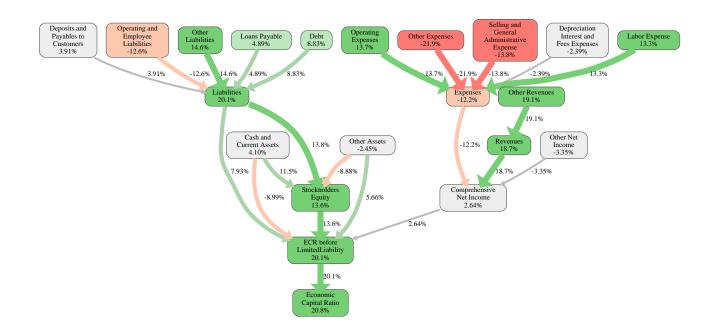


FINANCE SERVICES 2011



Morningstar Inc Rank 2 of 10





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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 Liabilities, increasing the Economic Capital Ratio by 20% points. The greatest weakness of Morningstar Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 22% points.

The company's Economic Capital Ratio, given in the ranking table, is 122%, being 21% points above the market average of 101%.

Input Variable	Value in 1000 USD
Cash and Current Assets	507,280
Cost of Goods Sold	0
Debt	0
Deposits and Payables to Customers	0
Depreciation Interest and Fees Expenses	39,664
Intangible Assets	486,684
Investment Income	0
Investments	0
Labor Expense	0
Loans Income	0
Loans Payable	0
Operating Expenses	0
Operating and Employee Liabilities	252,724
Other Assets	92,338
Other Compr. Net Income	5,154
Other Expenses	249,068
Other Liabilities	52,153
Other Net Income	8,154
Other Revenues	555,351
Revenue from Contract with Customer	0
Selling and General Administrative Expense	188,316

Output Variable	Value in 1000 USD
Liabilities	304,877
Assets	1,086,302
Expenses	477,048
Revenues	555,351
Stockholders Equity	781,425
Net Income	86,457
Comprehensive Net Income	91,611
ECR before LimitedLiability	69%
Economic Capital Ratio	122%

