Morningstar Direct

Elevate Your Practice With Morningstar Direct.

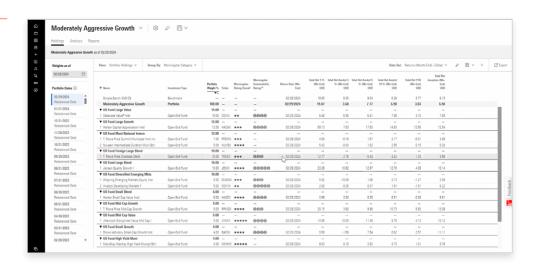
Direct is everything that makes Morningstar special: data and research, ratings, analytics, design, and a mission of empowering investor success.

The application offers comprehensive tools tailored for advisors, single advice groups and RIAs, global data and institutional research, and rigorous analytics.

Empowered Due Diligence

Direct streamlines your due diligence process: It provides comprehensive insights into funds, managers, and strategies, and it helps you make informed decisions backed by decades of data collection and analysis. Empower your practice with:

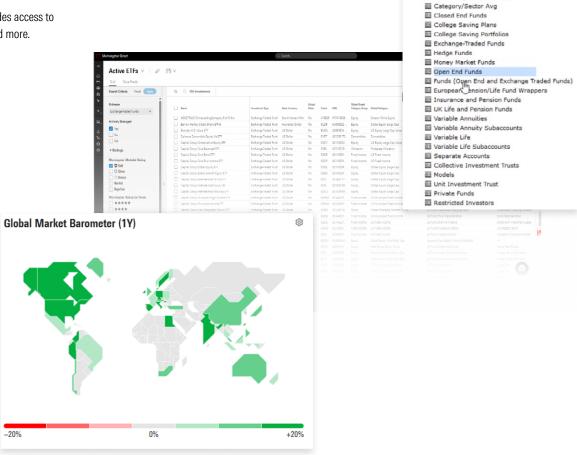
- ► Comprehensive fund and manager research.
- ► Robust screening and filtering capabilities.
- ► Thousands of data points across stocks, mutual funds, exchange-traded funds, separately managed accounts, and more.
- Detailed analytics, including risk model, attribution, and full holdings.
- Decades of data collection provides access to performance, risk, exposures, and more.



Global Databases

■ Funds/Managed Products

Fund Analysis/News/Repor



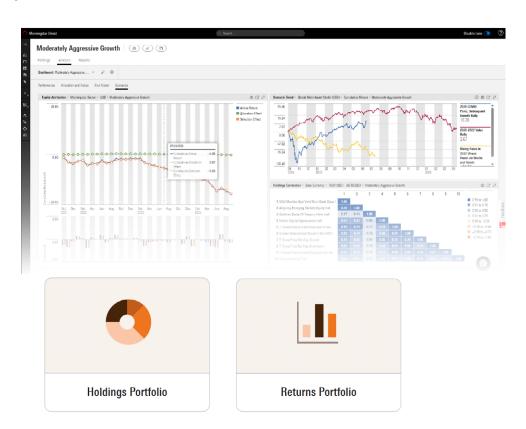
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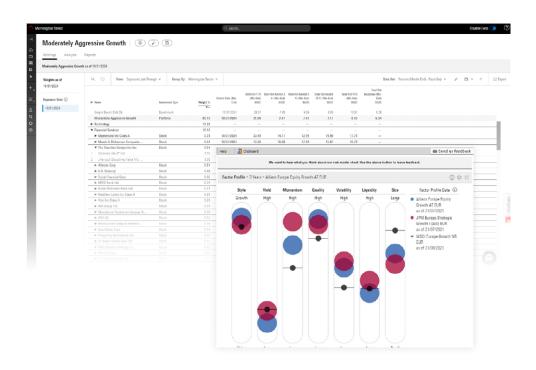
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Enhanced Portfolio Curation (Custom Models)

Build, edit, and analyze your custom portfolios all in one place. Direct's tools help you identify opportunities, assess risk, and make allocation changes that make sense for your goals.

- ► Identify and select the best investment opportunities so client portfolios align seamlessly with their goals.
- ► Monitor the markets and read in-depth fund and security analysis (including equities).
- Understand an investment's factor exposures and forecast the future return distribution of individual stocks, equity portfolios, and asset classes with Direct's risk model.
- Seamlessly create, edit, and analyze portfolios in Direct without juggling multiple technologies or applications.
- Assess the results of tactical asset-allocation and fund selection decisions then communicate the value to your clients and stakeholders with the Total Portfolio Attribution tool.
- ► Use performance and risk insights so you always know where you're at—and where you're headed.
- Create custom dashboards to see the information most important to you at a glance.







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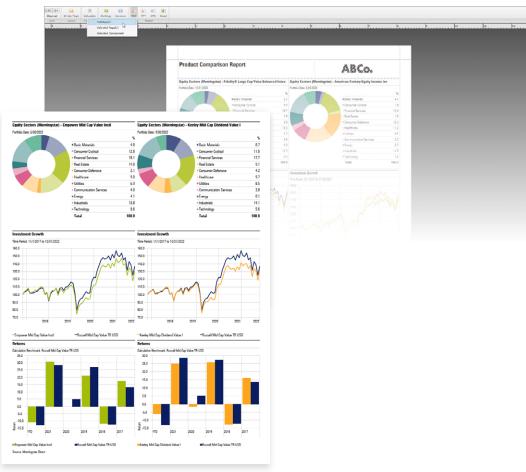
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Custom Reporting

Direct's Presentation Studio lets you tell your story using Morningstar data and analytics to distill complex investment information into clear, custom-branded reports, product-comparisons, and presentations.

- ► Tailor and automate report creation to fit your needs.
- Quickly and easily share insights with colleagues and clients using best-in-class reporting tools.
- Make reports your own with an intuitive drag and drop interface.





We'd welcome the opportunity to further discuss how Morningstar Direct can elevate your practice. Reach out to Joseph. Welsch@morningstar.com to learn more.