- Bevin Desmond
  - Head of Global Markets and Human Resources
- Kunal Kapoor
  - President
- Haywood Kelly
  - Head of Global Research
- Pat Maloney
  - General Counsel
- Daniel Needham
  - President and Chief Investment Officer, Investment Management
- Catherine Odelbo
  - Head of Corporate Strategy and Partnerships
- Rob Pinkerton
  - Chief Marketing Officer
- James Tanner
  - Chief Innovation Officer
- David W. Williams
  - Head of Design

**Board of Directors**
- Joe Mansueto
  - Chairman
- Robin Diamonte
  - Board Member Since 2015
- Cheryl Francis
  - Board Member Since 2002
- Steve Kaplan
  - Board Member Since 1999
- Gail Landis
  - Board Member Since 2013
- William M. Lyons
  - Board Member Since 2007
- Jack Noonan
  - Board Member Since 1999
- Don Phillips
  - Board Member since 1999
- Paul Sturm
  - Board Member Since 1999
- Hugh Zentmyer
  - Board Member Since 2010
### Timeline

**1984** Joe Mansueto establishes Morningstar in his Chicago apartment

**1985** Morningstar Rating™ for mutual funds debuts

**1986** Morningstar® Mutual Funds™ launches

**1991** CD-ROM-based Principia® software for advisors launches; Paul Rand designs a new logo for Morningstar

**1992** Morningstar creates the nine-square Morningstar Style Box®, Morningstar® FundInvestor™ newsletter debuts; revenue exceeds $10 million

**1996** Morningstar category system for mutual funds debuts

**1997** Morningstar.com® launches

**1998** Tokyo-based Softbank and Morningstar establish a joint venture in Japan; Morningstar® StockInvestor™ newsletter debuts

**1999** Morningstar establishes presence in Australia and New Zealand; Softbank acquires 20% stake in Morningstar; Morningstar expands operations into Canada; revenue exceeds $50 million

**2000** Morningstar launches online retirement advice service; Morningstar Europe, Morningstar Asia, and Morningstar Korea open; Morningstar Japan completes initial public offering on NASDAQ-Japan

**2001** Morningstar Direct™ (formerly Morningstar® DataLab®), Morningstar® Advisor Workstation™, Morningstar® Managed Portfolios™, and Morningstar Rating™ for stocks debut

**2002** Morningstar® Indexes debuts; Morningstar.com surpasses 100,000 Premium Members; revenue exceeds $100 million

**2003** Morningstar managed retirement accounts launch, Style Box “Ownership Zones” debut; Morningstar Rating™ for separate accounts debuts; Morningstar acquires mPower

**2004** Morningstar begins creating a hedge fund database; launches Morningstar® Advisor Workstation™ Office Edition; begins providing independent equity research under Global Analyst Research Settlement; debuts Stewardship Grade™ for funds

**2005** Morningstar completes auction-style initial public offering; introduces Morningstar Rating™ for load-waived A shares of mutual funds; acquires Finetre’s VARDS unit; revenue exceeds $200 million

**2006** Morningstar Rating™ for ETFs debuts; Morningstar introduces new investor return data; Morningstar acquires Ibbotson Associates, Aspect Huntley in Australia, and InvestorForce’s hedge fund and separate account databases; revenue exceeds $300 million

**2007** Morningstar UK begins providing research and qualitative analysis of UK open-ended investment companies and unit trusts; Ibbotson Associates receives patent based on the concept of human capital; Morningstar acquires mutual fund data business from Standard & Poor’s; revenue exceeds $400 million

**2008** Star ratings and indexes for hedge funds debut; Morningstar acquires Hemscott businesses, Financial Computer Support, Inc., Fundamental Data Limited, 10-K Wizard, Tenfore Systems Limited, and InvestData (Proprietary) Limited; revenue exceeds $500 million

**2009** Morningstar launches qualitative research and ratings for European and Asian mutual funds; acquires global financial filings database of Global Reports LLC, equity research and data business of C.P.M.S., Andex Associates Inc., Intech Pty Ltd, majority ownership interest in Morningstar Korea Co., Ltd., minority equity stake in Pitchbook Data, and Logical Information Machines, Inc.; begins publishing corporate credit ratings
2010  Morningstar invests in Bundle; acquires Footnoted.org website and Footnoted Pro service of Financial Fineprint, Inc., Aegis Equities Research, Old Broad Street Research, Realpoint, LLC, Seeds Group, remaining ownership interest in Morningstar Danmark, and Advanced Sales and Marketing Corp. (ASMC); opens offices in Brazil, Chile, Mexico, and Luxembourg

2011  Morningstar launches new ETF data points for total cost analysis, ETF managed portfolios database, and Morningstar Analyst Rating™ for funds and Global Fund Report; RMBS ratings and surveillance analytics service debuts; takes 20% stakes in YCharts; revenue exceeds $600 million

2012  Morningstar launches qualitative ratings for UK closed-end funds; invests in HelloWallet; opens office in Dubai; begins publishing municipal bond research; divests footnoted, Australian financial services trade publishing, and Investor Relations Services businesses

2013  Morningstar acquires remaining ownership interest in Morningstar Sweden; expands equity coverage with the introduction of quantitative ratings and reports; introduces the next generation of Morningstar® Retirement Manager™; launches managed portfolios service in the UK and Morningstar® for iPad

2014  Morningstar acquires ByAllAccounts, Inc. and HelloWallet Holdings, Inc.; launches Manager Research Services for institutional investors; revenue exceeds $700 million

2015  Morningstar launches Morningstar for Advisors™ iPad app and market-monitoring app for Apple Watch; introduces investment management business in South Africa; acquires remaining ownership interest in Ibbotson Associates Japan K.K. and Total Rebalance Expert (tRx) investment portfolio rebalancing platform for advisors

2016  Morningstar introduces the Morningstar Sustainability Rating™ for funds; acquires RequiSight, LLC (RightPond); acquires InvestSoft Technology; launches Global Risk Model

---

**Major Products and Services**

**Data and Indexes**
- Morningstar® Data
- Morningstar Real-Time Data
- Morningstar® Indexes

**Investment Research**
- Credit Research
- Equity Research
- Manager Research

**Investment Management**
- Investment Advisory
- Morningstar® Managed Portfolios™
- Workplace Solutions

**Investor Information**
- Morningstar.com® and regional investing websites worldwide
- MorningstarAdvisor.com®
- Morningstar magazine

**Mobile Apps**
- Morningstar® for iPhone®
- Morningstar® for Android
- Morningstar® for iPad®
- Morningstar® for Advisors™ iPad® App
- Morningstar® DividendInvestor™ for iPad®
- Morningstar® ETFInvestor™ for iPad®
- Morningstar® FundInvestor™ for iPad®
- Morningstar® StockInvestor™ for iPad®
- Morningstar for Apple Watch

**Software and Services**
- Morningstar® Advisor Workstation™
- Morningstar® ByAllAccounts™
- Morningstar Direct™
- Morningstar Office™
**Our Financials**

### Annual Revenue

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Consolidated revenue</td>
<td>788.8</td>
<td>760.1</td>
<td>698.3</td>
<td>3.8%</td>
<td>8.9%</td>
</tr>
</tbody>
</table>

### Key Product Revenue

<table>
<thead>
<tr>
<th>($mil)</th>
<th>Q3 2016 Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morningstar® Data</td>
<td>$ 38.0</td>
</tr>
<tr>
<td>Morningstar Direct™</td>
<td>27.9</td>
</tr>
<tr>
<td>Investment Management</td>
<td>24.7</td>
</tr>
<tr>
<td>Morningstar® Advisor Workstation™</td>
<td>20.7</td>
</tr>
<tr>
<td>Workplace Solutions</td>
<td>17.6</td>
</tr>
</tbody>
</table>

**Data Universe¹**

We maintain comprehensive data on many types of investments, focusing on investment vehicles that are widely used by investors globally. As of Sept. 30, 2016, we provided extensive data on more than:

- 209,300 open-end mutual funds
- 13,900 exchange-traded product listings
- 10,100 closed-end funds
- 42,100 stocks
- 2,800 hedge funds
- 8,600 separate accounts
- 4,400 collective investment trusts
- 123,800 variable annuity/life subaccounts and policies
- 67,200 insurance, pension, and life funds
- 14,800 unit investment trusts
- 4,400 state-sponsored college savings plan portfolios (Section 529 College Savings Plans)
- 89 years of capital markets data capturing performance of several major asset classes

Extensive cash flow, ownership data, and biographical data on directors and officers from public companies and privately held firms

Real-time market data on nearly 18.5 million exchange-traded equities, derivatives, commodities, futures, foreign exchanges, and precious metals, as well as news, company fundamentals, and analytics

Real-time price quotes for global foreign currencies

---

¹ The figures for funds above represent the number of share classes.
Recent Company Accolades

Built In Chicago, an online platform of resources for startups and entrepreneurs, ranked Morningstar #2 out of the top 100 digital companies in Chicago in 2016. This year marks the fourth year in a row that Morningstar is ranked #2, while Morningstar was ranked #4 in 2012.


Morningstar was recognized at the 2016 Investment Week Research Awards in London for “Best Equity Research” and “Best Investment Research Site.” In 2015, Morningstar won in the “Thought Leadership” category in the Investment Marketing and Innovation Awards and also won in the “Best Thought Leadership” category in its Fund Services Awards the same year. The publication also named Morningstar winner in its “Best Fund Rating and Research” category at the 2014 awards.

Morningstar won The Marketing Mastermind: Best Event Marketing Strategy Award at The Fourth Annual Plannie Awards in 2016, which recognizes event professionals from leading organizations who have effectively transformed their events and meetings in innovative ways.


CFA Society Sweden awarded Morningstar its sixth annual Environmental, Social, and Governance (ESG) Award, which is given to the person or organization that has best raised awareness of the importance of ESG-related issues in the investment process and demonstrated leadership and commitment to this challenge.

In 2016, Great Place to Work® Institute Canada named Morningstar Canada one of the “Best Workplaces in Canada” for the fourth consecutive year, and FORTUNE magazine named Morningstar, Inc. to its “100 Best Companies to Work For” list in 2011 and 2012.

HelloWallet was named “Best in Show” at the FinovateFall 2015 Conference and won a Silver Award in the Finance category of the W3 Awards, which are judged by the Academy of Interactive and Visual Arts.


Morningstar® for iPad® won the 2014 and 2015 Tabby Awards Users’ Choice Award in the personal finance apps category.

In 2015, Morningstar was inducted into the Mutual Fund Industry Awards Hall of Fame for excellence, achievements, and contributions to the mutual fund industry.

Year Up Chicago named Morningstar the winner of its 2014 Corporate Partner of the Year award, recognizing commitment to closing the opportunity divide and by helping young adults in Chicago achieve their professional goals.


In The Wall Street Journal’s Best on the Street: 2013 Analysts Survey, Morningstar had 12 analysts who ranked among the top three in their respective industries — more than any other firm.

Morningstar or Ibbotson Associates researchers have won 10 Graham and Dodd Awards/Graham and Dodd Scroll Awards from the CFA Institute Financial Analysts Journal (FAJ).

Morningstar UK was named Best Investment Data Provider at the Professional Adviser Awards 2013. Also in 2013, Money Management named Morningstar Australasia Research House of the Year.
Members of the media may contact:

**Analyst Interviews**
Nadine Youssef  
+1 312 696-6601  
nadine.youssef@morningstar.com

Mary Kenefake  
+1 312 348-3089  
mary.kenefake@morningstar.com

Sarah Pellegrino  
+1 312 244-7358  
sarah.pellegrino@morningstar.com

**Morningstar Credit Ratings**
Vanessa Sussman  
+1 646 560-4541  
vanessa.sussman@morningstar.com

**Morningstar Data Requests**
Annette Larson  
+1 312 696-6467  
anette.larson@morningstar.com

Michelle Swartzentruber  
+1 312 384-3717  
michelle.swartzentruber@morningstar.com