

Morningstar® Quantitative Equity Research VFB Dag van de Tips.

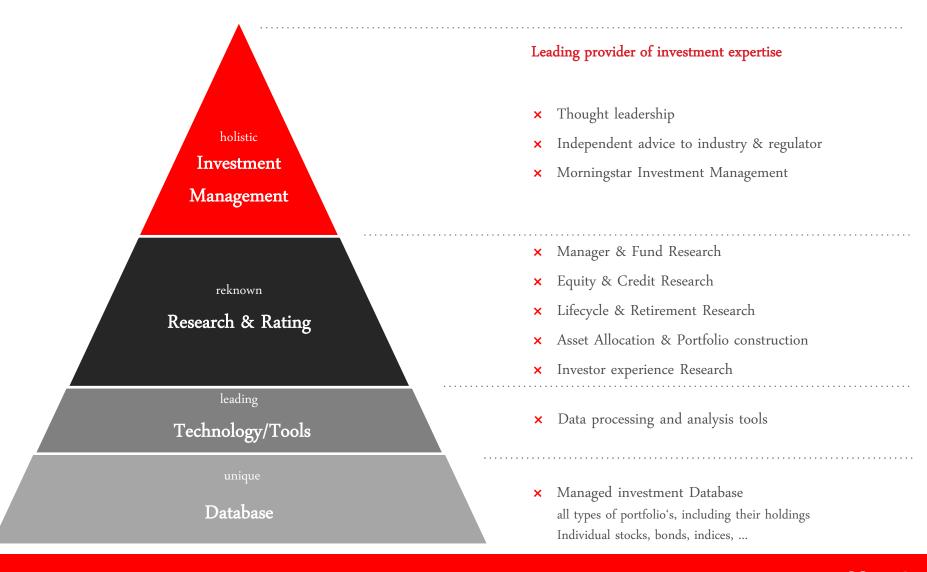


Ben Granjé CD Morningstar Benelux

October 4, 2014



Morningstar – the thirty second intro





Last time: Alex Morozov, Director Equity Research Europe Morningstar Analyst-Driven Equity Research



Analyst conducts company and industry research:

- Financial statement analysis
- Channel checks
- Trade show visits
- Industry and company reports and journals
- Conference calls
- Management and site visits

Analyst rates the strength of competitive advantage, or moat: None, Narrow, or Wide

Advantages that confer a moat:

- High switching costs (Microsoft)
- Cost advantage (Wal-Mart)
- Intangible assets (Johnson & Johnson)
- Network effect (MasterCard)
- Efficient Scale (Lockheed Martin)

Analyst considers past financial results and focuses on competitive position and future prospects to forecast cash flows.

Analyst enters assumptions into Morningstar's proprietary discounted cash flow model.

Analyst uses a discounted cash flow model to develop a Fair Value Estimate, which serves as the foundation for the Morningstar Rating™ for stocks.

The analyst then evaluates the range of potential intrinsic values for the company and assigns an uncertainty rating: Low, Medium, High, Very High, or Extreme.

This uncertainty rating determines the margin of safety required before the analyst recommends the stock. The higher the uncertainty, the wider the margin of safety.

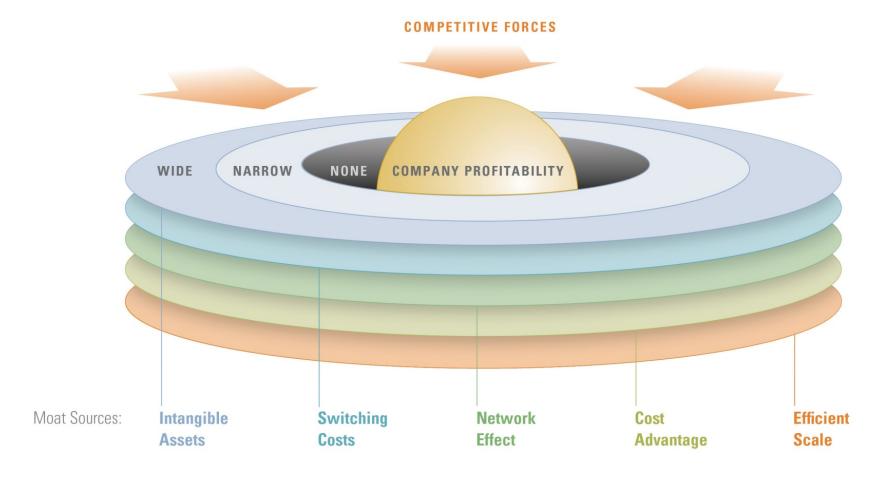
The current stock price relative to Morningstar's Fair Value Estimate, adjusted for uncertainty, determines the Morningstar Rating for stocks.

The Morningstar
Rating for stocks is updated each evening
after the market closes.



Morningstar[®] Economic Moat[™] Rating Economic Moats

The Five Sources of Sustainable Competitive Advantage

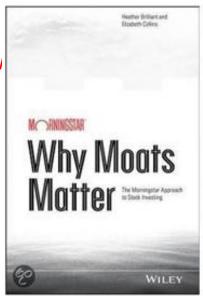


Morningstar Economic Moat™Rating

Morningstar Strategy

Basic Premise: Long-Term Oriented, Fundamental Analysis W

- Evaluate stocks as small pieces of business
- Perform primary, fundamental research
- Take a long-term perspective
- Access competitive advantages
- Calculate appropriate margin of safety



Invest in companies with strong and growing competitive advantages (Moats), trading at reasonable price

Book: Why Moats Matter!

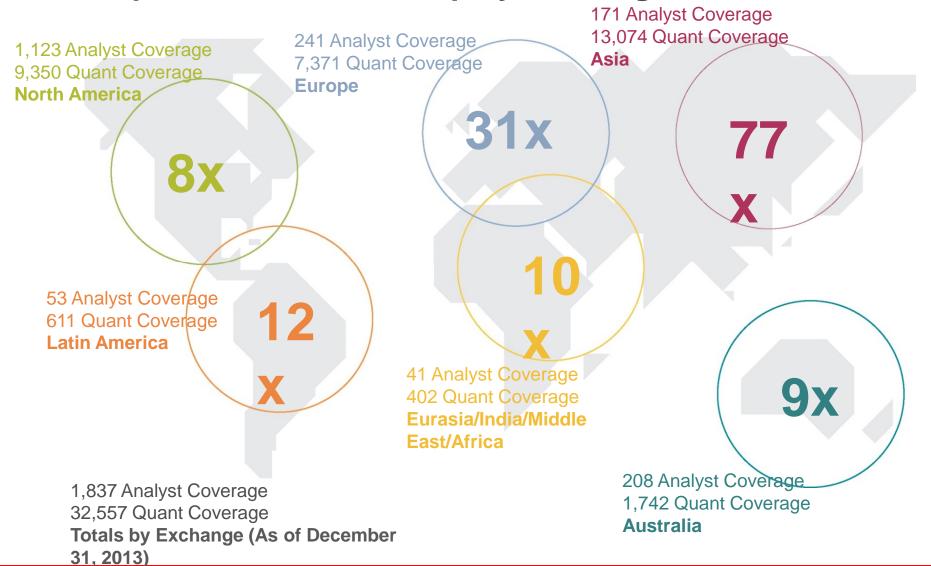
ETF: Market Vectors Morningstar Wide Moat ETF (MOAT)



A Brief History

- Morningstar covers ~1500 companies globally with our staff of 120 equity analysts
- In 2012, Morningstar launched quantitative stock research covering some 32,000 companies. The Quant universe has grown exponentially, reaching ~ 50,000 stocks (100,000 shares) globally (86 countries of domicile, 64 exchanges) by August 2014. These are product-ready as PDF reports or Data feed.
- Quant ratings are analogous to analyst-driven ratings
 - Moat
 - × Fair Value
 - Value of the contract of th
 - Financial Health
- × Quant ratings are predictive of future alpha distribution

Comprehensive Global Equity Coverage



Why Develop Quantitative Ratings?

- Need greater breadth of coverage
 - x Research Client demand
 - Internal demand (ETFs, Funds)

x Increasing analyst staff to meet needs is not economically feasible

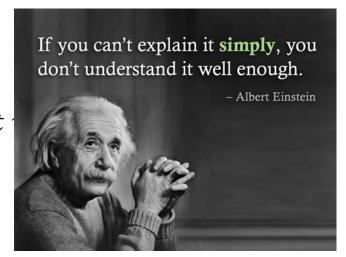
- More ability to probabilistically model stocks
- Differentiated (non-commodity) data points



What are the Quantitative Stock Ratings?

x Hypothesis:

Analyst Moat $\approx f(some\ input)$



- What inputs might be relevant to a moat rating?
 - SizeLiquidity

Valuation

× Risk

× Sector/Industry

× etc.

- Use statistical algorithm to determine f
- Use the f we learned and input variables to assign new ratings



X

How did we build the Quant Model(s)?

- Step 1: How do we want to approach the problem?
- Step 2: Gather Input Data
- Step 3: Build Model(s)
- Step 4: Generate Ratings from Model(s)
- Step 5: Evaluate Performance of Model(s)

Two Philosophical Approaches

- 1. Choose Approach
- 2. Gather Data
- 3. Build Model(s)
- 4. Generate Ratings
- 5. Evaluate

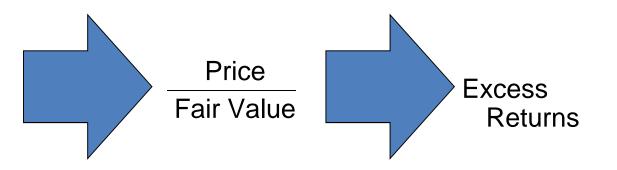
- Replicate the Analyst Process
 - Automate a DCF process
 - Separate models for each of the inputs (growth rates, discount rates, etc.)
 - Becomes complicated quickly
 - Requires many inputs not all have great breadth of coverage
 - Can generate wacky results
- Replicate Output
 - Statistical model trained to reproduce analyst output
 - Relatively few inputs can be chosen to have great breadth of coverage
 - Simple to understand, difficult to interpret
 - Calibrated to generate very reasonable results



Focus on Relevance & Breadth

- Earnings Yield
- Book Value Yield
- Sales Yield
- Market Cap
- Enterprise Value
- Enterprise Value / Market Cap
- Total Revenue TTM
- × Average Daily Volume TTM
- × Maximum Drawdown TTM
- Total Return Volatility TTM

- 1. Choose Approach
- 2. Gather Data
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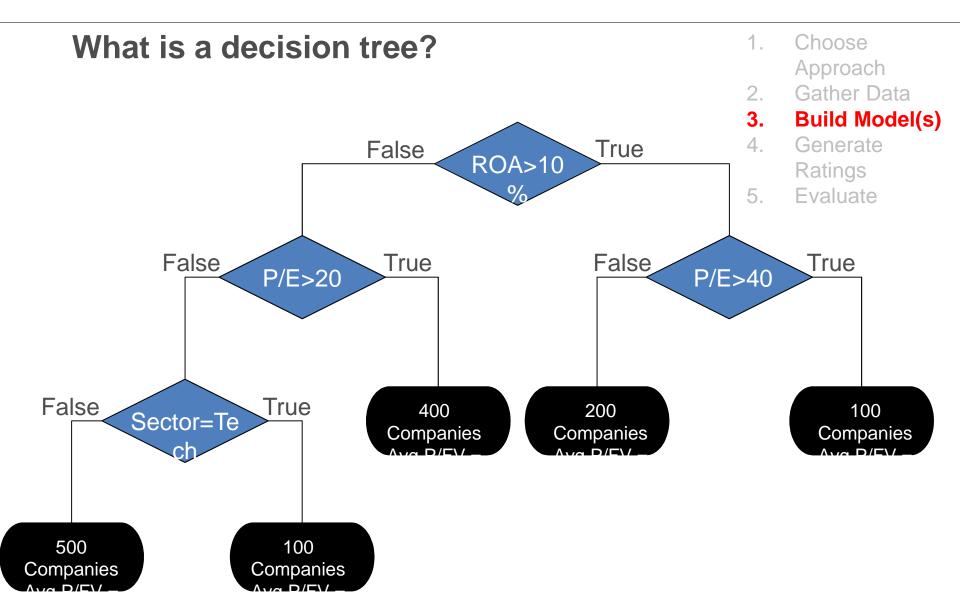


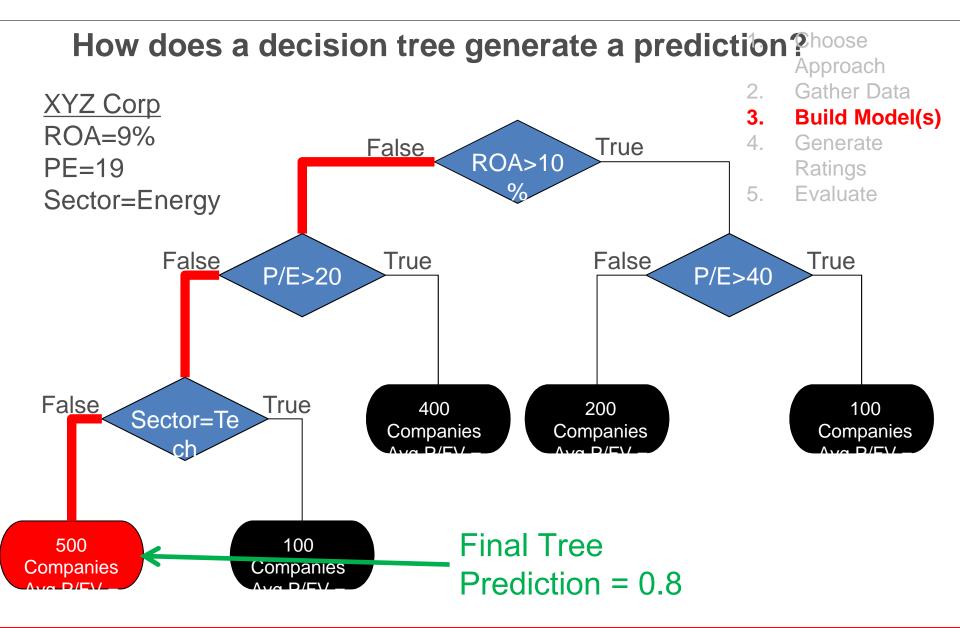
Step 3: Build Statistical Model

- Options we considered
 - Random Forest (Ho 1995, Breiman 2001)
 - Linear & logistic Regression
 - Support Vector Machine
 - x Adaboost
 - Artificial Intelligence (statistical learning)
 - ×

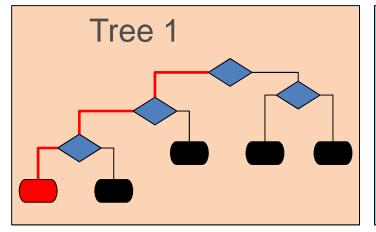
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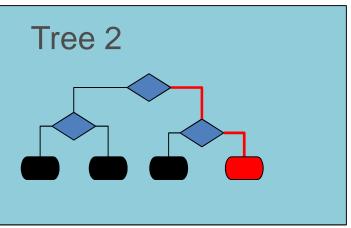
- Model of Choice: Random Forest
 - × "Ensemble" Model
 - Collection of individual models called decision trees (hence name "forest")
 - Random Subspaces to fit the trees (hence name "random")
 - Idea: wisdom of crowds approach Several 'weak' predictions can be averaged to make 1 'strong'





Rolling it all up





Tree 1 Prediction: Tree 2 Prediction: 0.8

Random Forest Prediction = (0.8 + 1.1) / 2 = 0.95

- 1. Choose Approach
- Gather Data

. Build Model(s)

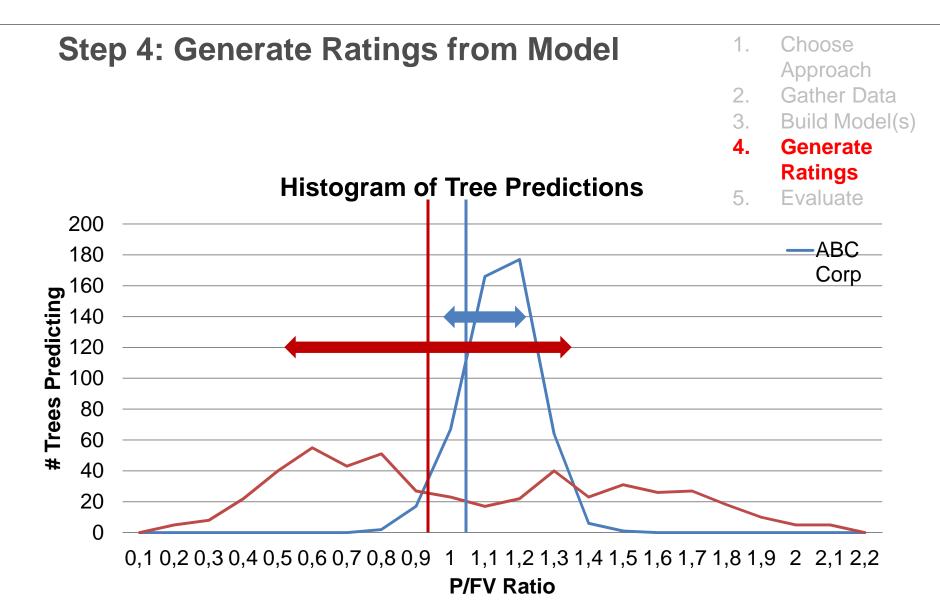
- 4. Generate Ratings
- 5. Evaluate

Why use a Random Forest?

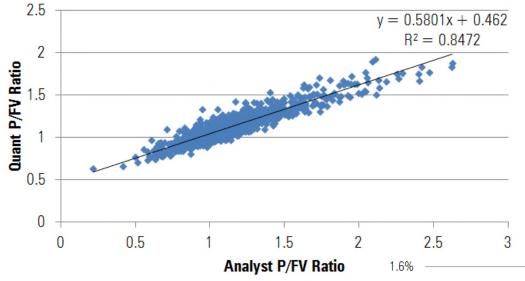
- × Pros
 - Incorporates interaction effects
 - Provides measure of uncertainty
 - Extremely high degree of accuracy
 - Robust to outliers
 - Limited need for data pre-processing
 - Easy to maintain/improve over time
- × Cons
 - Difficult to interpret
- x Random forests used in Microsoft Kinect and Netflix recommendation engine

- ChooseApproach
- 2. Gather Data
- 3. Build Model(s)
- 4. Generate Ratings
- 5. Evaluate



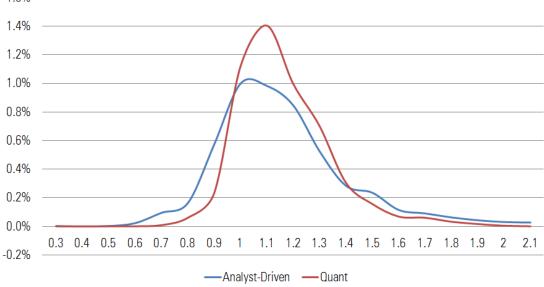


Quant Comparison to Analyst-Driven

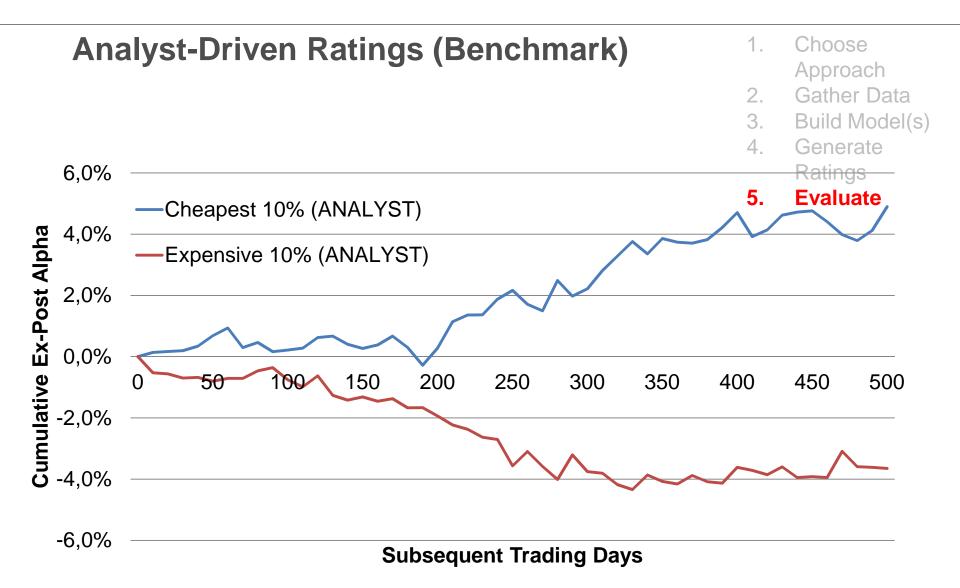


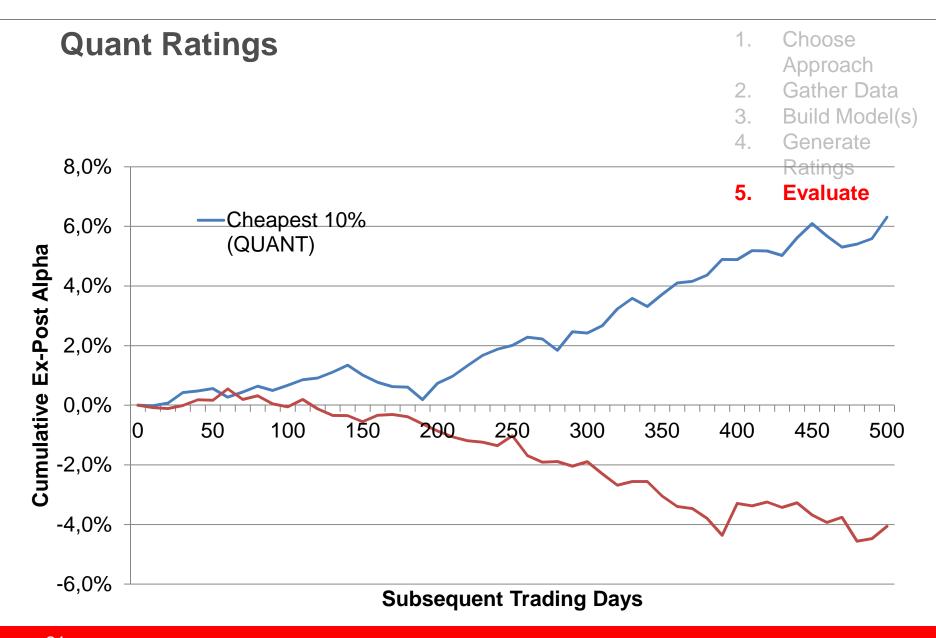
- Choose Approach
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- 5. Evaluate

Less than 3% of analyst coverage universe meaningfully disagrees with direction of analyst recommendation



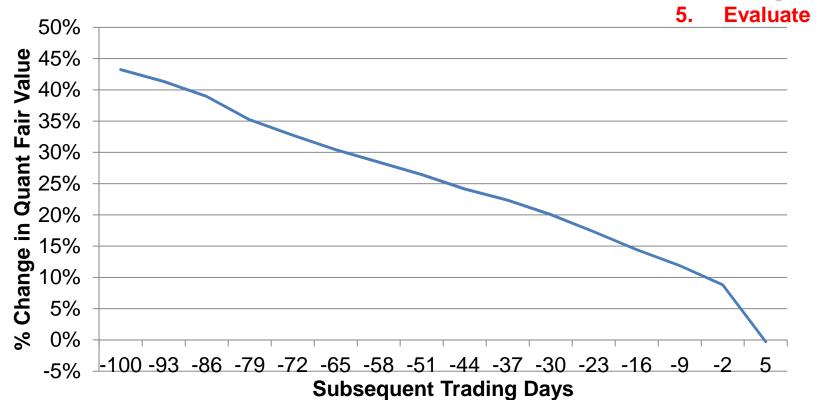






Fair Value Downgrades

- 1. Choose Approach
- 2. Gather Data
- 3. Build Model(s)
- 4. Generate Ratings



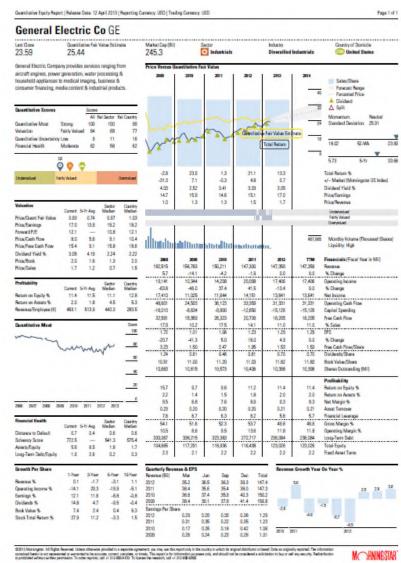
Quantitative Product Output

Data Feeds

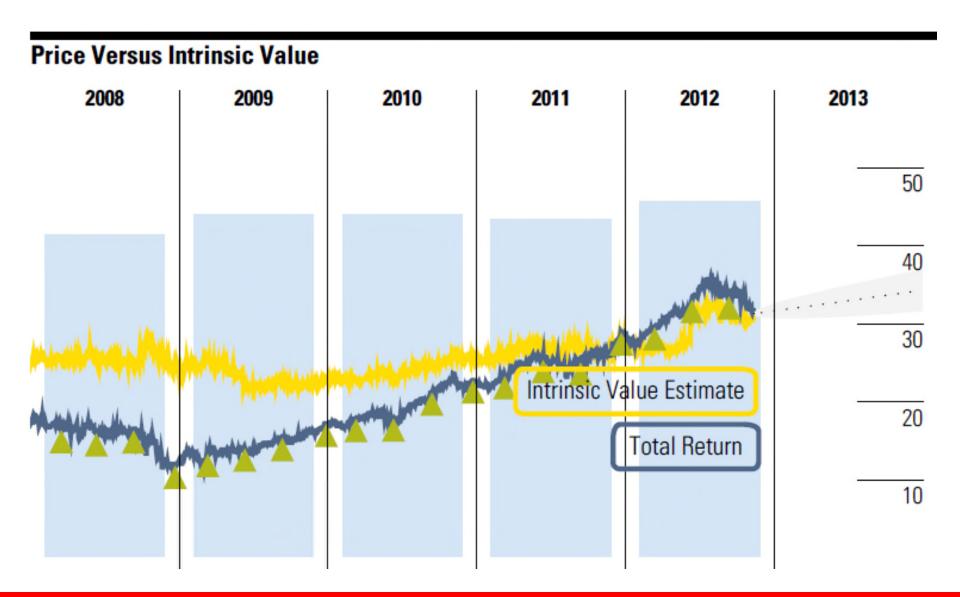
- Quantitative Fair Value Estimate
- Quantitative Valuation (FVE/P)
- Quantitative Uncertainty
- Quantitative Moat
- Quantitative Financial Health

× PDF Report

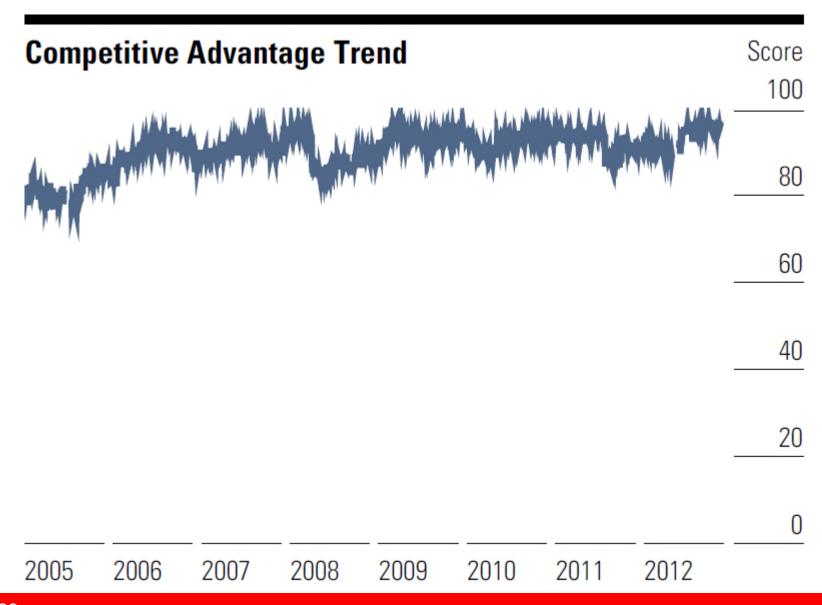
- Daily Refresh
- Valuation Chart
- Price vs. QFV Chart
- Historical Financials (5 years)
- Business Summary







Quantitative Scores Scores						
		All	Rel Sector	Rel Country		
Competitive Advantage	Strong	100	100	100		
Valuation	Fairly Valued	7	15	7		
Valuation Confidence	High	99	97	98		
Financial Health	Strong	87	77	87		
MO						
Undervalued Fa	airly Valued	//,		Overvalued		



Examples from Belgium (Full report available at our

Morningstar Credit Rating

Industry Group

Retail - Defensive

Allan C. Nichols, CFA

+31 (0) 20 560 2931

does not own its stock.

Research as of 01 Aug 2014

Estimates as of 01 Aug 2014 Pricing data through 30 Sep 2014

allan.nichols@morningstar.com

The primary analyst covering this company

2015(E)

15.1

Senior Analyst

Delhaize Group SA DELB (XBRU) | ★★★

Consider Buy

55 08 FUR 48.00 EUR 28.80 EUR 74.40 EUR High None Negative Standard

20 Aug 2014

Delhaize Group is a food retailing company with about 3,400 stores

Uncertainty

Increased competition and a difficult economic backdrop could continue challenging Delhaize.

Investment Thesis

Consider Sell

Ken Perkins Associate Analyst kenneth.perkins@morningstar.com +1 (312) 244-7360

does not own its stock

Fair Value

Last Price

in the U.S., Belgium, southeastern Europe, and Asia. The company has an established presence in its markets, and we believe it will remain a viable competitor in the grocery channel. However, customer switching costs are virtually nonexistent in the grocery The primary analyst covering this company industry, making it difficult for most operators to avoid competing

Market Cap (EUR Mil)

Economic Moat™

Moat Trend™

52-Week High (EUR) 52-Week Low (EUR) 52-Week Total Return % YTD Total Return % Last Fiscal Year End 5-Yr Forward Revenue CAGR % 5-Yr Forward EPS CAGR %

Stewardship

Vital Statistics

Price/Fair Value **Valuation Summary and Forecasts**

Fiscal Year:

Belgacom SA BELG (XBRU) | ★

Last Price Fair Value Consider Buy Economic Moat™ Moat Trend™ Consider Sell Uncertainty 27.56 EUR 20.00 EUR 14.00 EUR 27.00 EUR Medium Narrow Stable

Belgacom's cost-cutting is helping offset revenue weakness.

Updated Forecasts and Estimates from 01 Aug 2014

Solvay SA SOLB (XBRU) | ★★★

Last Price Fair Value Consider Buy Consider Sell Uncertainty Economic Moat™ Moat Trend™ Stewardship Morningstar Credit 187.55 EUR Stable 121.90 EUR 121.00 EUR 72.60 EUR None Standard

Solvay should benefit from steady demand from the oil and gas and industrial end markets.

Todd Wenning, CFA Stock Analyst todd.wenning@morningstar.com +1 (312) 696-6107

The primary analyst covering this company does not own its stock.

Investment Thesis 06 May 2014

Through acquisitions, divestitures, and joint ventures, Solvay has reduced its reliance on cyclical end markets and increased its exposure to higher-growth emerging markets. Case in point is Solvay's move in May 2013 to enter into a joint venture with INEOS to create the world's second-largest polyvinyl chloride (PVC) producer. PVC demand plummeted after the housing collapse in 2007 and remains well below pre-crash levels. Compounding the

Vital Statistics

Price/Earnings

Rating updated as of 30 Sep 2014 Market Cap (EUR Mil) 52-Week High (EUR) Currency amounts expressed with "\$" are in 52-Week Low (EUR) 100.15 52-Week Total Return % 12.1 YTD Total Return % 8.1 Last Fiscal Year End 31 Dec 2013 5-Yr Forward Revenue CAGR % 33 5-Yr Forward EPS CAGR % 19.3 Price/Fair Value 1.01 **Valuation Summary and Forecasts**

2012

11.1

2013

25.6

2014(E)

17.5

Fiscal Year:

Investment Thesis 01 Aug 2014

As Belgium's primary telecom operator, Belgacom faces tough competition as cable providers aggressively encroach on its fixed-line business. Increased wireless competition is also occurring. Fortunately for shareholders, Belgacom recognizes its limitations and avoids buying growth in areas where it has no competitive advantage. Instead, it returns most of its free cash flow to shareholders in the form of dividends and stock buybacks. We like this strategy, and we expect it to continue.

Bundles of services are very important in Belgium. Telenet has long been a fierce competitor in fixed-line telephone and broadband



In Summary

- Greater breadth of coverage
- Leverages our very successful, forward looking, analyst-driven research
- Strongly predictive of future alpha
- × Fuels new product development
 - Enables bottom-up insights for below-the-radar regions and sectors
 - Enables portfolio analysis/attribution for uncommon holdings



Morningstar Median Quantitative Price to Fair Value, U.S.

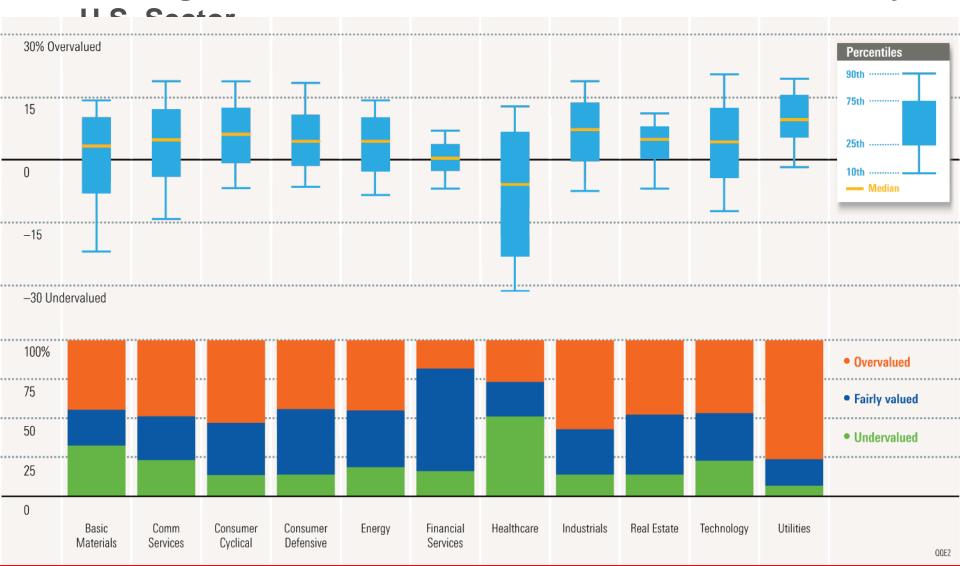




	Uncertainty					
			4.3	4.6	7.4	
			Low	Medium	High	
Moat	3.9	Wide	3.0	3.6	7.9	
	6.2	Narrow	6.2	4.7	8.7	
	6.4	None	7.0	7.5	5.7	

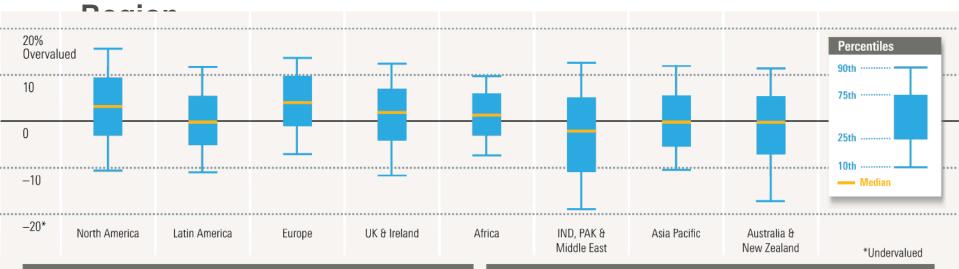


Morningstar Quantitative Price to Fair Value Distribution by





Morningstar Quantitative Price to Fair Value Distribution by

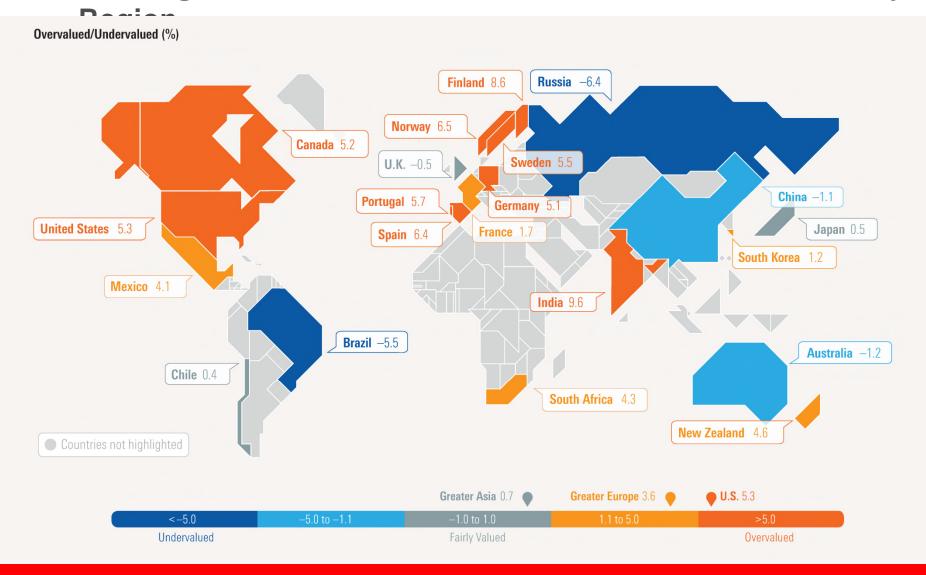


Top 10 Most Undervalued Countries				
Country	Undervalued By (%)	Uncertainty Rating	Number of Companies	
Russia	-6.4	High	115	
Iraq	-6.0	Extreme	27	
Brazil	– 5.5	High	181	
Bangladesh	-3.7	Very High	245	
Hong Kong	-2.4	High	170	
Turkey	-2.2	High	339	
Cyprus	-1.4	High	20	
Australia	-1.2	Medium	430	
China	-1.1	High	2,340	
Nigeria	-0.7	Very High	93	

Top 10 Most Overvalued Countries				
Country	Overvalued By (%)	Uncertainty Rating	Number of Companies	
Denmark	10.4	High	121	
India	9.6	High	2,816	
Finland	8.6	High	100	
Indonesia	7.9	Very High	334	
Saudi Arabia	6.8	High	154	
Norway	6.5	Medium	125	
Greece	6.5	Very High	75	
Spain	6.4	Medium	99	
United Arab Emirates	6.1	High	59	
Ireland	5.9	Medium	55	



Morningstar Quantitative Price to Fair Value Distribution by



Where can you find Morningstar equity research?

- Morningstar Websites
 - Access to a sample of relevant full Quant Reports
- Partnerships
 - Euronext / Enternext: https://www.enternext.biz/enternext/equity
 Initial focus on Small & Mid Cap stocks in the TMT sector
 - Quarterly Sector Report
 - Stock Profiles one-pager showing selected elements from the Quant Reports
 - Fidelity.com http://research2.fidelity.com/fidelity/research/reports/release2/Research/ETFMorningstar.asp
 - × TD Ameritrade https://www.tdameritrade.com/investment-research.page
 - × Nasdaq http://ir.nasdaqomx.com/releasedetail.cfm?releaseid=436803

Q & A

- Why is the quant (moat/valuation/uncertainty) different from the analyst (moat/valuation/uncertainty) for company XYZ?
- Which rating should I trust? The quant or the analyst?
- will the quantitative equity ratings replace the qualitative analyst ratings?
- What does the new Quantitative Equity Research Report contain?

× ...



More information available at our Booth, and on







The Morningstar® Economic Moat™ Rating

What's a Most?

In a free-market economy, capital seeks the eress of highest return. Whenever a company develops a profitable product or service, it doesn't take long before competitive forces drive down its economic profits. Only companies with an economic most—a structural competitive advantage that allows a firm to earn above-average returns on capital over a long period of time—are able to hold competitors at bay.

The concept of economic mosts is a correration of Morningstar's investment research philosophy and methodology. To us, buying a share of a stock means buying a small piece of a business, and successful investing involves a thorough evaluation of whether a business will stand the test of time.

To help investors identify compenies that possess a most, we assign one of three Economic Most Retings: none, narrow, or wide. There are two major requirements for firms to earn either a narrow or wide rating; 1) The prospect of earning above average returns on capital; and 2) Some competitive edge that prevents these returns from quickly deteriorating. A firm must have a competitive advantage inherent to its business in order to possess a most. Great management, size, dominant market hare, easily-eplicable technology or efficiencies, and hot products are advantages to any businesses, but none of them is a structural edvantage that can sustain high returns over a long period of time

Why Do Moats Matter?

Higher Intrinsic Value: The concept of an economic most pleys a vital role not only in our qualificative assessment of a firm's long-term investment potential, but also in the actual calculation of our fair value estimates. A company that is likely to compound cash flow internally for many vears is worth more today than a company that isn't. Therefore, when comparing two companies with similar growth rates, returns on capital, and reinvestment needs, the company with a most has a higher intrinsic value

Investment Discipline: High returns on capital Will always diminish over time due to competition. For most companies (and their investors), the regression to the mean is fast and painful. However, a few generate excess returns for many years, and mosts give us an analytical framework for selecting them.

Greater Resilience: Moreover, if a firm can fall back on a structural competitive advantage, it's more likely to recover from temporary troubles. Moats provide a margin of safety because if you're confident in the moat, it's easier to average down if you initiate a position too early.

Mispriced Moats: Often, the benefits conferred by a moat are not fully factored into stock prices for several reasons. Most market perticipants own securities for short time periods, and meats matter much more in the long run than over the short run. Also, recency bias causes most investors to assume that the current state of the world persists for longer than it usually does. Our performance record suggests that waiting for wide-meat stocks to become cheep is a compelling strategy.

From the Economic Most" Rating to the Morningstar*

Given our universe of stocks receiving an Economic Moat Reting of Wide, Morningster has created an index that consists of the 20 stocks that are trading at the largest discounts to our analyst's fair value estimates. The index is reviewed querterly.

Performance Record	Trailing	Trailing	Trailing	Trailing	Since Inception
	1-Year	3-Year	5-Year	10-Year	(3/31/2002
Morningstar* Wide Most Focus* Index	25.9	19.6	20.5	12.7	15.
SeP 500 (Cap Weighted)	24.5	16.6	18.8	7.8	9,8
Data from September 30, 2002 through June 30, 2014					

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Morningstar Quantitative Equity Ratings

Learn More

http://global.morningstar.com/ EquityResearch

Benefits Provides expanded global and

- sector coverage

 Helps investors evaluate the
 most attractively priced stacks in
 each category
- Complements our existing analyst ratings and analysis, which serves as a second opinion for investors

With about 120 equity and credit analysts, Morningstar has one of the largest independent equity research teams in the world. Morningstar analysts cover approximately 1,700 equities, using a consistent, proprietary methodology that focuses on fundamental analysis, competitive advantage assessment, and intrinsic value estimation. To complement our analysts' work, we're introduced quantitative equity ratings, which are forward-looking and generated by a statistical model that is based

on Mominostar's analyst-driven equity ratings and

quantitative statistics. A Quantitative Approach

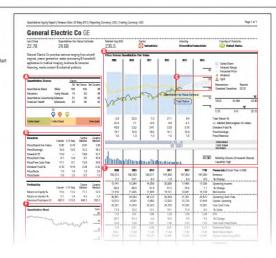
Morningstar's quantitative ratings are available for more than 28,000 companies in 86 countries that trade on 64 exchanges, allowing investors to obtain a much greater breadth of the independent perspective they know and trust from Morningstar. These ratings—Quantitative Fair Value Estimate, Quantitative Valuation, Quantitative Economic Moat, Quantitative Uncertainty, and Quantitative Financial Health—set out to replicate the projectors of our analyst team as accurately as possible. To this end, our quantitative metrics are derived from a statistical model designed to minic our analyst driven ratings.

What it Means for Investors

By introducing quantitative equity ratings, Morningstar is extending a useful tool to thousands of securities around the world that might otherwise not be analyzed. A forwardlooking quantitative assessment, rooted in our analyst process, is far more useful than a data page containing historical fisancial numbers. The quantitative ratings are relative to the full investment universe, each country, and each sector, which helps investre evaluate the most attractively priced stocks in each category. We expect to have instances where our qualitative and quantitative.

Key Features and Flatings A. Quantitative Equity Ratings

- R. Price versus Quantitative Fair Value Estimate comparison
- C. Forecasted price range D. Valuation data
- E. Historical financials
 F. Competitive Advantage Trend chart





Disclosure

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