

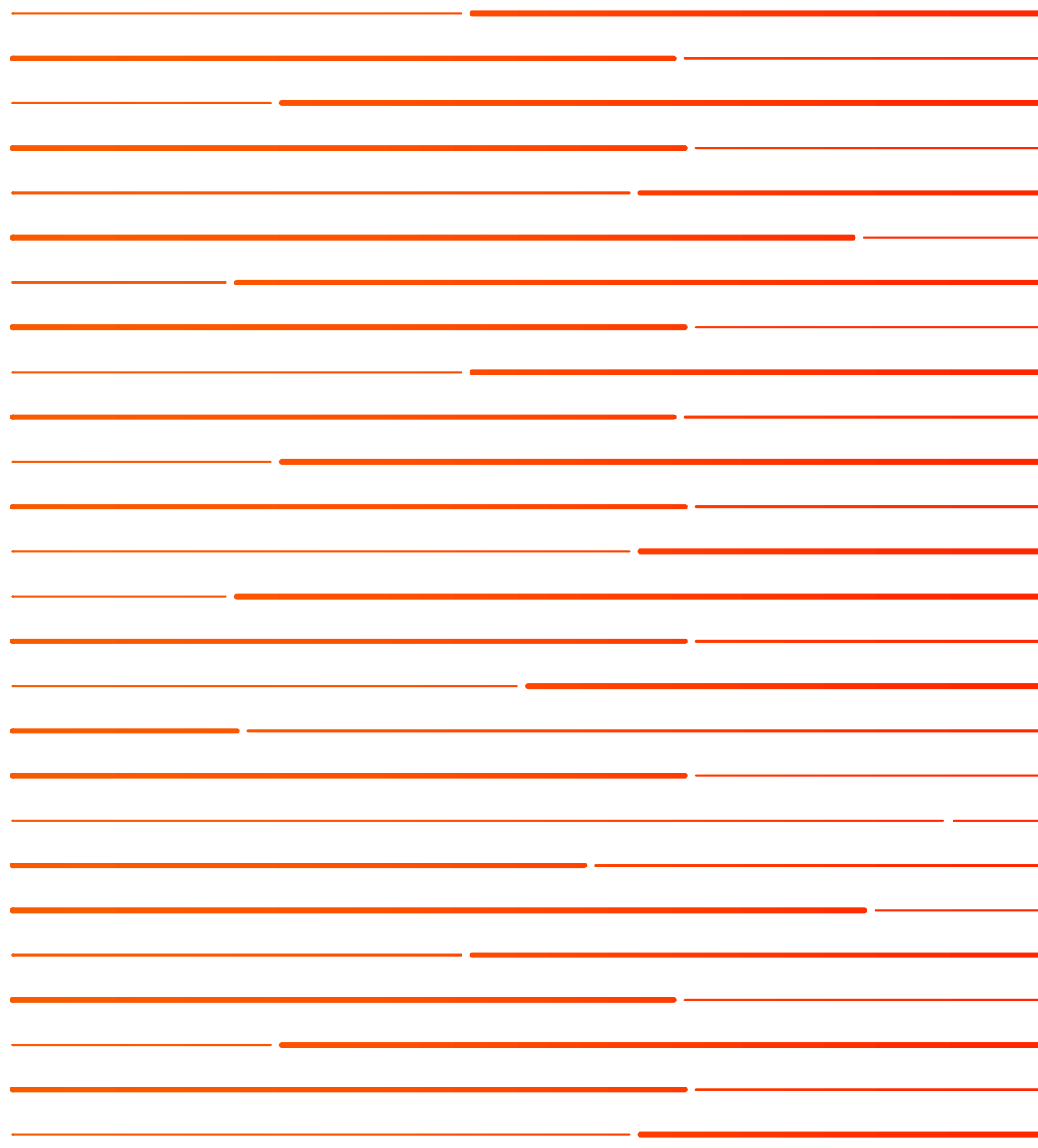


The power of high-quality data for AI driven Research:

a case in financial research

May 7, 2024

Alexander Sperlich, Managing Director Germany / Austria / Switzerland



General AI stats & statements



Revenue growth
2022: USD 87bn
2027: USD 407bn



40% of all Germans see AI as a **potential threat** to their job



GDP growth until 2030
USA: +21%
Germany: +11%



25% of companies start using AI to cope with **labor shortage**

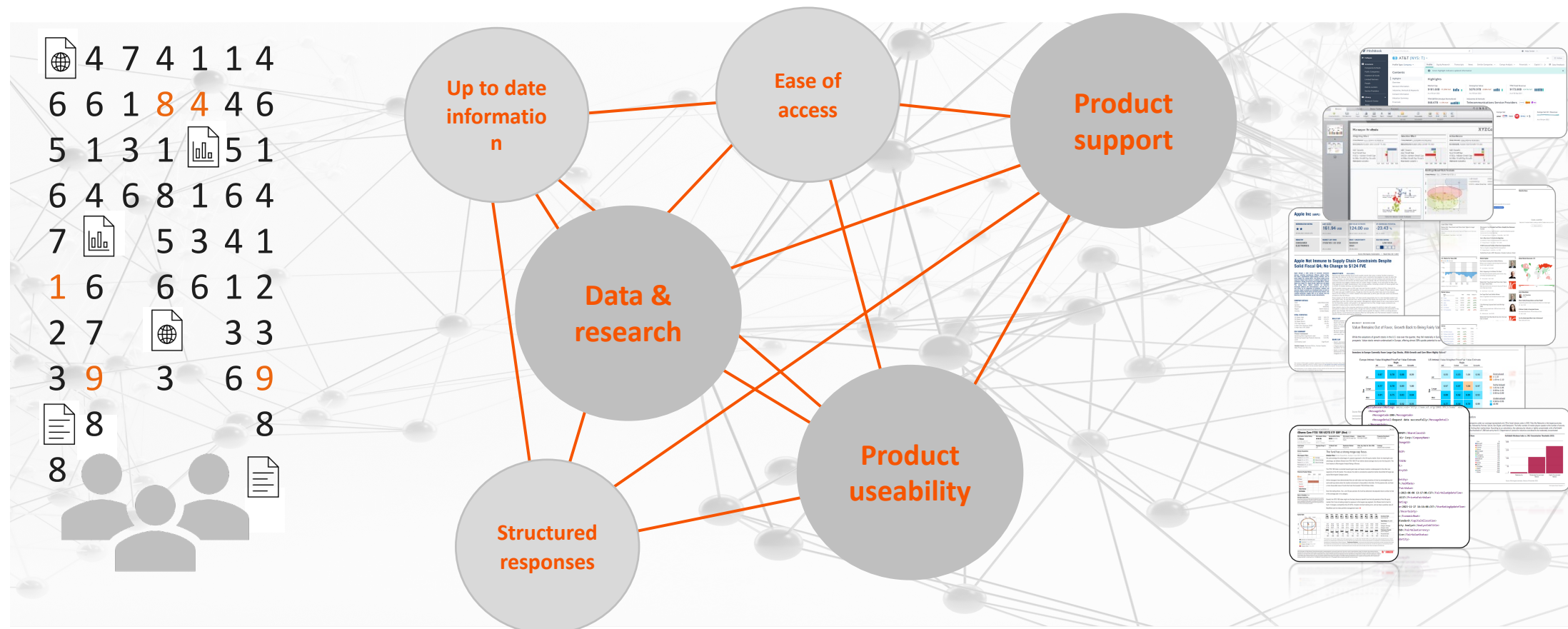


75% of consumers are worried about AI-based **fake news**



AI could make 400m **jobs redundant** globally /
AI could **create 95m jobs** globally

Morningstar's approach to AI



Who is Morningstar?

Morningstar is so much more than just the star rating



Who is Morningstar?

The collage features several key elements representing Morningstar's offerings:

- Awards:** Gold, Silver, and Bronze award logos.
- Research Reports:** Screenshots of reports such as "LV: 50% More of 2020's 400 Energy Stocks off to a..." and "ATAT (NYSE:TL)..."
- ESG Tools:** A "Low Carbon" icon and a 2x2 matrix with axes labeled "Value" and "Growth".
- Video Call:** A small window showing two people in a video conference.
- Five Stars:** A row of five black stars at the bottom right of the collage.



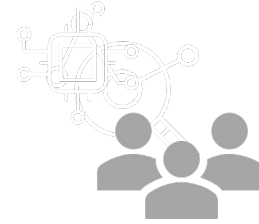
What makes us special when it comes to Investment research?



Equity – Coverage

1'625 Qual

56'556 Quant



127 Analysts



Canada

65 Qual
3'638 Quant

United States

713 Qual
8'829 Quant



Latin America

16 Qual
1'499 Quant



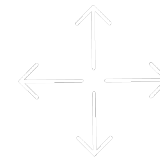
Europe

305 Qual
8'898 Quant



Afrika & Middle East

4 Qual
2'896 Quant



Asia

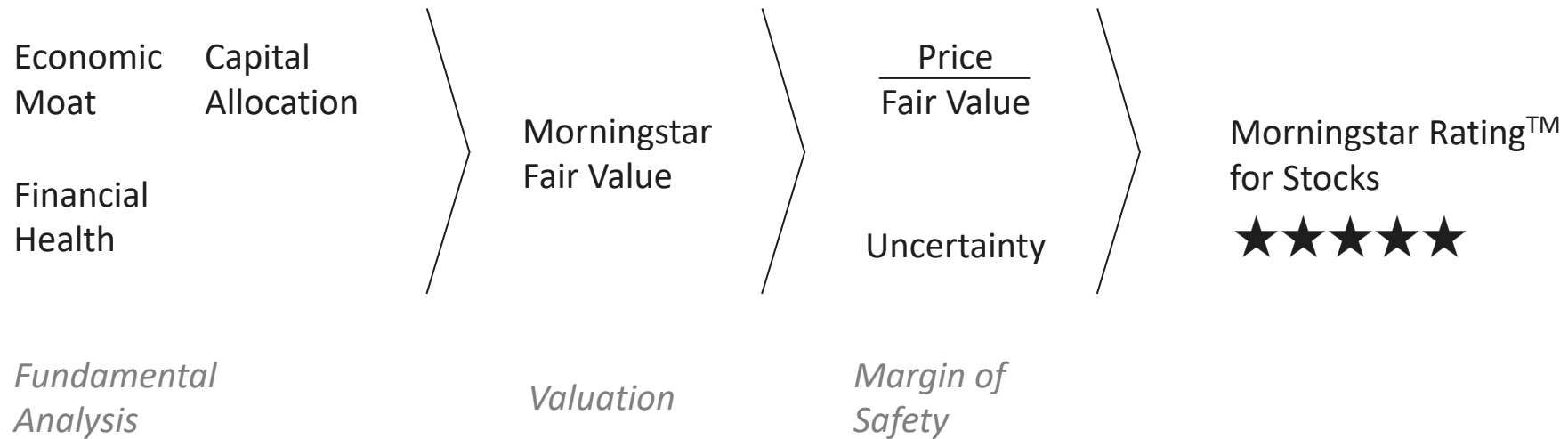
328 Qual
28'829 Quant



Australia / New Zealand

194 Qual
1'966 Quant

Equity – Rating Methodology



Equity – Rating



Morningstar Qual Rating for Stocks

Uncover the true value of stocks and find buying and selling opportunities with our forward-looking star rating for stocks.



Morningstar Quant Rating for Stocks

Help investors identify a broader set of investment opportunities across geographies, sectors, and styles. We use a forward-looking machine-learning approach that mimics our analyst-driven ratings process.



ESG Risk Rating Assessment

helps investors understand the vulnerability of their investment portfolios to environmental, social, and governance (ESG) factors.

Equity – Landscape

RETAIL

ADVISOR

INSTITUTIONAL

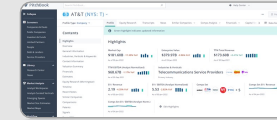
Web portals



Website
Editorial content and financial data



Direct Compass
Web-based platform to access equity and fund research. Screening, Watchlist, etc.



PitchBook Research Center
Financial information platform

Analyst Output



Rating & Analysis
Morningstar's equity research content & ratings. Available as standard reports, white-labelled reports, and raw data.

Publications



Website
Editorial content and financial data



Publications
Weekly research highlights, Market Outlooks, Industry Landscape, Best Ideas, Stock Pitch, etc.

Editorial Content



Articles & Videos
In-depth analysis on a variety of financial topics.

Morningstar's AI leveraged use cases



Morningstar Quantitative Rating



Access to Morningstar's financial research



Workflow enhancement in fund selection process

Thank you!