Morningstar 2015 Shareholders' Meeting

MORNINGSTAR®

Business of Annual Meeting

Management Presentations

Break

Questions and Answers

To send in a question for the Q&A session, please visit:

http://morningstar.socialqa.com

Today's presentations contain forward-looking statements. All statements made that are not historical facts are subject to a number of risks and uncertainties, and actual results may differ materially. Please refer to our most recent earnings release and our most recent Form 10-Q or 10-K for more information on the factors that could cause actual results to differ.

Today's presentations also contain non-GAAP financial measures. Please refer to the slides at the end of the presentations for a reconciliation to the applicable GAAP measures.

Morningstar Update

Joe Mansueto
Chairman and Chief Executive Officer

IPO Anniversary: The Past Ten Years

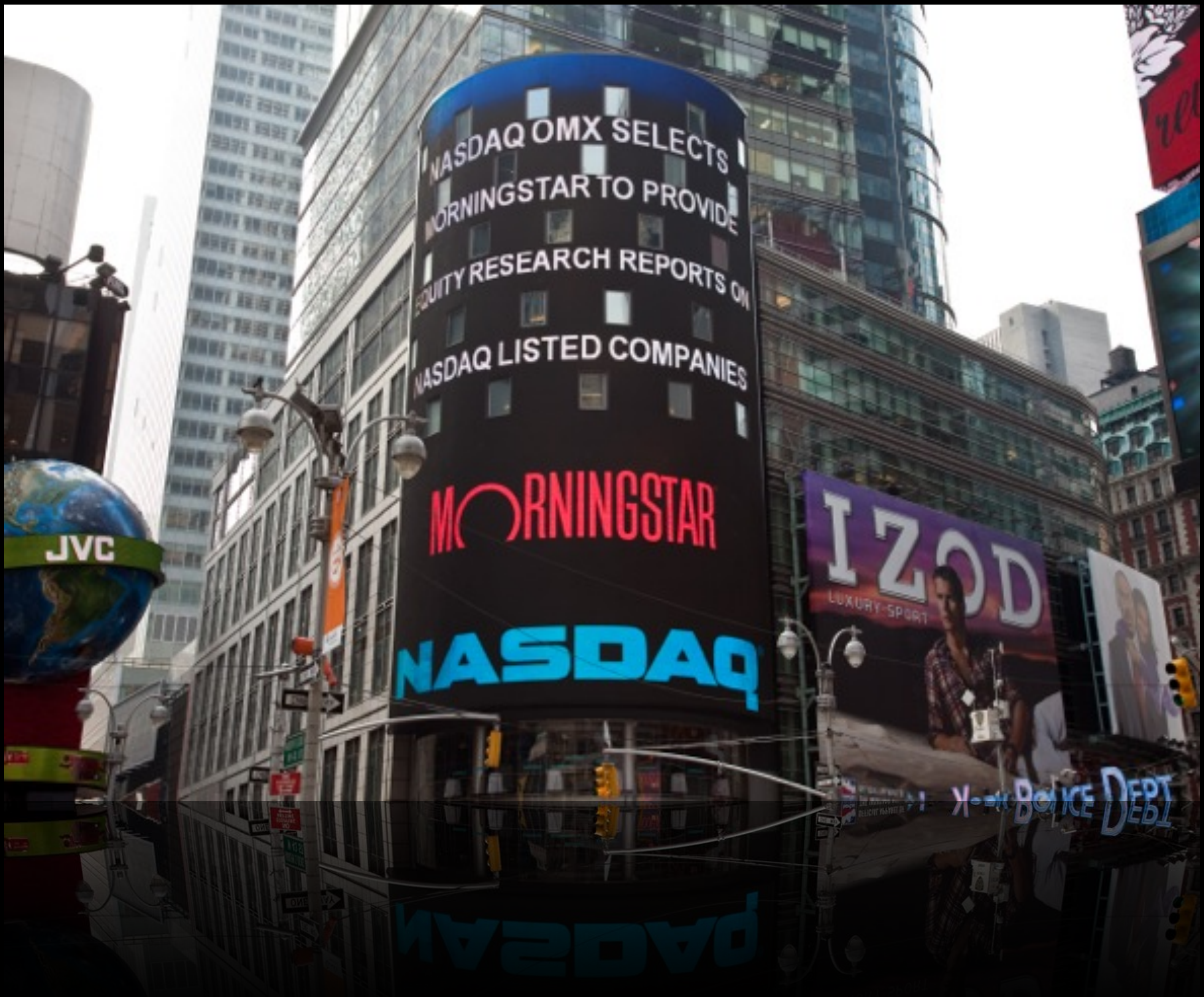
Innovation

Impact

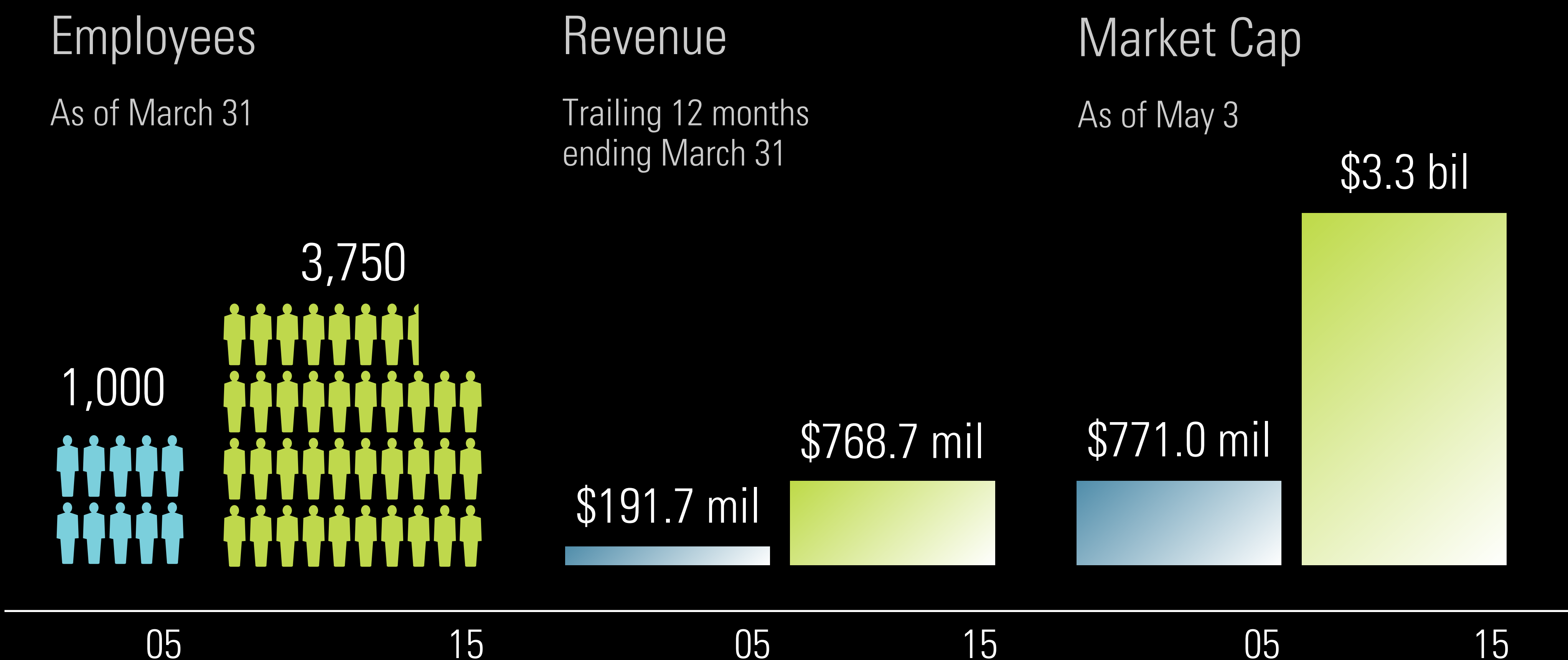
Where We're Heading /
The Next Ten Years and Beyond

IPO Anniversary: The Past Ten Years

IPO anniversary



IPO anniversary



IPO anniversary

$620.7 mil

Returned to shareholders since IPO

IPO anniversary

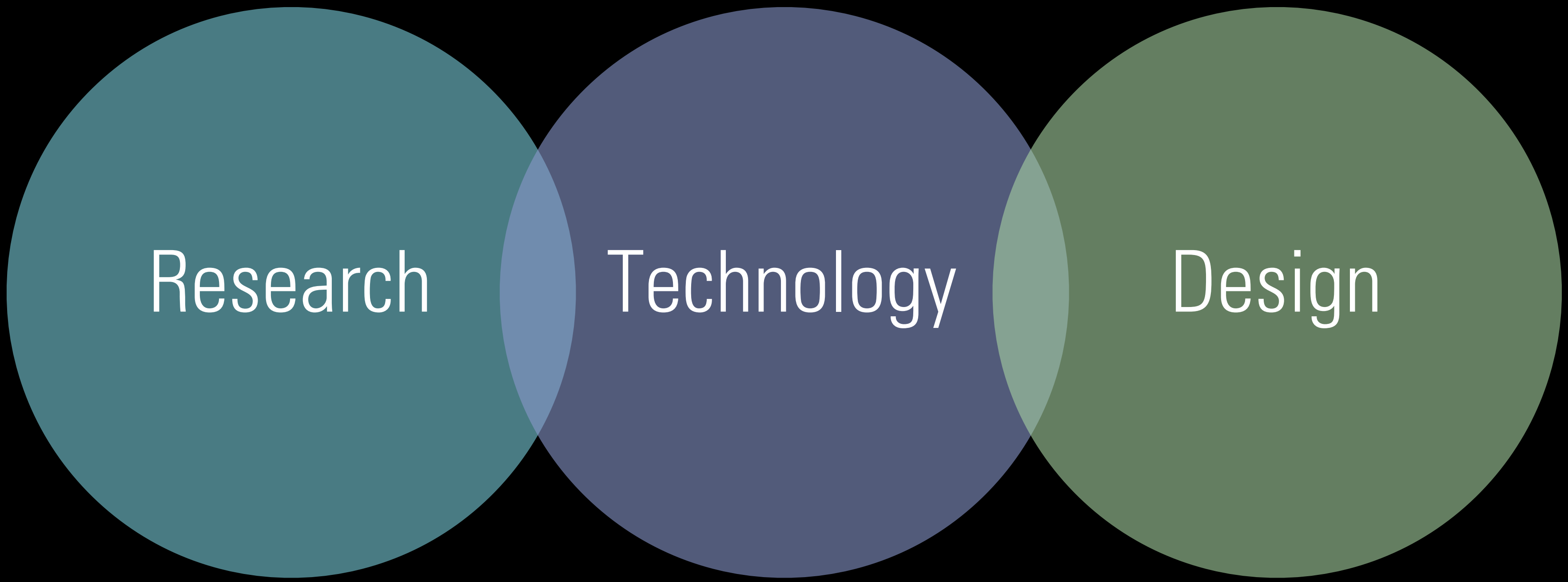
$ 18.50	Opening stock price	May 3, 2005
$ 75.01	Closing stock price	May 5, 2015

IPO anniversary

	Cumulative return %	Annualized return %
MORN	286.4%	14.5%
S&P 500	79.9%	6.0%

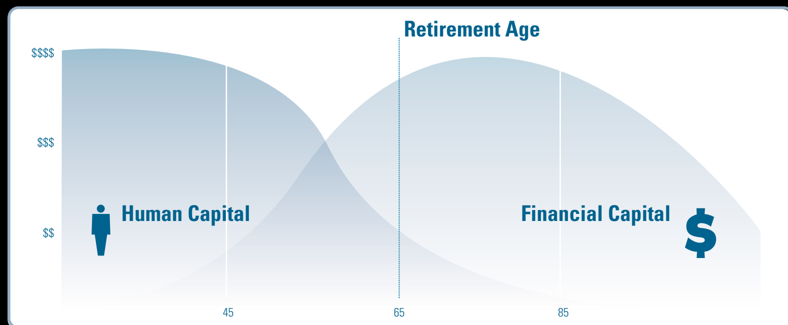
Innovation

Three core capabilities



Research Innovation

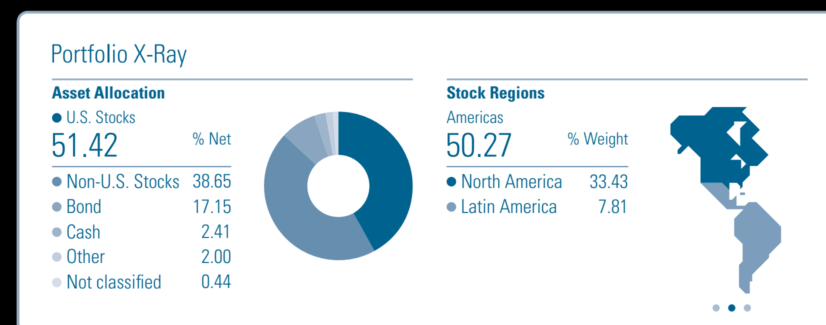
Leveraging proprietary research/intellectual property



Human Capital

Analyst Ratings

Equity Valuation



Portfolio X-Ray

Leveraging proprietary research/intellectual property

Morningstar Launches Manager Research Services for Institutional Investors

New service combines research, reports, ratings, software, tools, and data with access to Morningstar's analysts

4,200

funds covered globally

100

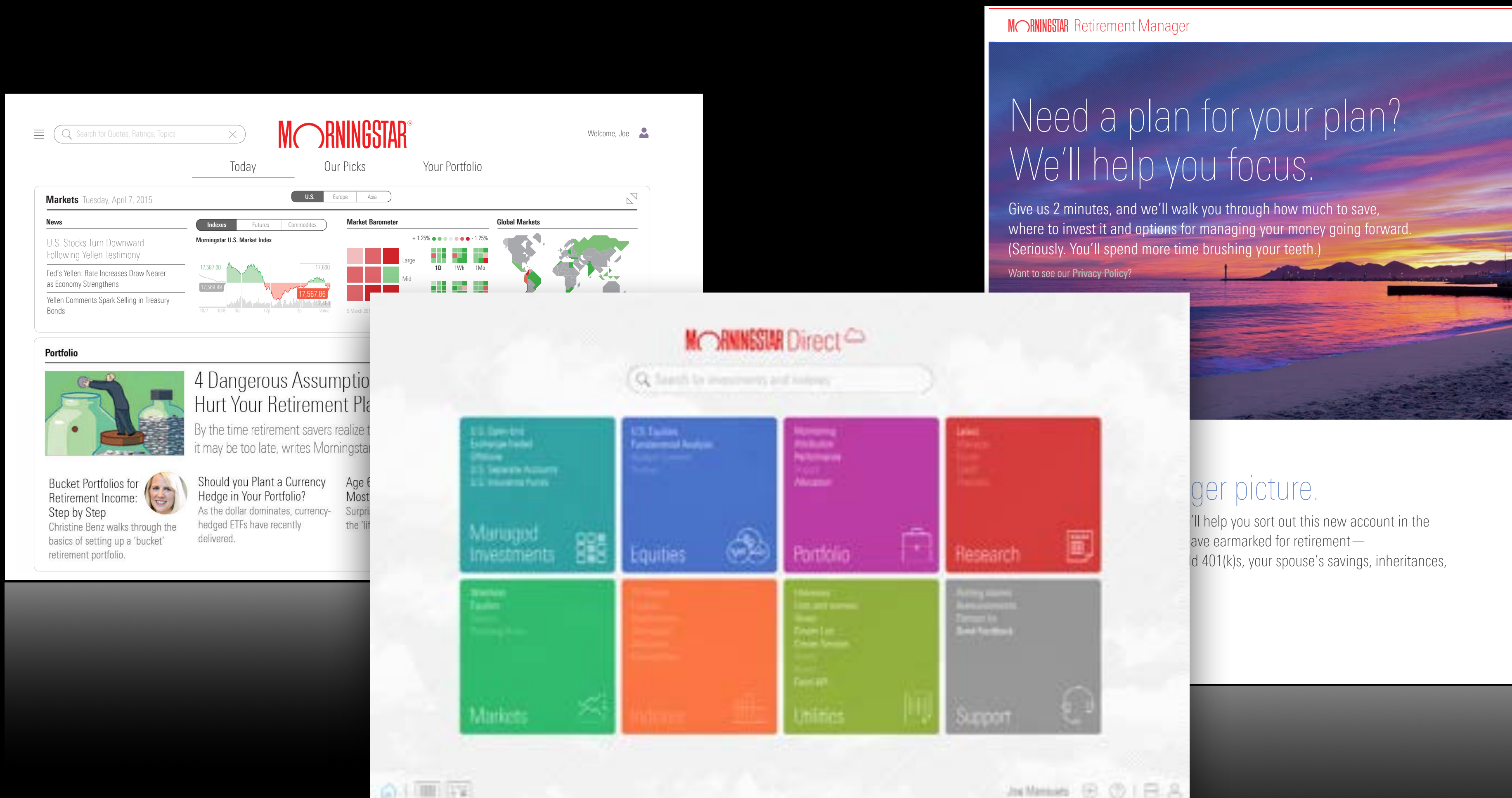
manager research analysts globally

Driving research innovation

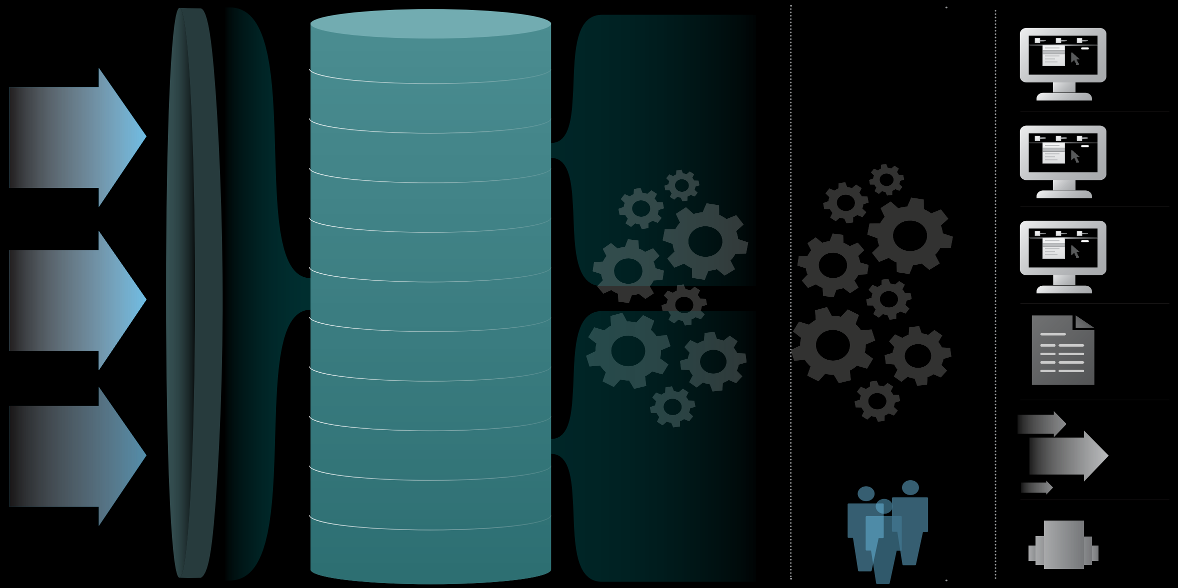
No Portfolio is an Island

Technology Innovation

Rebuilding core software architecture



Revamping database and platform infrastructure



Data Collection

Data Storage

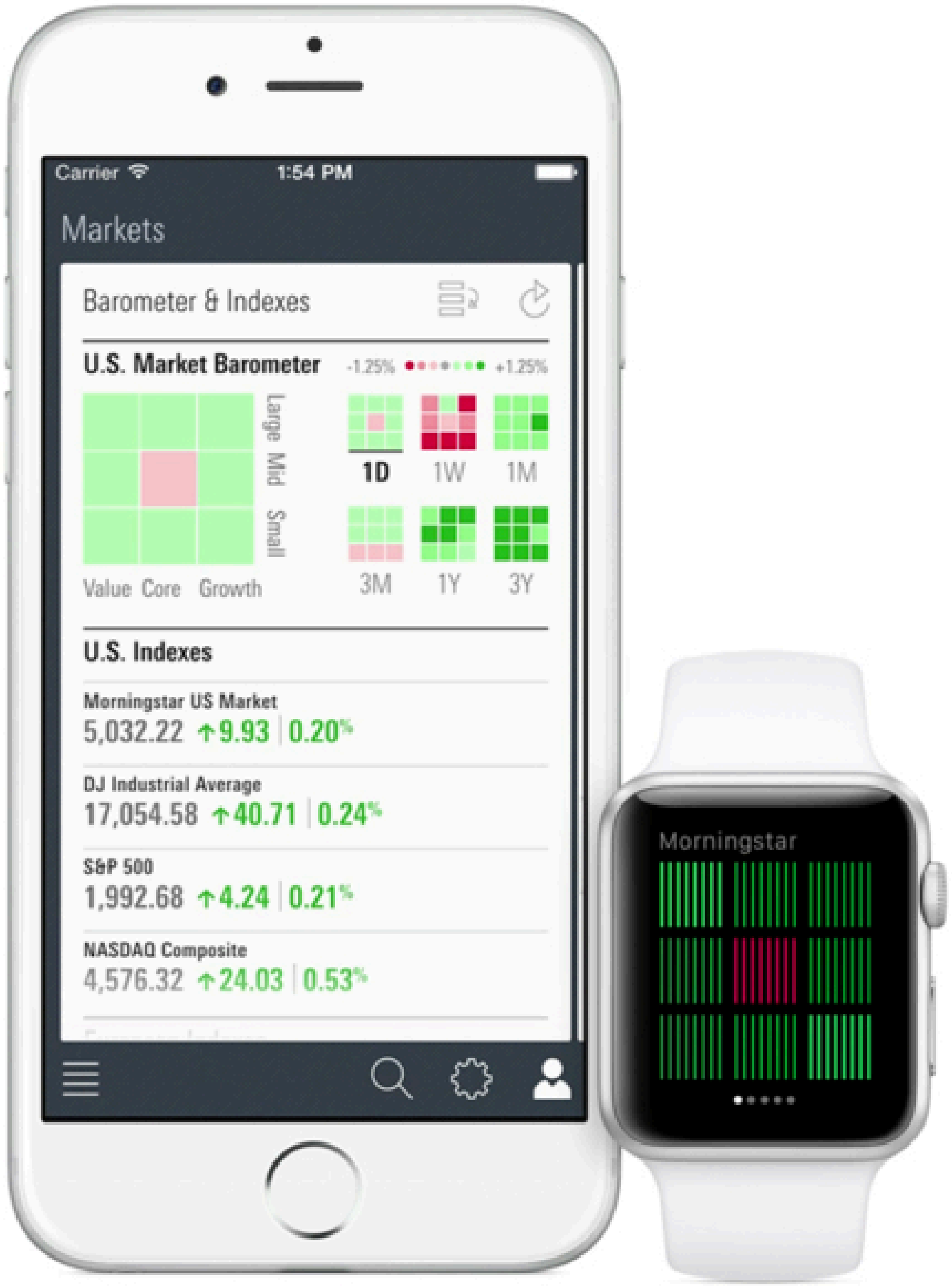
Calculations & Services

Data Governance, Delivery & Support

Dissemination

Introducing new advisor iPad app

Launching new Apple Watch app

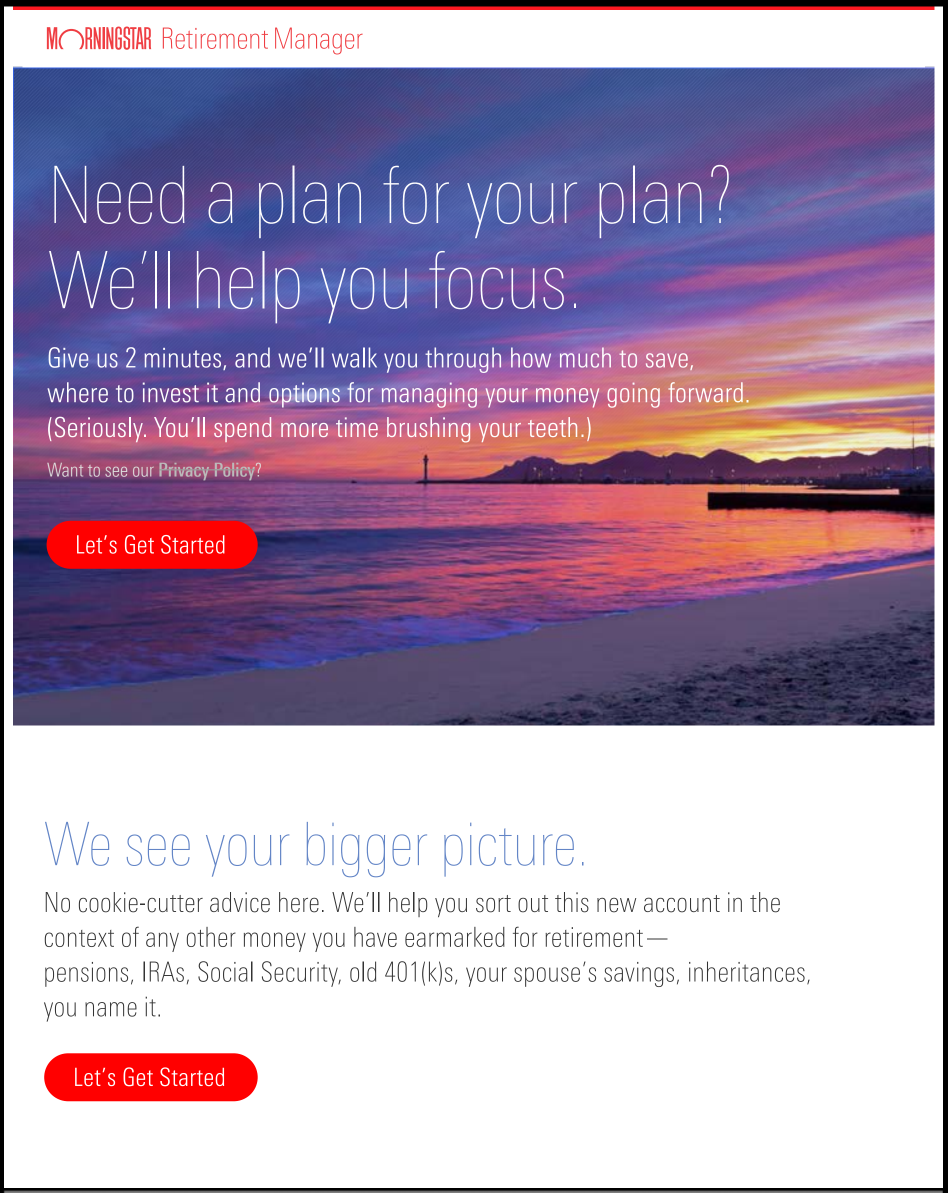


Watch the markets
with Morningstar®.

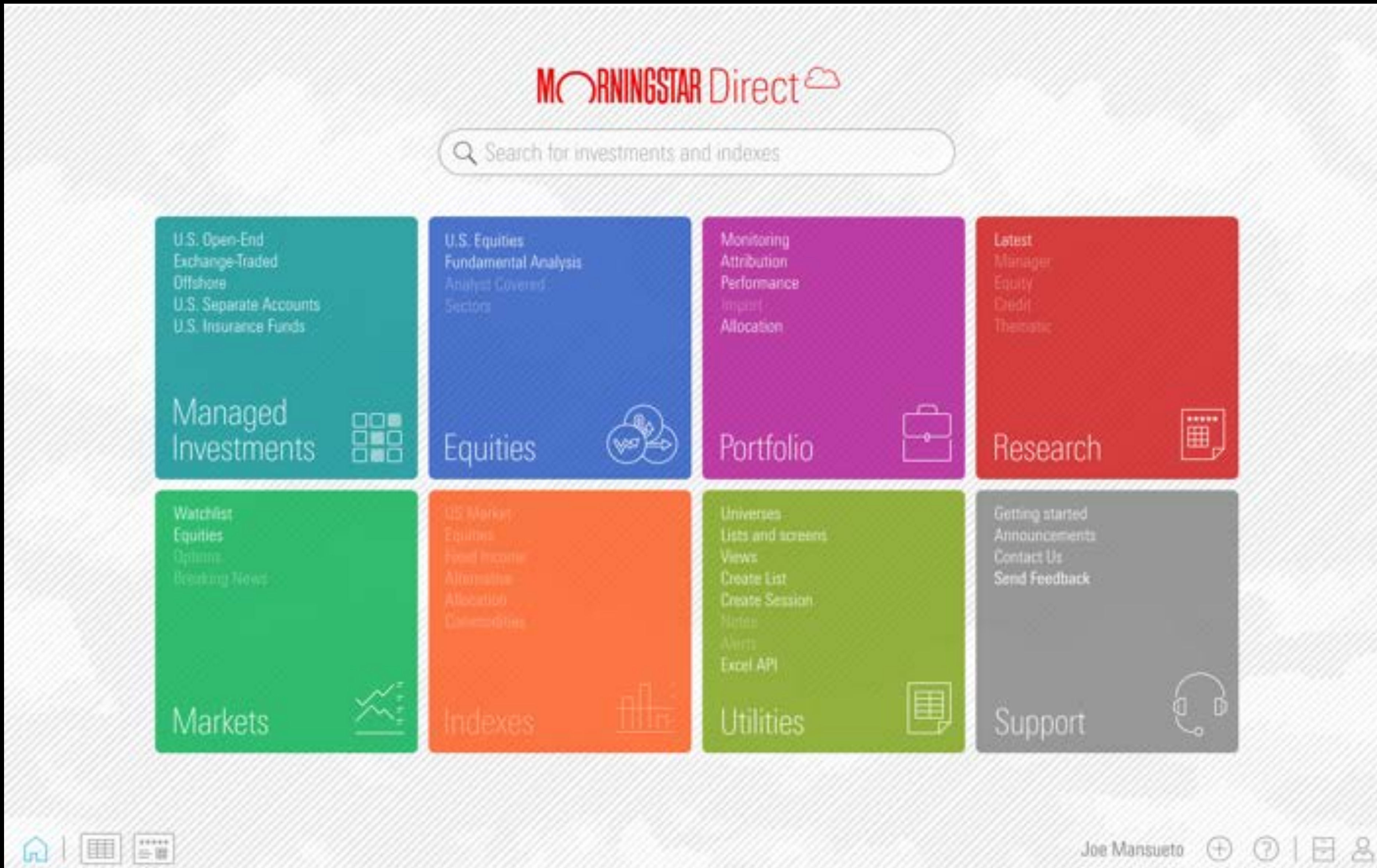
Download on the
App Store

Design Innovation

Enhancing user experience

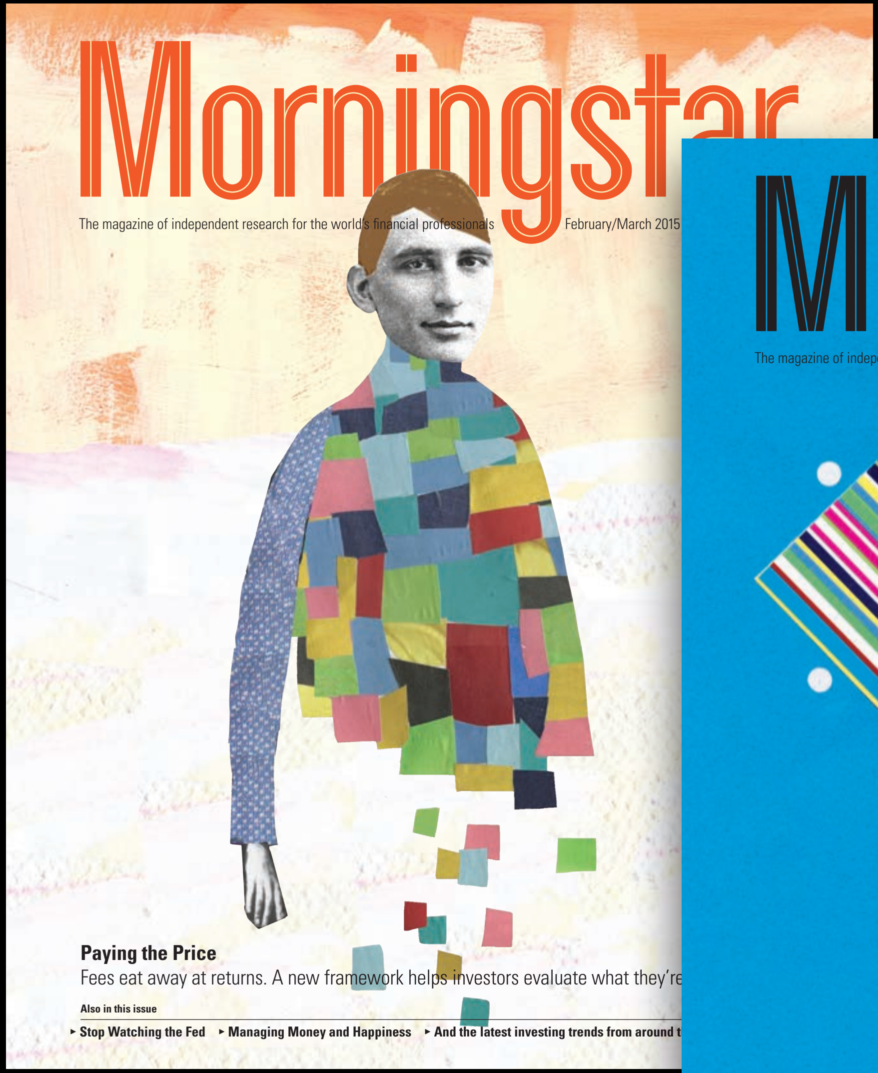


Enhancing user experience

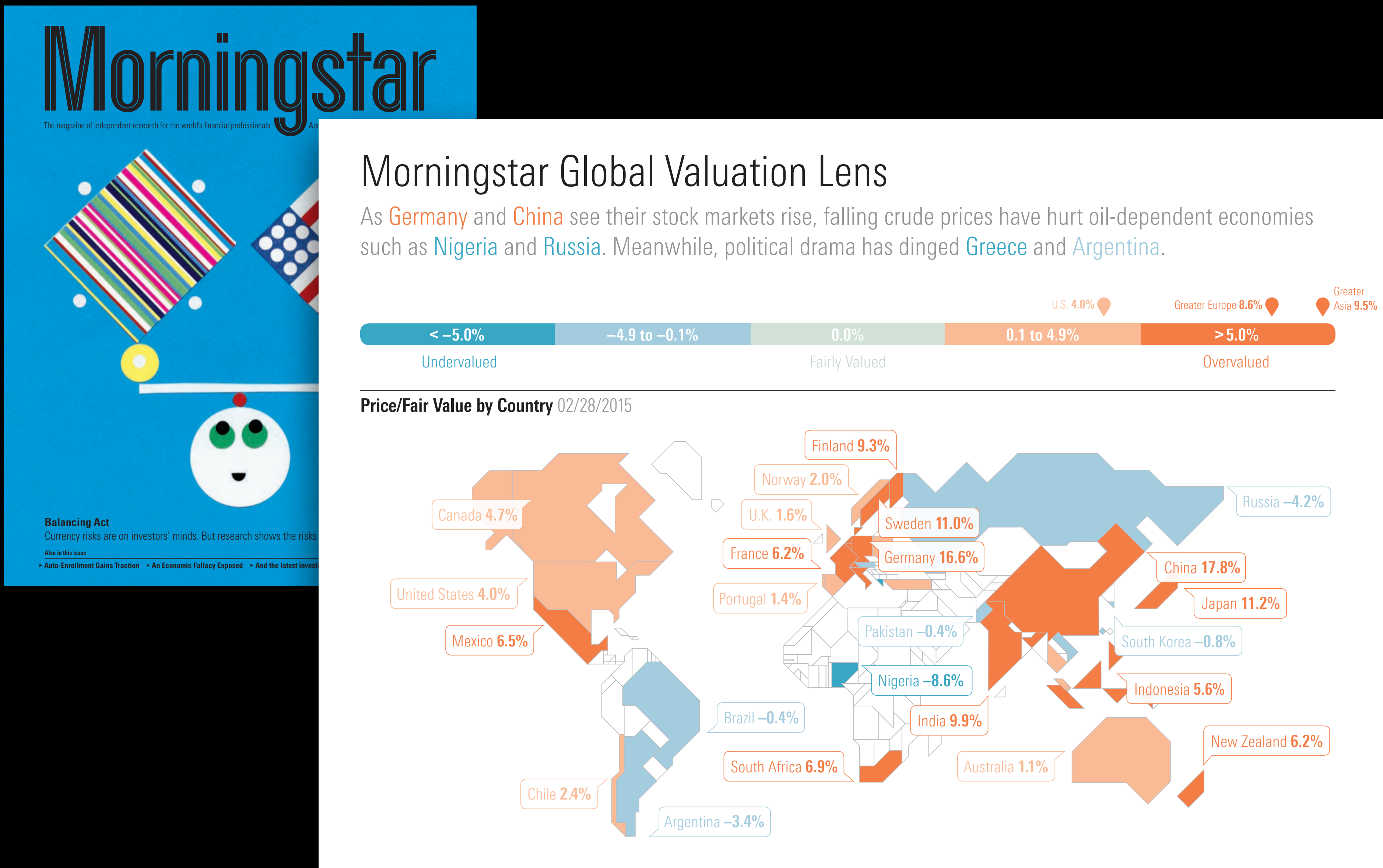


Enhancing user experience

Shedding light on Morningstar research



Shedding light on Morningstar research



Impact

Four Major Customer Groups

Advisor

Asset Management

Retirement

Individual Investor

Four Major Customer Groups

Advisor

Asset Management

Retirement

Individual Investor

250,000

financial advisors

Four Major Customer Groups

Advisor

250,000

financial advisors

Asset Management

1,700

asset management firms

Retirement

Individual Investor

Four Major Customer Groups

Advisor

250,000
financial advisors

Asset Management

1,700
asset management firms

Retirement

24
plan providers

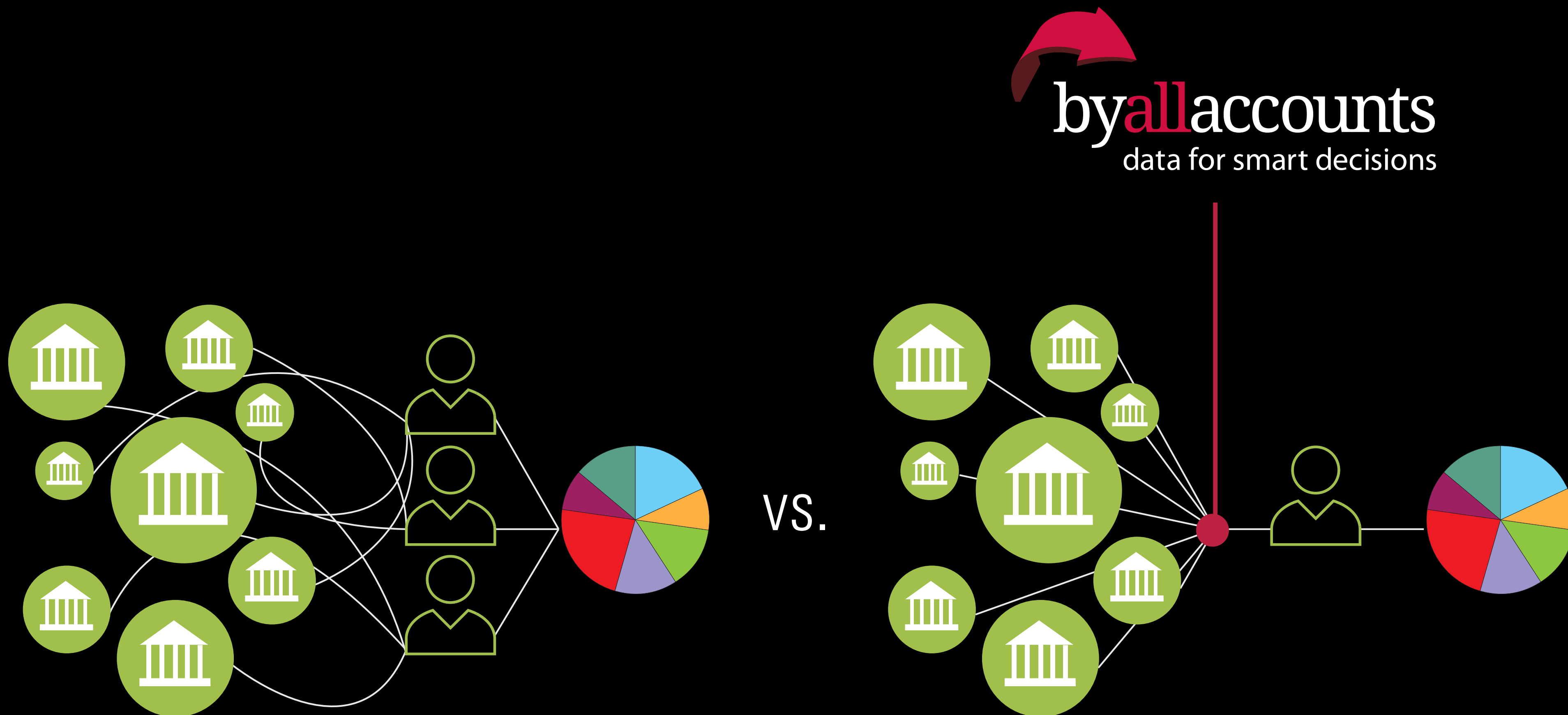
290,000
plan sponsors

24.4 million
plan participants

Four Major Customer Groups

Advisor	Asset Management	Retirement	Individual Investor
250,000 financial advisors	**1,700** asset management firms	**24** plan providers **290,000** plan sponsors **24.4 million** plan participants	**9.9 million** individual investors

Helping advisors improve their practices



Helping advisors improve their practices

$1 tril

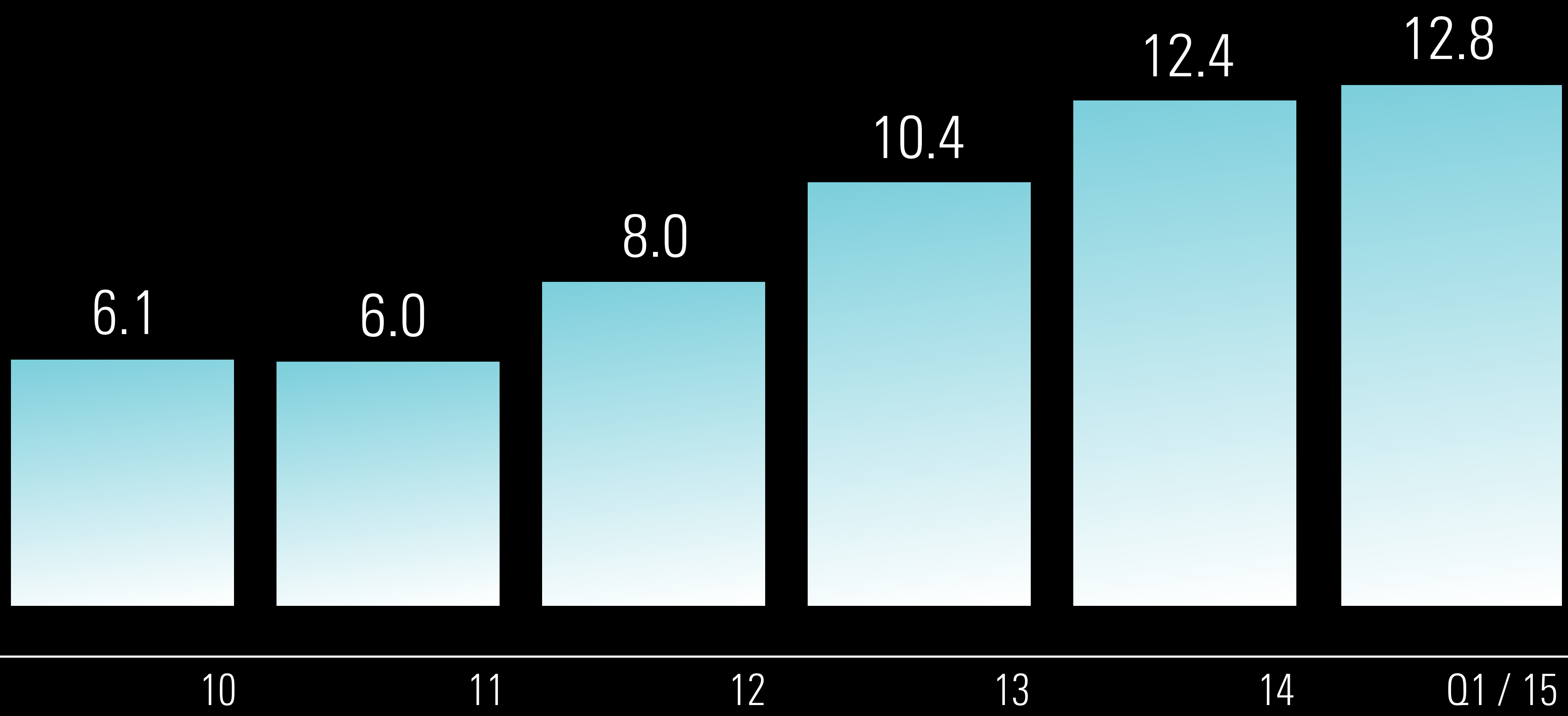
assets aggregated daily

20,000

data sources

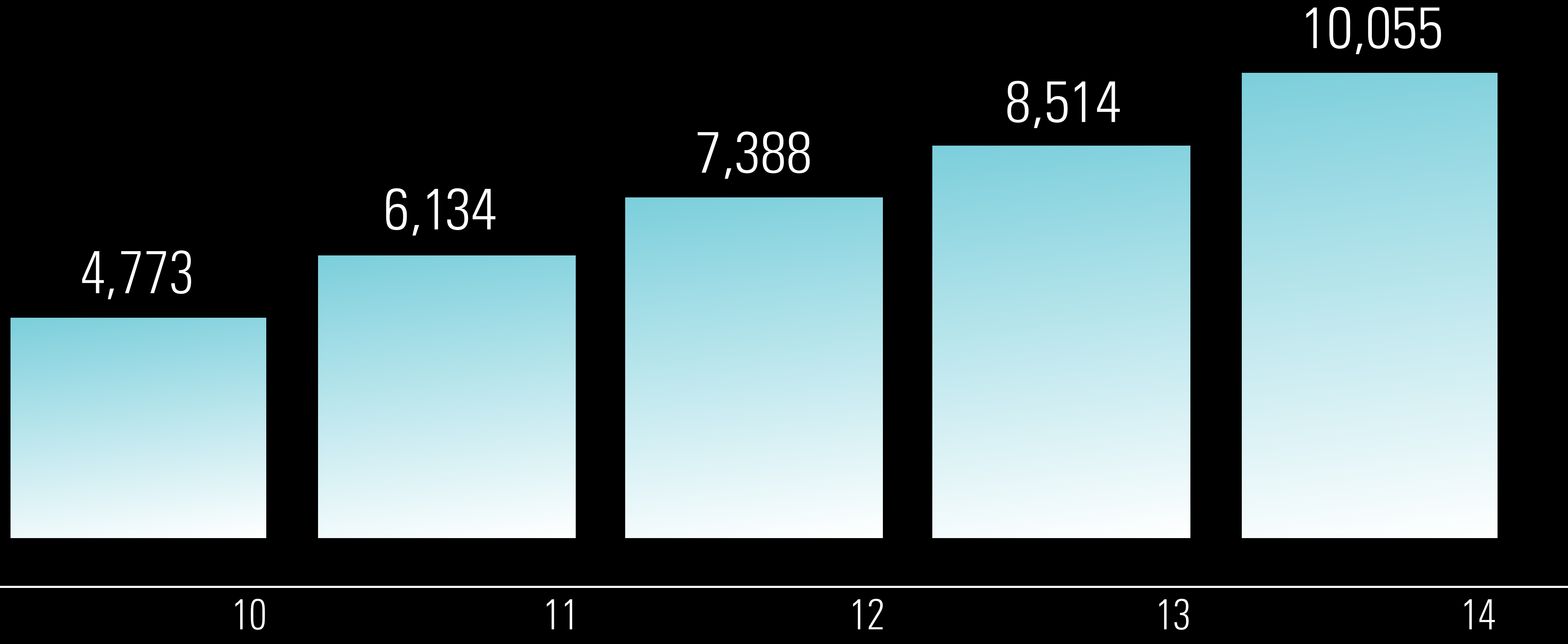
Helping advisors improve their practices

Managed Portfolios Growth ($bil)



Helping asset managers with in-depth research and analysis

Morningstar Direct licenses:
+18.1% in 2014



Helping asset managers with in-depth research and analysis

37

Net promoter score

Morningstar Direct users (U.S.) in 2014

Helping asset managers and advisors find great stocks

charles SCHWAB

Morningstar® Equity Research

Schwab has partnered with Morningstar to provide a broad suite of equity research and economic commentary on Schwab.com. Morningstar Inc. is a leading provider of independent equity investment research in North America, Europe, Australia, and Asia. The firm is distinguished by the depth and breadth of its coverage, transparent methodology, and investor focus.

Preview Morningstar's equity research.

The Morningstar Equity Rating™ and Equity Analyst report

- Use the Morningstar Rating™ for stocks to quickly see if a company is worth the price that the market is asking for its shares.
- The star rating represents Morningstar's calculation of the firm's intrinsic value relative to its market price.
- Equity Analyst reports examine each company's worth and related investment considerations, providing Morningstar's holistic view of the stock.
- Sections include analyst commentary, the Morningstar Rating, and historical data.

See a sample analyst report and rating.

Read more about Morningstar's equity research methodology.

Helping asset managers and advisors find great stocks

“I just want to tell you guys that the quality of your service and your research is ten times better than anything we ever got from [Competitor X]. Our advisors absolutely love your research, and we have not gotten a single complaint.”

Equity research client

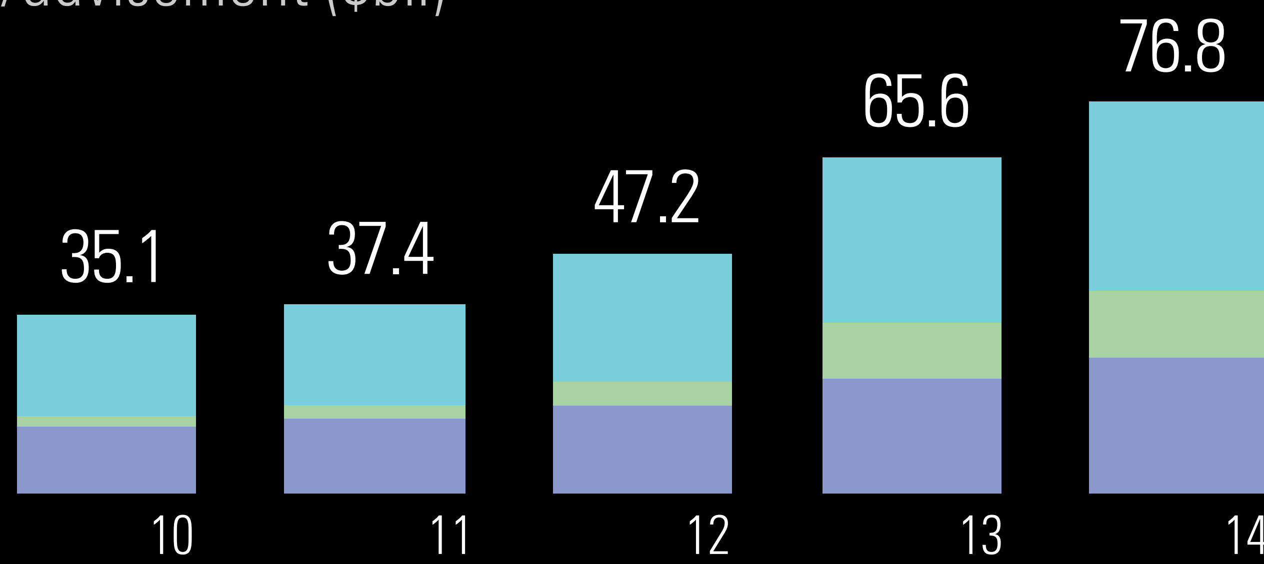
Helping people prepare for retirement

1+ mil

plan participant accounts

Helping people prepare for retirement

Assets under management/advisement ($bil)

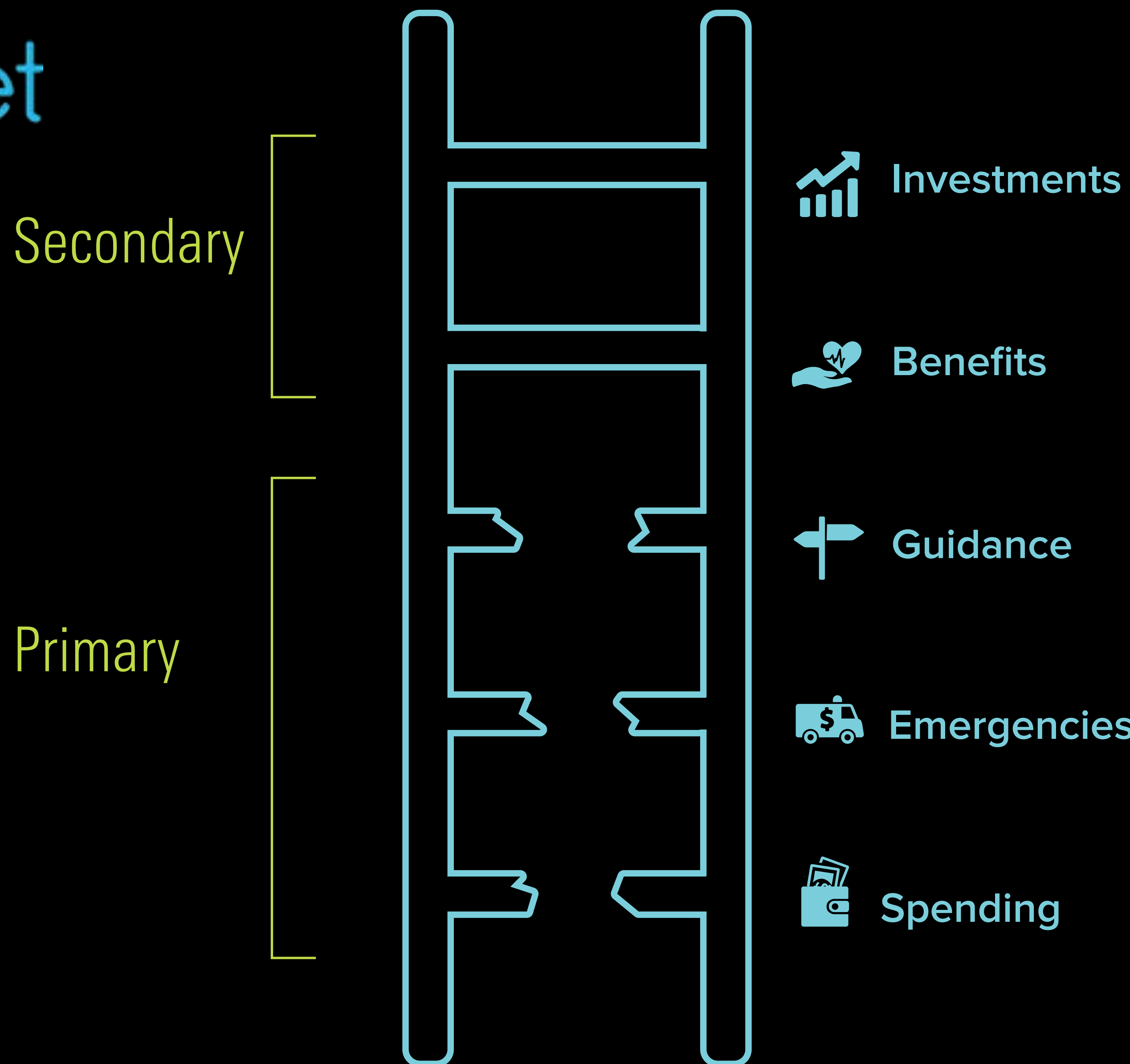


	10	11	12	13	14
Managed retirement accounts	19.6	19.9	25.1	31.7	36.8
Custom models	1.8	2.5	4.4	11.0	13.3
Plan sponsor advice	13.7	15.0	17.7	22.9	26.7

Helping workers achieve financial wellness

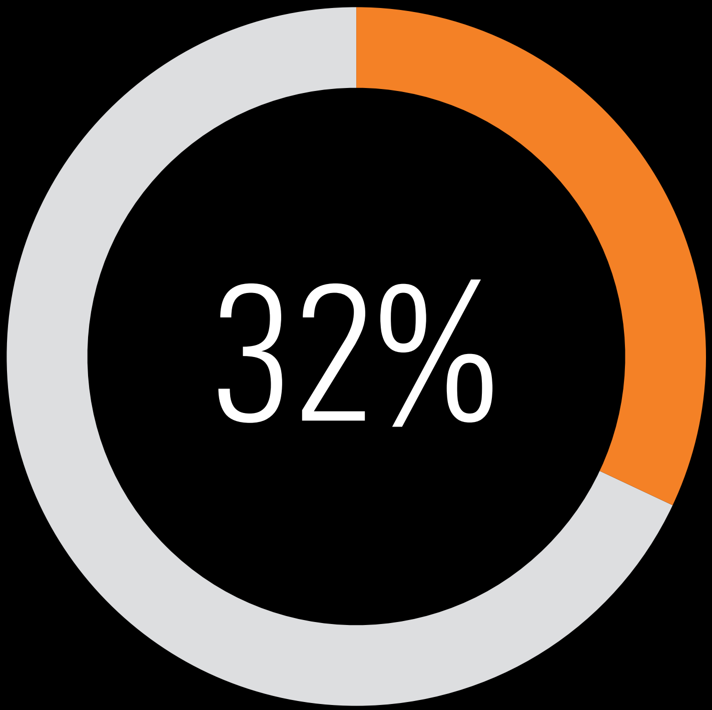
Employees lack a financial foundation

HelloWallet

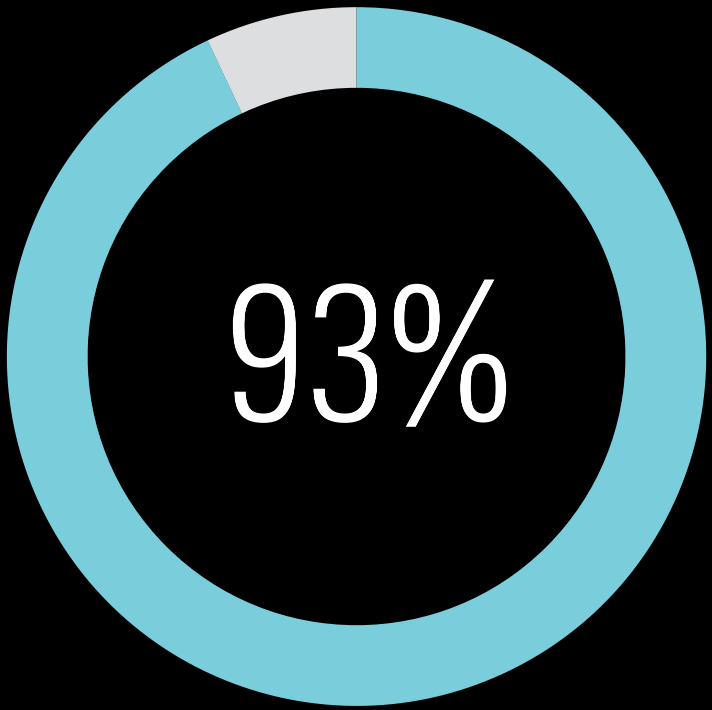


Helping workers achieve financial wellness

% of companies planning to focus on financial wellness

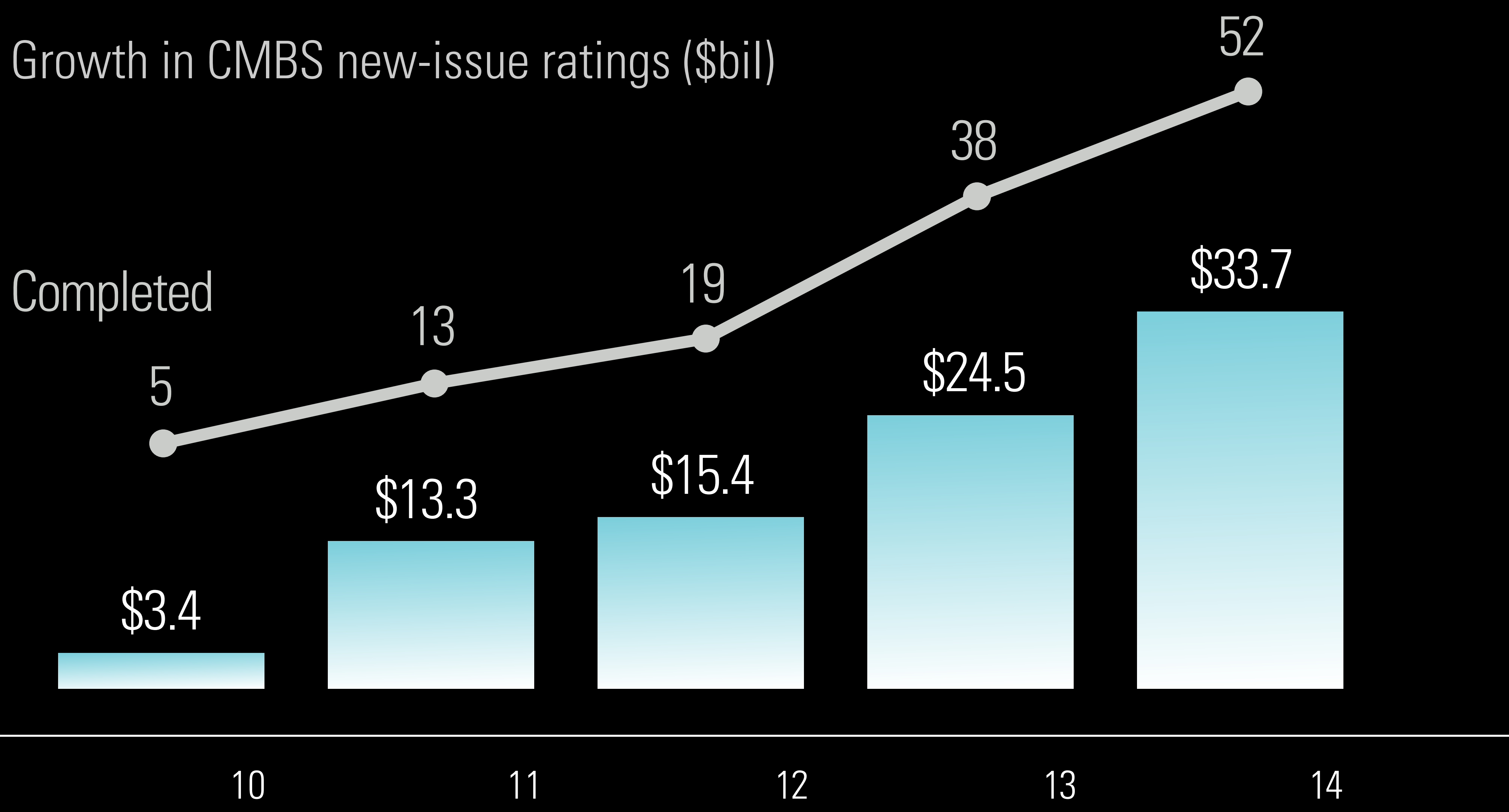


2012 Aon-Hewitt Survey



2015 Aon-Hewitt Survey

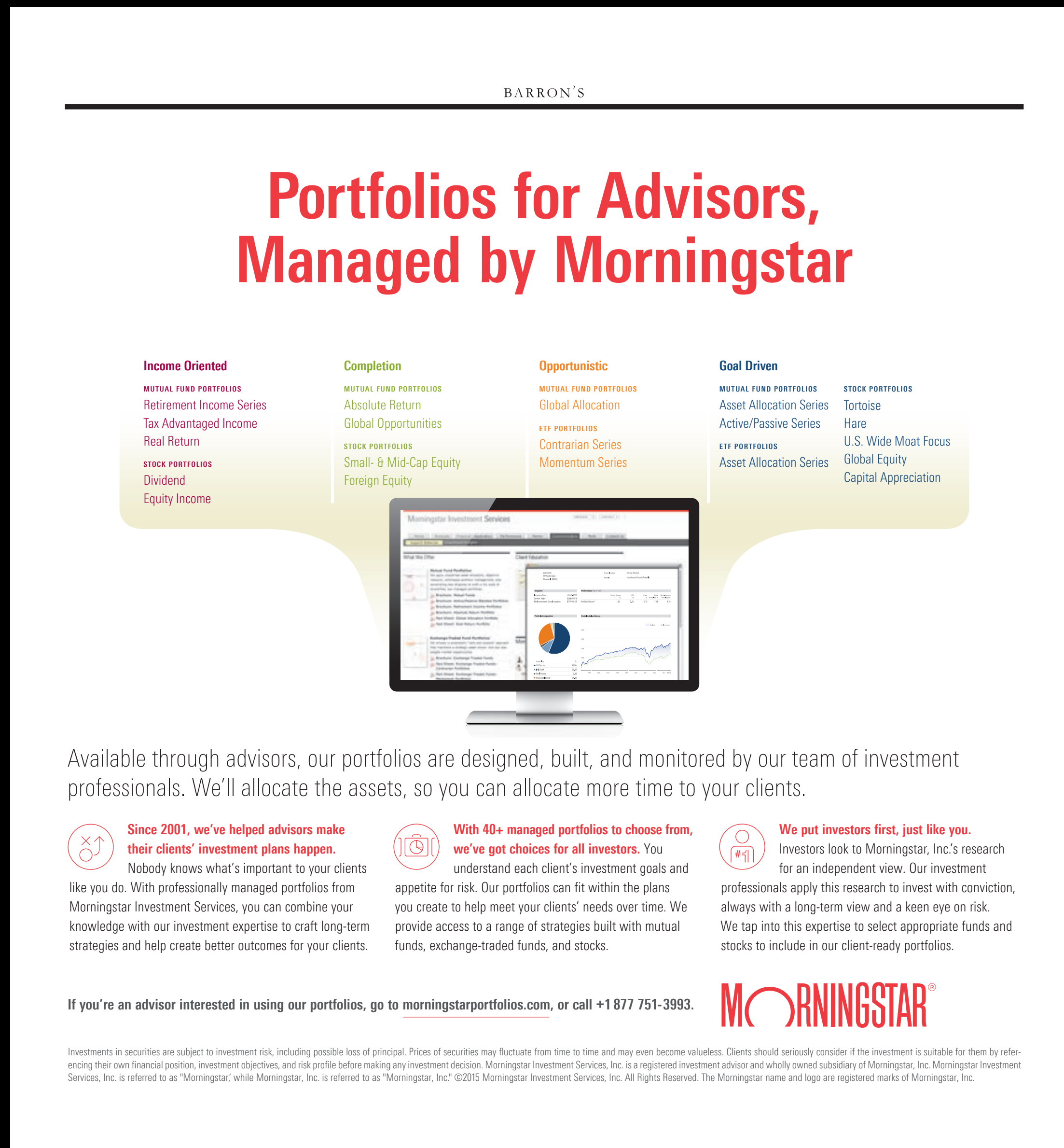
Gaining traction in credit ratings



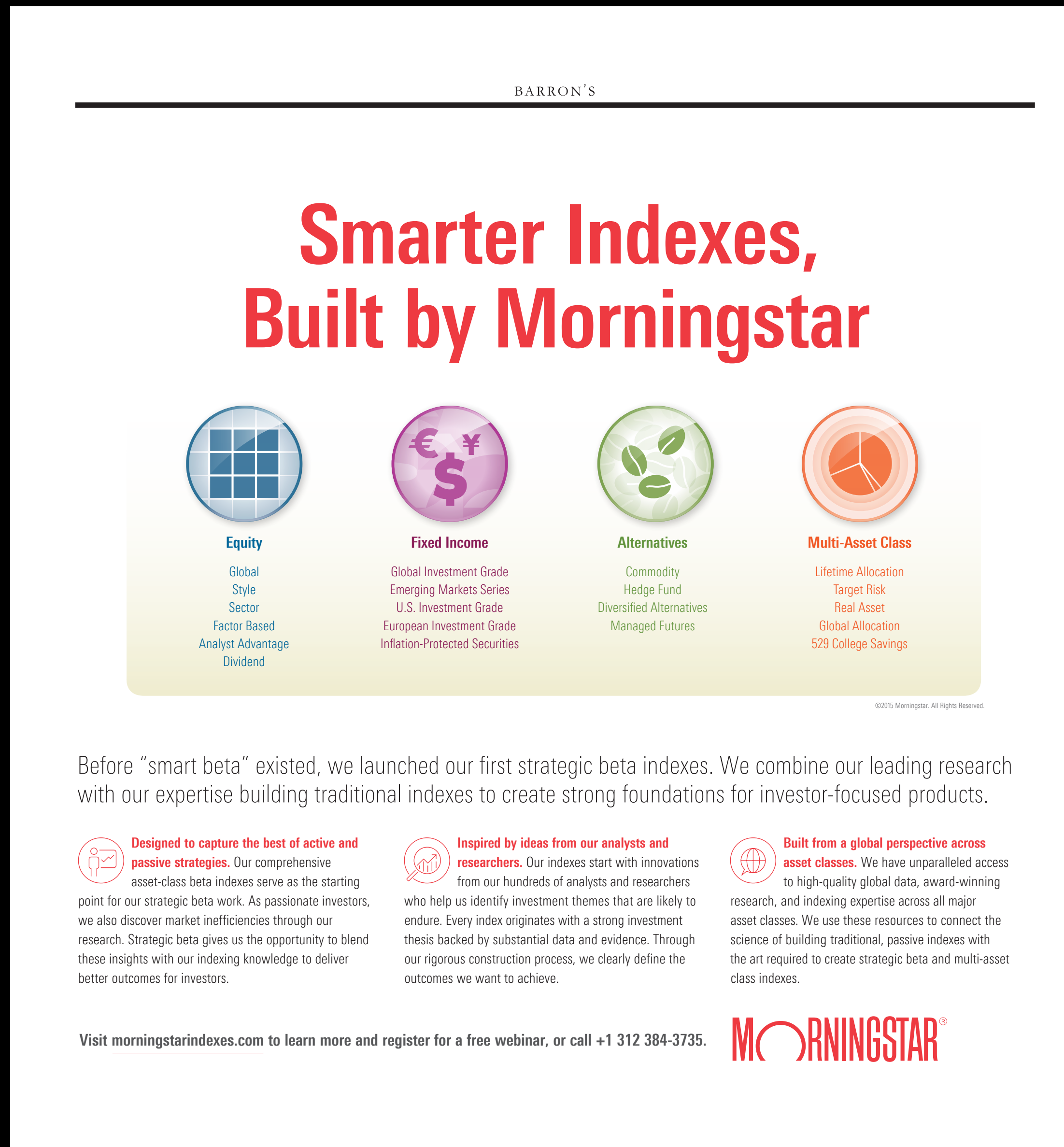
Stepping up marketing efforts

Stepping up marketing efforts

Stepping up marketing efforts



Stepping up marketing efforts



BARRON'S

Smarter Indexes, Built by Morningstar

Equity
Global
Style
Sector
Factor Based
Analyst Advantage
Dividend

Fixed Income
Global Investment Grade
Emerging Markets Series
U.S. Investment Grade
European Investment Grade
Inflation-Protected Securities

Alternatives
Commodity
Hedge Fund
Diversified Alternatives
Managed Futures

Multi-Asset Class
Lifetime Allocation
Target Risk
Real Asset
Global Allocation
529 College Savings

Before "smart beta" existed, we launched our first strategic beta indexes. We combine our leading research with our expertise building traditional indexes to create strong foundations for investor-focused products.

Designed to capture the best of active and passive strategies. Our comprehensive asset-class beta indexes serve as the starting point for our strategic beta work. As passionate investors, we also discover market inefficiencies through our research. Strategic beta gives us the opportunity to blend these insights with our indexing knowledge to deliver better outcomes for investors.

Inspired by ideas from our analysts and researchers. Our indexes start with innovations from our hundreds of analysts and researchers who help us identify investment themes that are likely to endure. Every index originates with a strong investment thesis backed by substantial data and evidence. Through our rigorous construction process, we clearly define the outcomes we want to achieve.

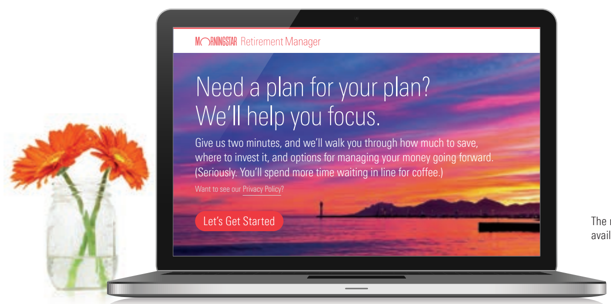
Built from a global perspective across asset classes. We have unparalleled access to high-quality global data, award-winning research, and indexing expertise across all major asset classes. We use these resources to connect the science of building traditional, passive indexes with the art required to create strategic beta and multi-asset class indexes.

Visit morningstarindexes.com to learn more and register for a free webinar, or call +1 312 384-3735.

MORNINGSTAR®

Stepping up marketing efforts

Retirement Planning Made Easier



The new Morningstar® Retirement Manager,℠ available late 2015.

More than 1,000,000 people trust us to make retirement planning easier by having us manage their workplace retirement accounts. We provide them with personalized plans, ongoing professional investment management, and the opportunity for more wealth in retirement.

Many people aren't prepared for retirement, but we can help change that. We give each employee customized recommendations about how much to save and when to retire, and manage their investments throughout their lifetime. We've found that people using our service have better-diversified portfolios and increased savings rates*

Since 1999, we've provided innovative retirement services that put investors first. We're focused on helping investors reach their financial goals, so we're continually looking for ways to improve their retirement planning. We study the factors that make a difference in retirement portfolios, then put them into practice.

We serve the entire retirement market. Our solutions are available through 26 retirement plan providers, more than anyone else in the industry. We work to meet the varied needs of employers, financial advisors, and the employees they serve. And our solutions come from a name that investors know and trust.

Visit RetireWithMorningstar.com to watch a video about our service, or call +1 877 525-4262.

MORNINGSTAR®

Helping clients solve real problems

"Without Morningstar, we can't effectively manage money."

Brandon Noll, Shelton Financial Group Inc.,
InvestmentNews, November 2014

Where We're Heading / The Next Ten Years and Beyond

Two big market needs

Morningstar Capabilities

Proprietary Research + Frameworks

Trusted Brand

Decision Support + Outsourced Investment Management

Two big market needs

Decision Support

+

Outsourced Investment Management

$26 bil

- Morningstar Direct
- Morningstar Data
- Morningstar Advisor Workstation
- Morningstar.com
- Enterprise Components
- Morningstar Research
- Morningstar Credit Ratings
- Morningstar Indexes

$4.1 tril AUM

- Morningstar Retirement Solutions
- Morningstar Investment Advisory
- Morningstar Managed Portfolios
- Morningstar Indexes

Two big market needs

Morningstar Capabilities

Proprietary Research + Frameworks

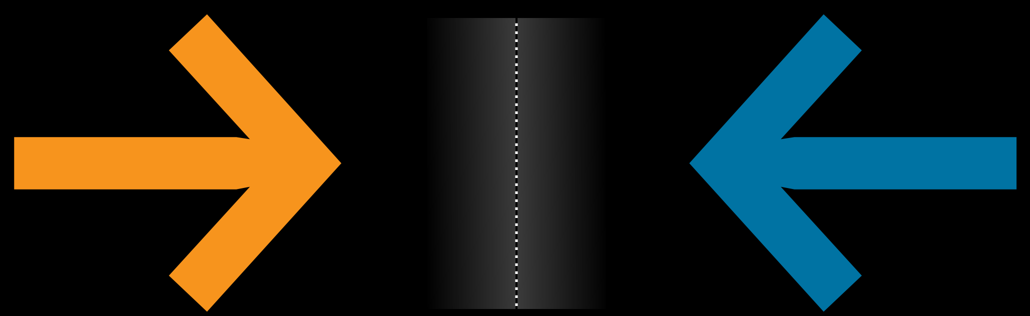
Trusted Brand

Decision Support + Outsourced Investment Management

Two big market needs

Decision Support

Outsourced
Investment Management



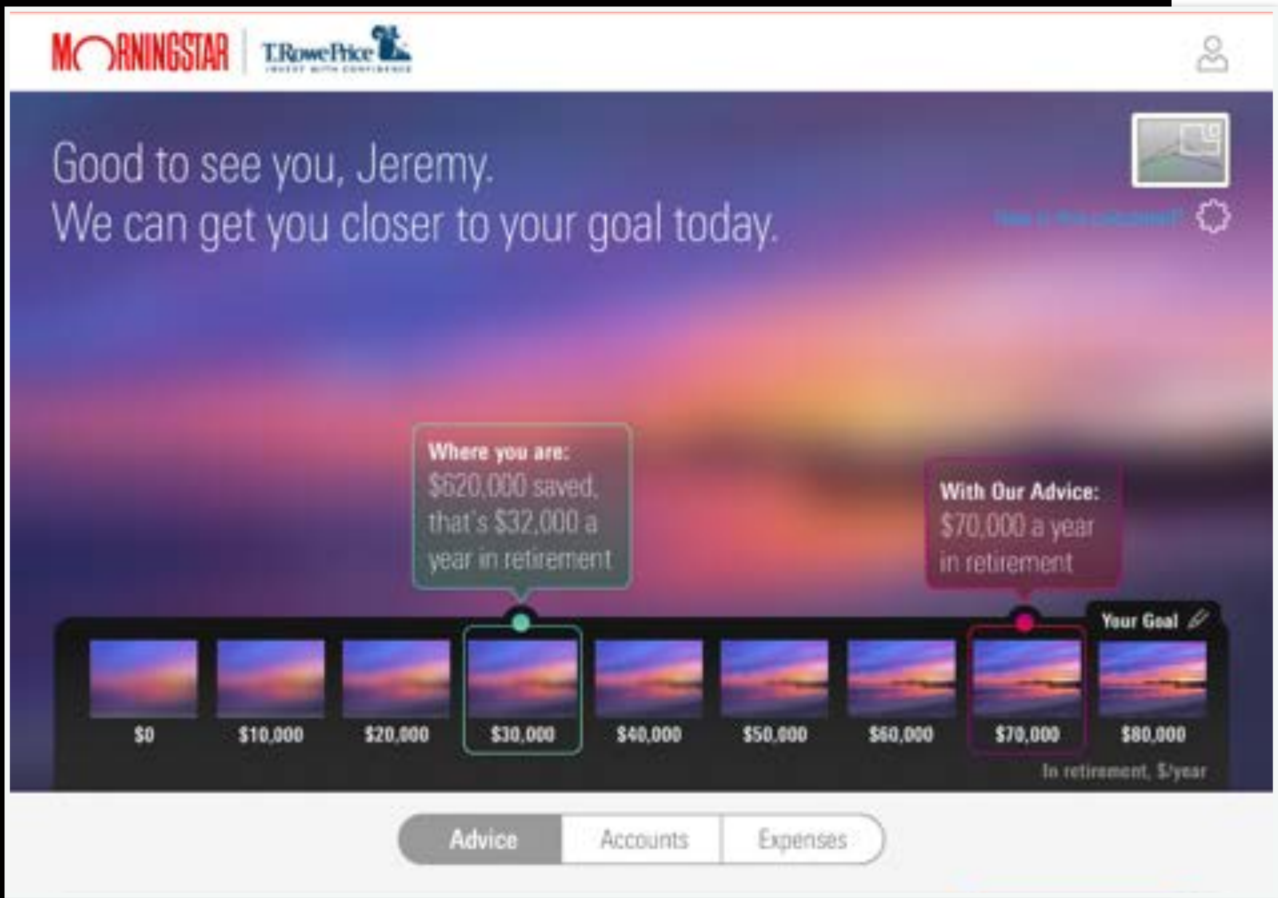
Five growth areas

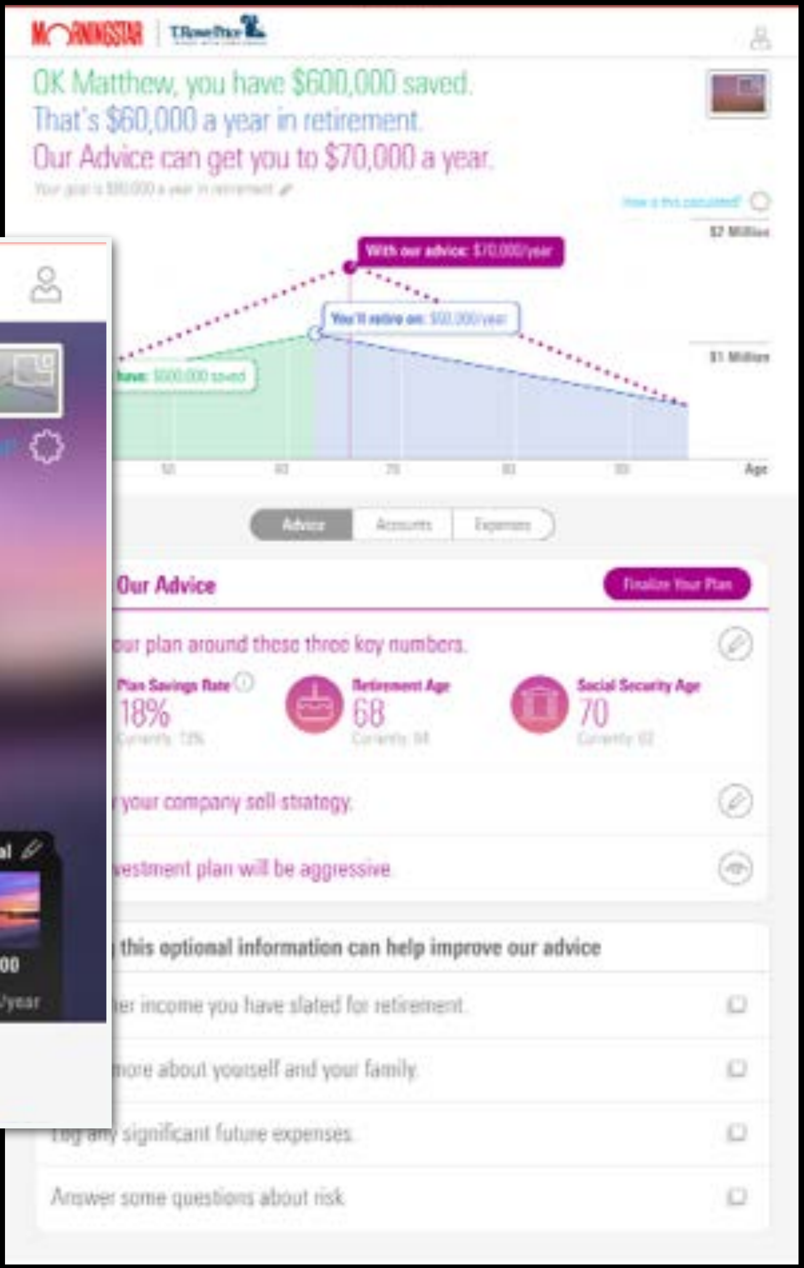
1. Managed retirement accounts/financial wellness
2. Morningstar Direct/Total Advisor Workflow
3. Morningstar Managed Portfolios
4. Morningstar Credit Ratings
5. Morningstar Indexes

Five Key Growth Areas

Kunal Kapoor
Head of Products and Client Solutions

#1: Retirement





#1: Retirement

Need a plan for your plan? We'll help you focus.

Give us 2 minutes, and we'll walk you through how much to save, where to invest it and options for managing your money going forward. (Seriously. You'll spend more time waiting in line for coffee.)

Want to see our Privacy Policy?

Let's Get Started

We see your bigger picture.

No cookie-cutter advice here. We'll help you sort out this new account in the context of any other money you have earmarked for retirement — pensions, IRAs, Social Security, old 401(k)s, your spouse's savings, inheritances, you name it.

Let's Get Started

Choose whichever photo you like. You'll see it again later on.

Ok. Now Just A Few Questions.

Methodology
Advisory Agreement
Privacy Policy
Firm Brochure
Contact Us

You'd like your retirement to be:

Thrifty

You'll live off **20% Less** than your take-home pay at retirement. You'll have to cut back on things like trips, eating out and entertaining.

Comfortable

You'll live off **The Same** amount of money as your take-home pay at retirement. You won't have to change your lifestyle.

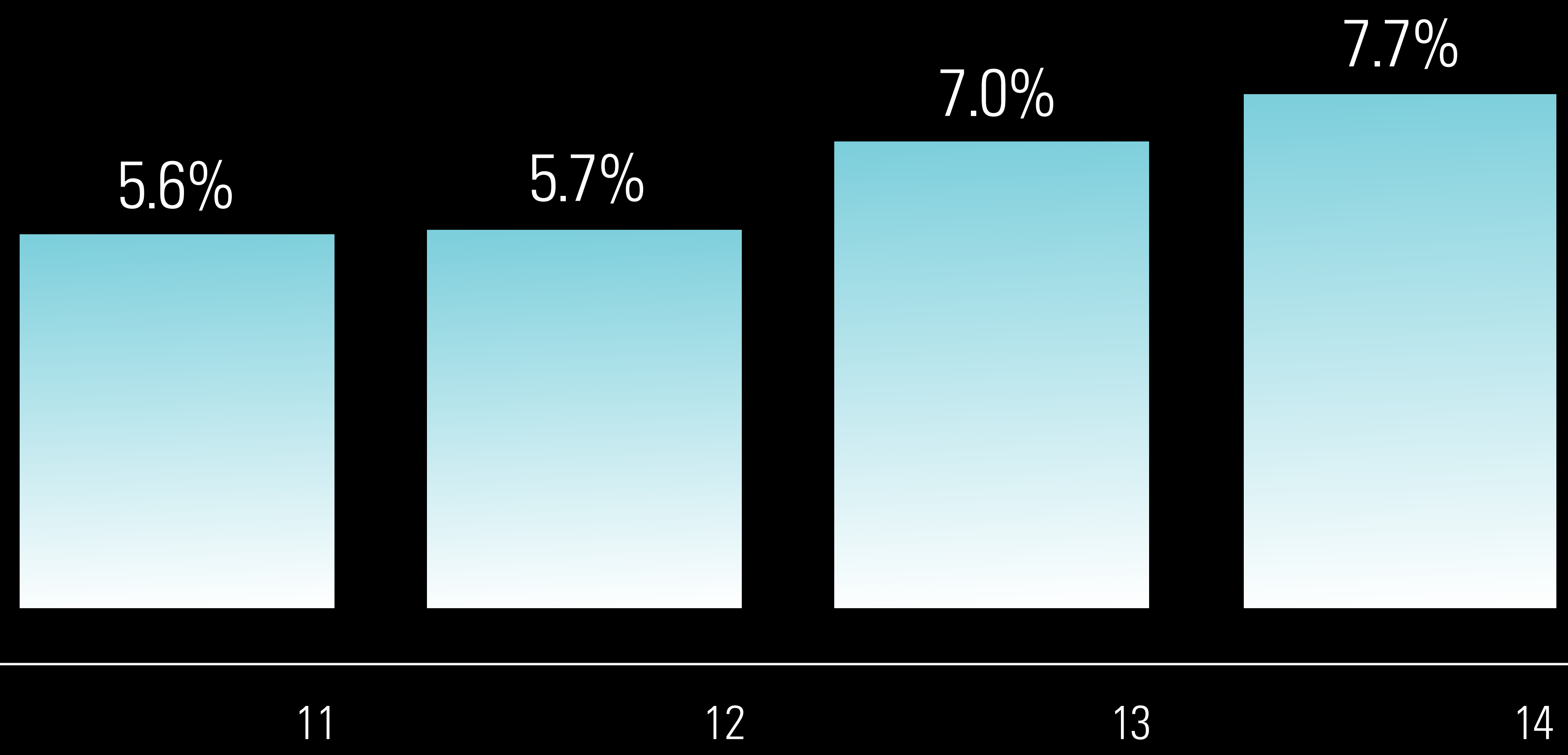
WE RECOMMEND

Lavish

You'll live off **20% More** than your take-home pay at retirement. You'll be able to travel more, eat out a lot and start new hobbies.

#1: Retirement

Adoption rate for managed retirement accounts



#1: Retirement

HelloWallet acquisition, completing our offering

Secondary,
long-term needs

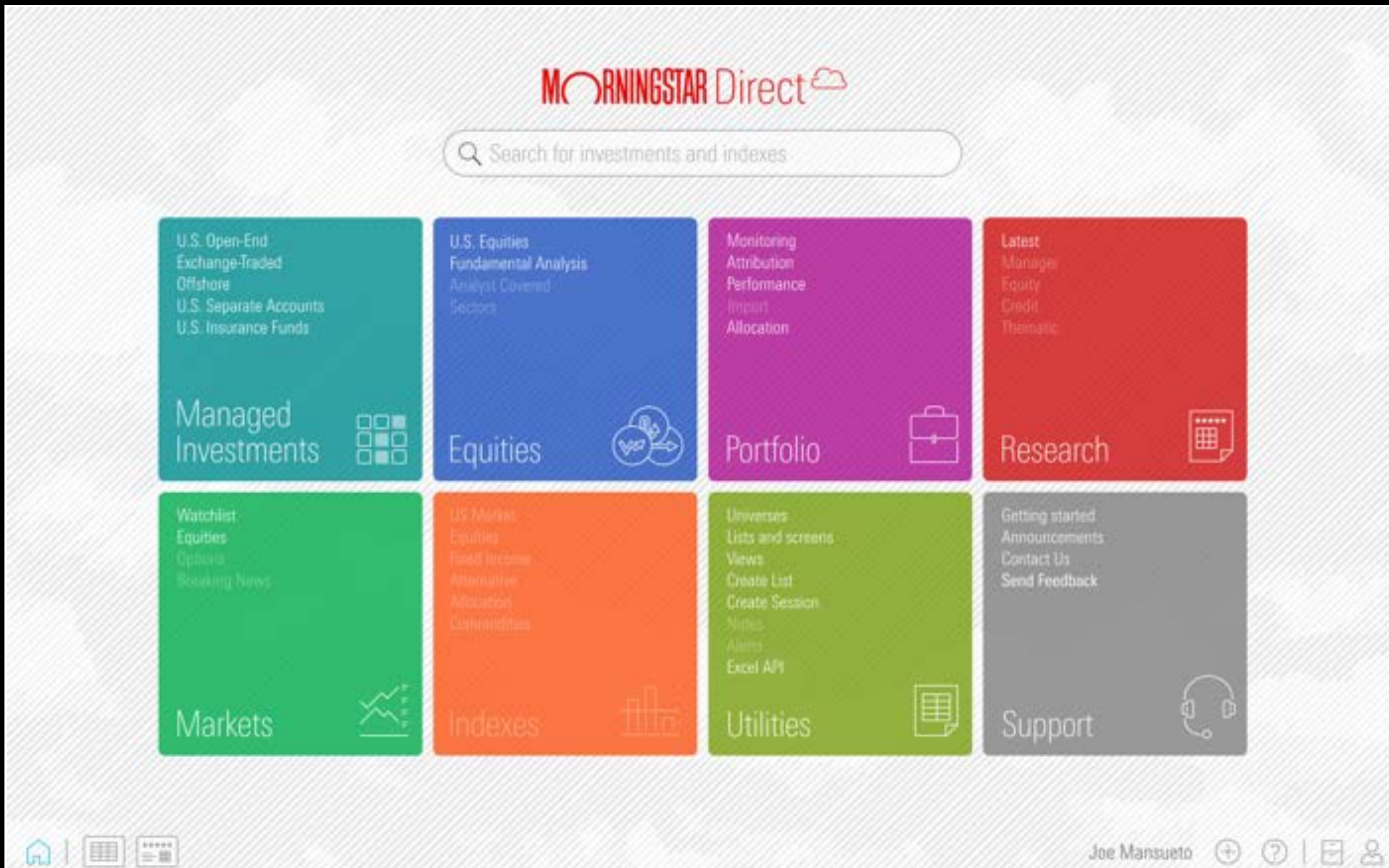
+

Foundational,
immediate needs

Retirement Planning
Investment Management
Product Allocation

Emergency Savings
Debt Management
Budgeting

#2: Morningstar Direct



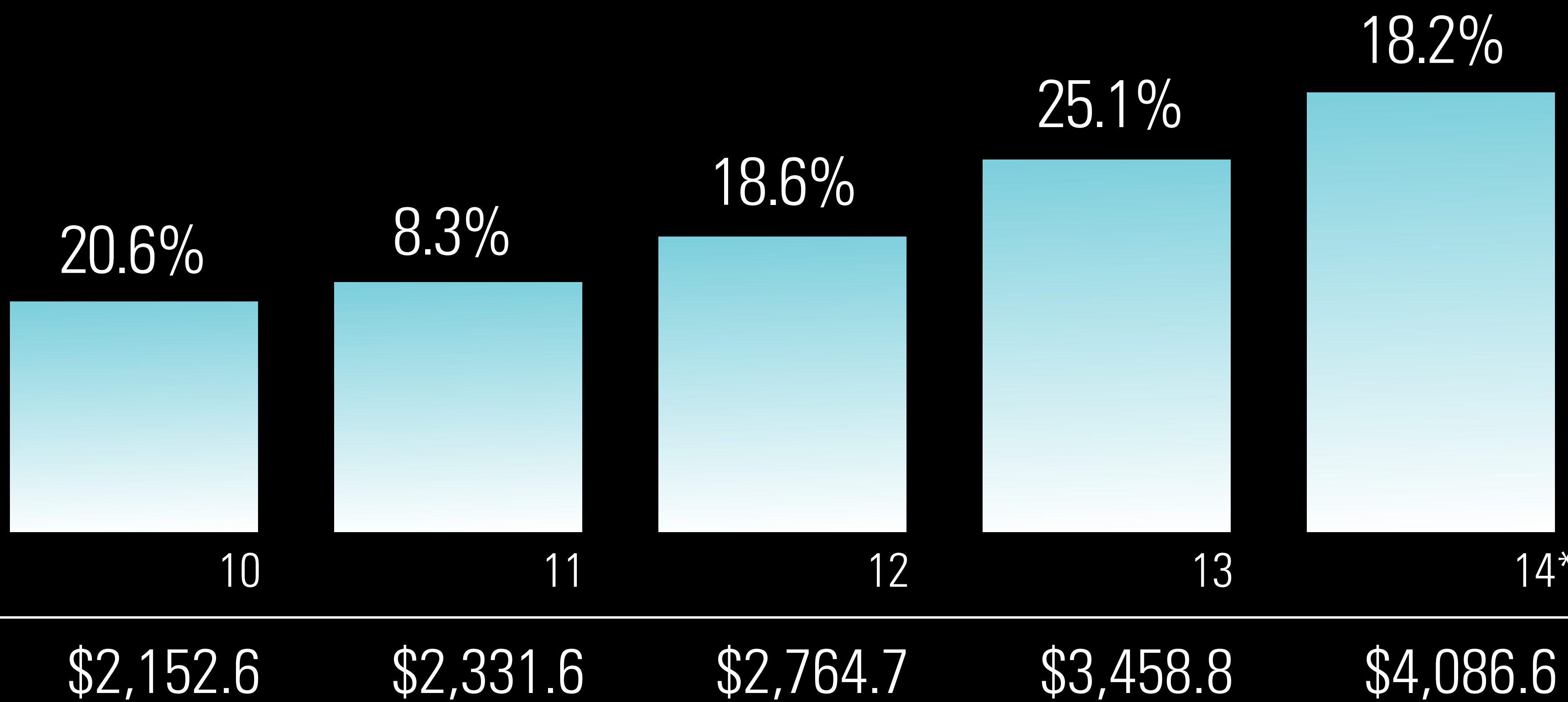
#2: Morningstar Direct

Total Advisor Workflow

Outsource or DIY

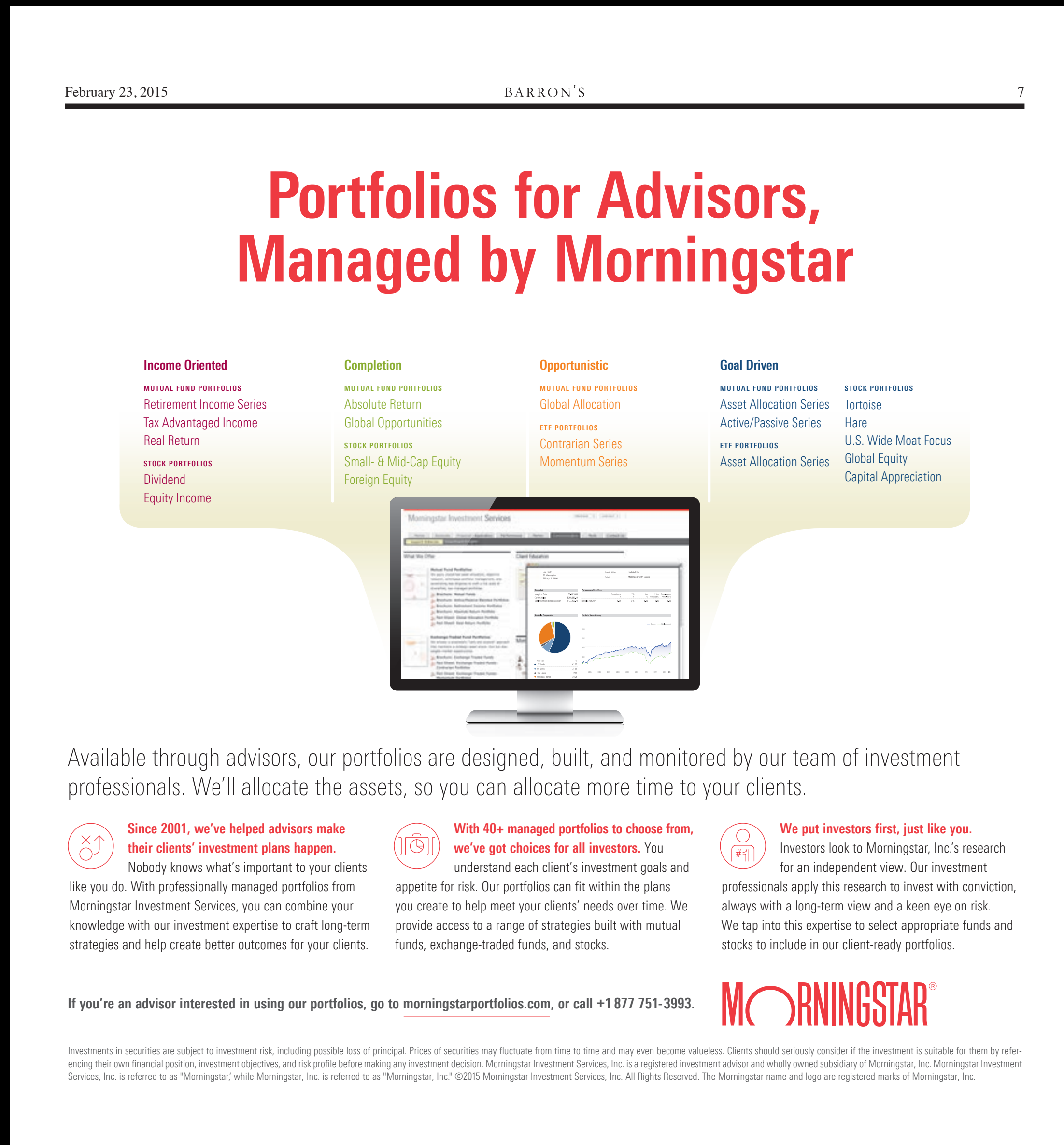
#3: Morningstar Managed Portfolios

Industry-wide assets in managed account programs ($bil)
(year-over-year % change)



*estimated
Source: Cerulli Associates

#3: Morningstar Managed Portfolios



Portfolios for Advisors, Managed by Morningstar

Income Oriented

MUTUAL FUND PORTFOLIOS
Retirement Income Series
Tax Advantaged Income
Real Return

STOCK PORTFOLIOS
Dividend
Equity Income

Completion

MUTUAL FUND PORTFOLIOS
Absolute Return
Global Opportunities

STOCK PORTFOLIOS
Small- & Mid-Cap Equity
Foreign Equity

Opportunistic

MUTUAL FUND PORTFOLIOS
Global Allocation

ETF PORTFOLIOS
Contrarian Series
Momentum Series

Goal Driven

MUTUAL FUND PORTFOLIOS
Asset Allocation Series
Active/Passive Series

ETF PORTFOLIOS
Asset Allocation Series

STOCK PORTFOLIOS
Tortoise
Hare
U.S. Wide Moat Focus
Global Equity
Capital Appreciation

Available through advisors, our portfolios are designed, built, and monitored by our team of investment professionals. We'll allocate the assets, so you can allocate more time to your clients.

Since 2001, we've helped advisors make their clients' investment plans happen. Nobody knows what's important to your clients like you do. With professionally managed portfolios from Morningstar Investment Services, you can combine your knowledge with our investment expertise to craft long-term strategies and help create better outcomes for your clients.

With 40+ managed portfolios to choose from, we've got choices for all investors. You understand each client's investment goals and appetite for risk. Our portfolios can fit within the plans you create to help meet your clients' needs over time. We provide access to a range of strategies built with mutual funds, exchange-traded funds, and stocks.

We put investors first, just like you. Investors look to Morningstar, Inc.'s research for an independent view. Our investment professionals apply this research to invest with conviction, always with a long-term view and a keen eye on risk. We tap into this expertise to select appropriate funds and stocks to include in our client-ready portfolios.

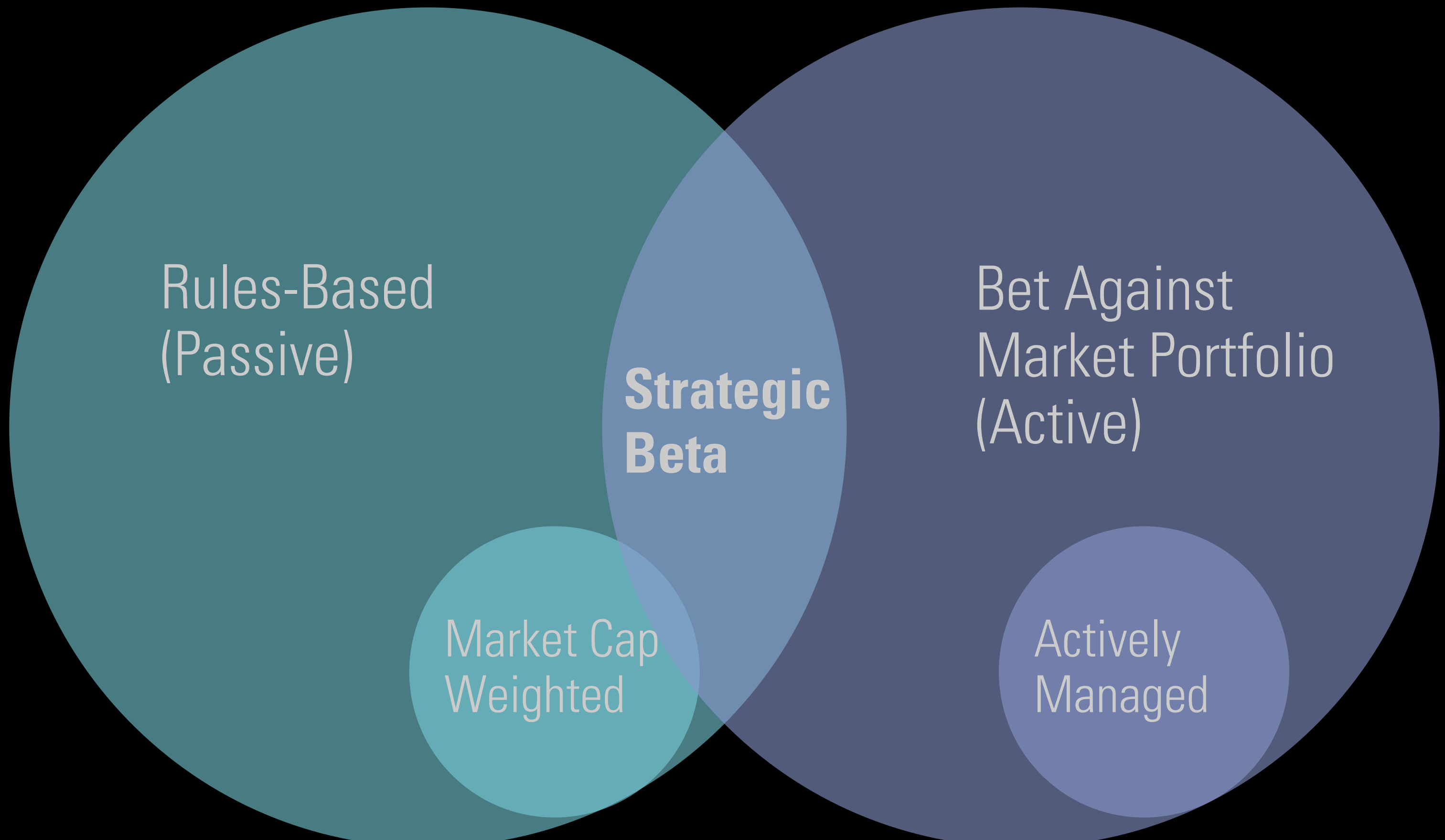
If you're an advisor interested in using our portfolios, go to morningstarportfolios.com, or call +1 877 751-3993.

#4: Morningstar Credit Ratings

Commercial mortgage-backed securities

+ Residential mortgage-backed securities
+ Single family rental
+ Asset-backed securities
+ U.S. corporates and financial institutions

#5: Morningstar Indexes



#5: Morningstar Indexes

$934.8 mil

Total Assets in MOAT as of 4/29/15

Financial Highlights

Stéphane Biehler
Chief Financial Officer

Financial Results

Capital Allocation

Financial Results

Industry landscape

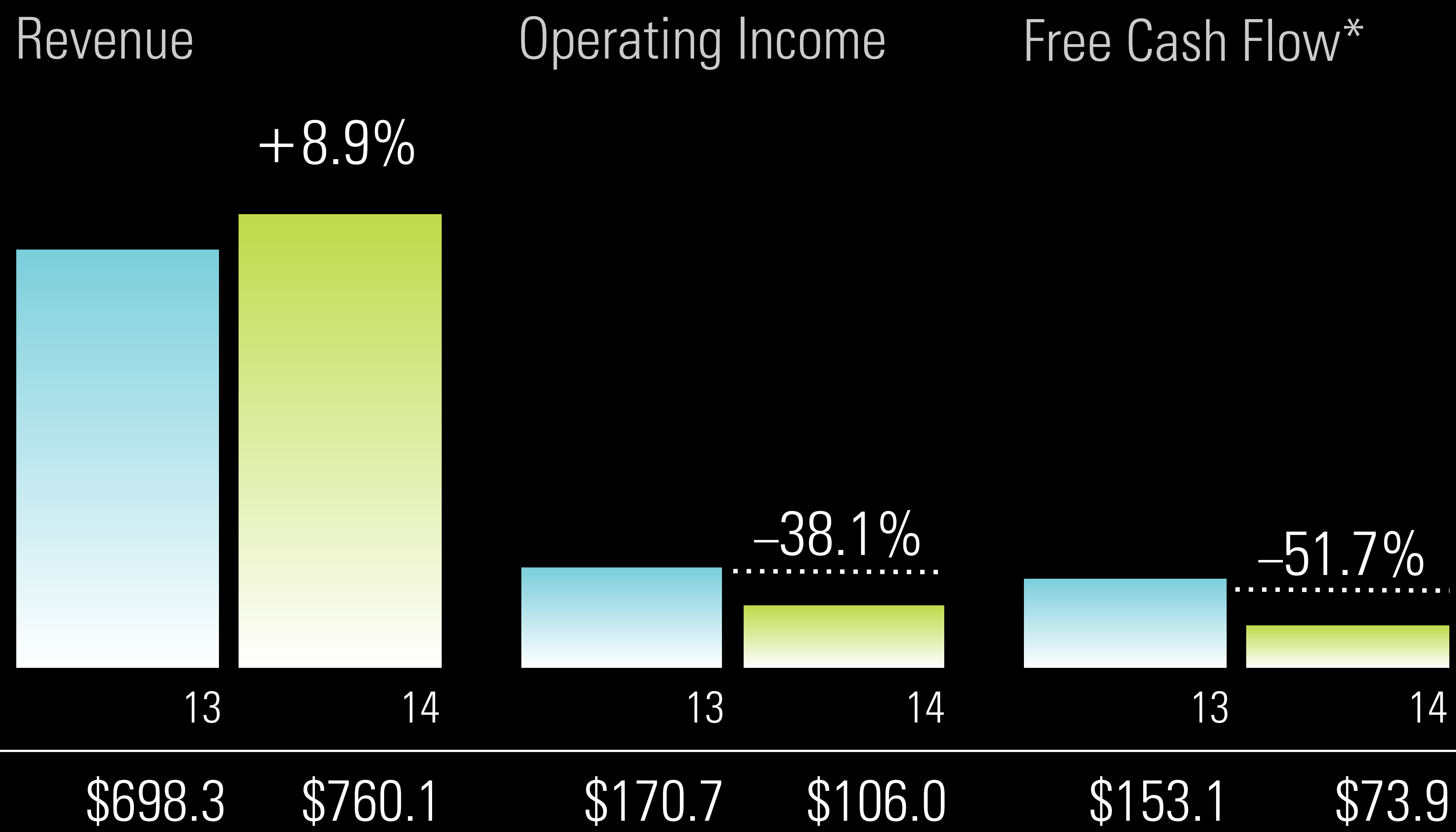
↑4.1%

$26.5 bil

Global spend on market data/analysis in 2014

Source: Burton-Taylor International Consulting LLC

2014 key metrics ($mil)

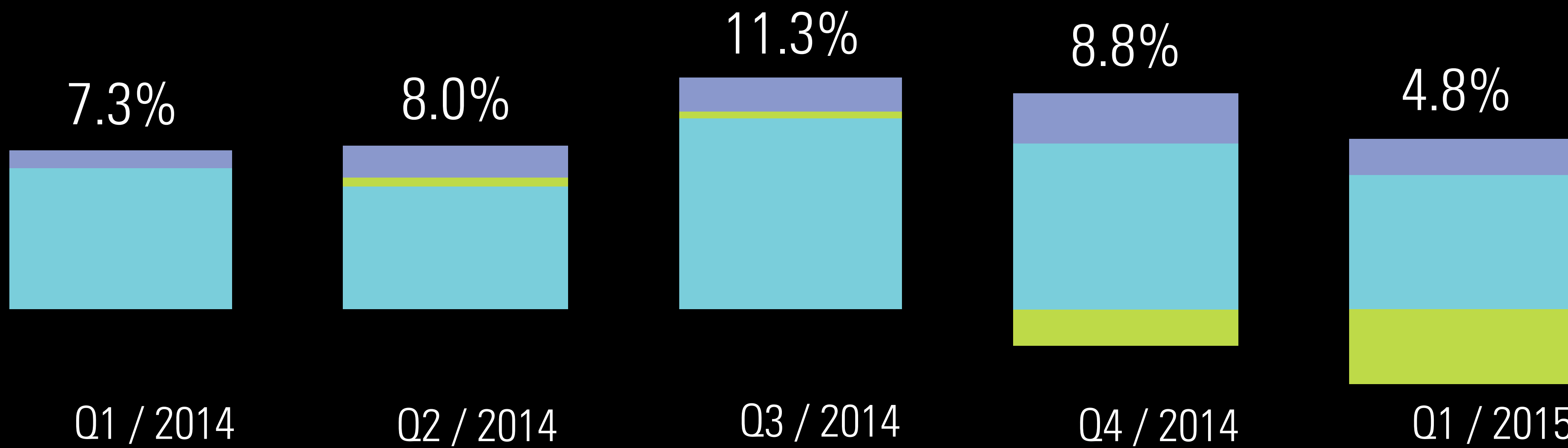


····· Excluding litigation settlement, which is a non-GAAP measure

*Free Cash Flow is considered a non-GAAP financial measure under SEC regulations.

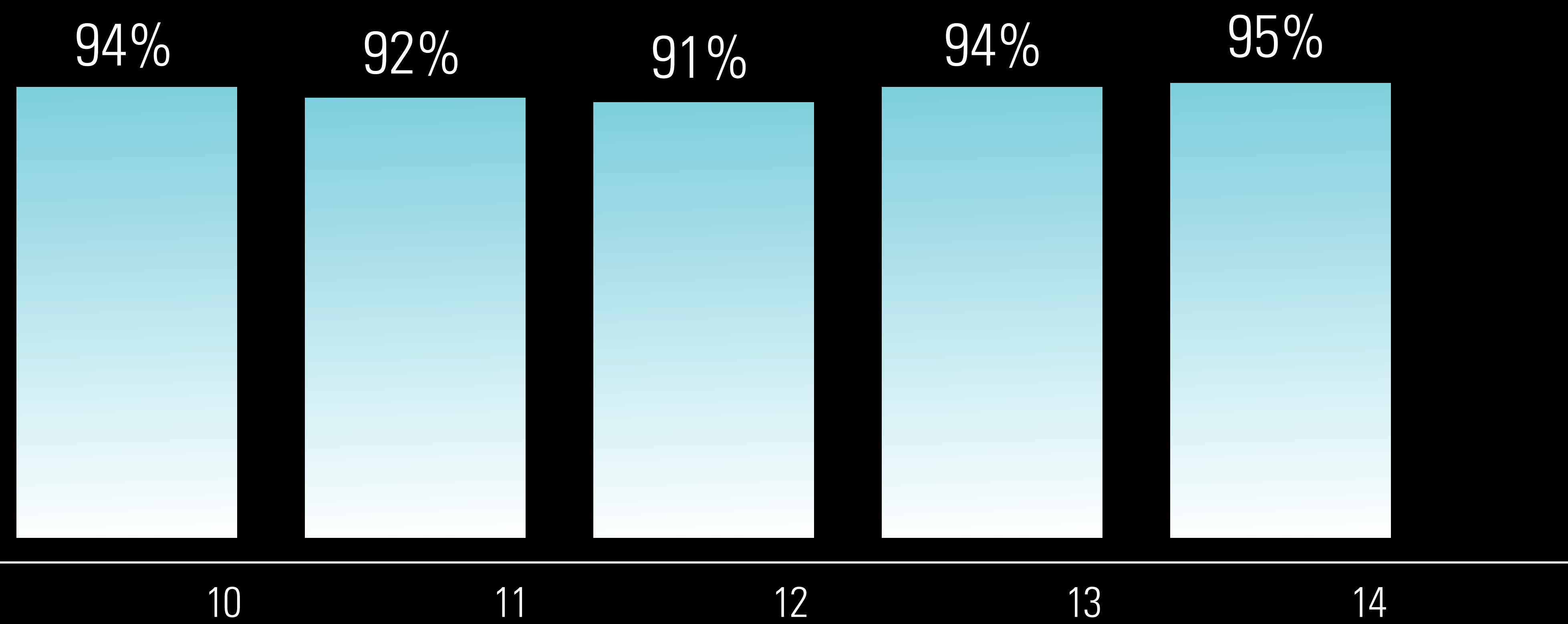
Quarterly revenue ($mil)

Quarterly contributors to revenue growth



	Q1 / 2014	Q2 / 2014	Q3 / 2014	Q4 / 2014	Q1 / 2015
Acquisitions/divestitures	0.9%	1.5%	1.6%	2.5%	1.7%
Foreign currency translations	–0.5%	0.5%	0.4%	–1.8%	–3.6%
Organic growth	6.9%	6.0%	9.3%	8.1%	6.6%

Renewal rates (contract-based products)



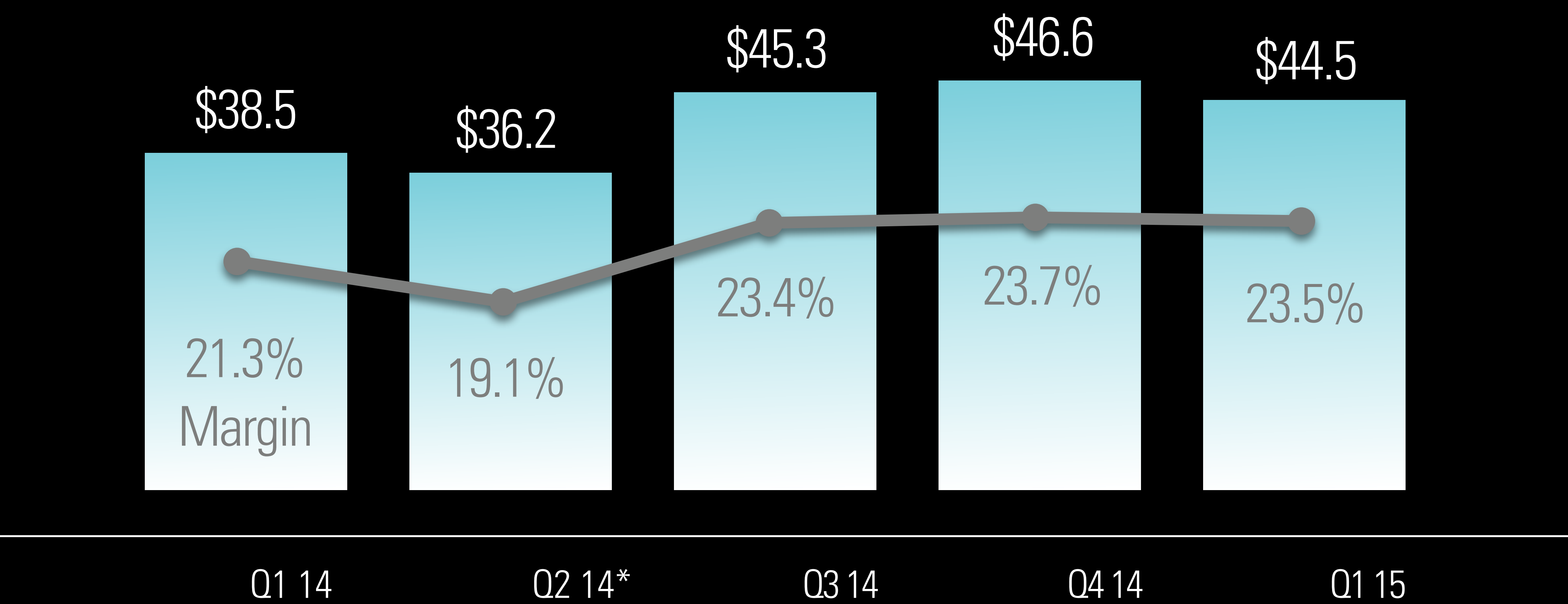
Top five products

		2014 Revenue ($mil)	% Change
Morningstar Data	$	137.4	6.3%
Morningstar Advisor Workstation	$	101.7	9.3%
Morningstar Direct	$	91.8	**15.7%**
Morningstar.com	$	58.1	4.5%
Retirement Solutions	$	57.3	**25.7%**

Top five products

	Q1 2015 Revenue ($mil)	% Change
Morningstar Data	$ 34.0	(2.9%)
Morningstar Advisor Workstation	$ 25.9	5.7%
Morningstar Direct	$ 24.5	**12.9%**
Retirement Solutions	$ 15.4	**11.6%**
Morningstar.com	$ 14.3	2.9%

Quarterly operating income ($mil)



*Amount shown for Q2 2014 is operating income, excluding litigation settlement

Balance sheet

($mil)	March 31 2015	December 31 2014
Cash, cash equivalents, and investments	$ 243.2	$ 224.6
Working capital	$ 125.3	$ 106.0
Total assets	$ 1,025.8	$ 1,019.3
Deferred revenue	$ 160.2	$ 146.0
Short-term debt	$ 45.0	$ 30.0
Long-term liabilities	$ 71.6	$ 71.1
Total equity	$ 661.1	$ 654.4

Capital Allocation

Potential uses of cash

Balance sheet strength

+

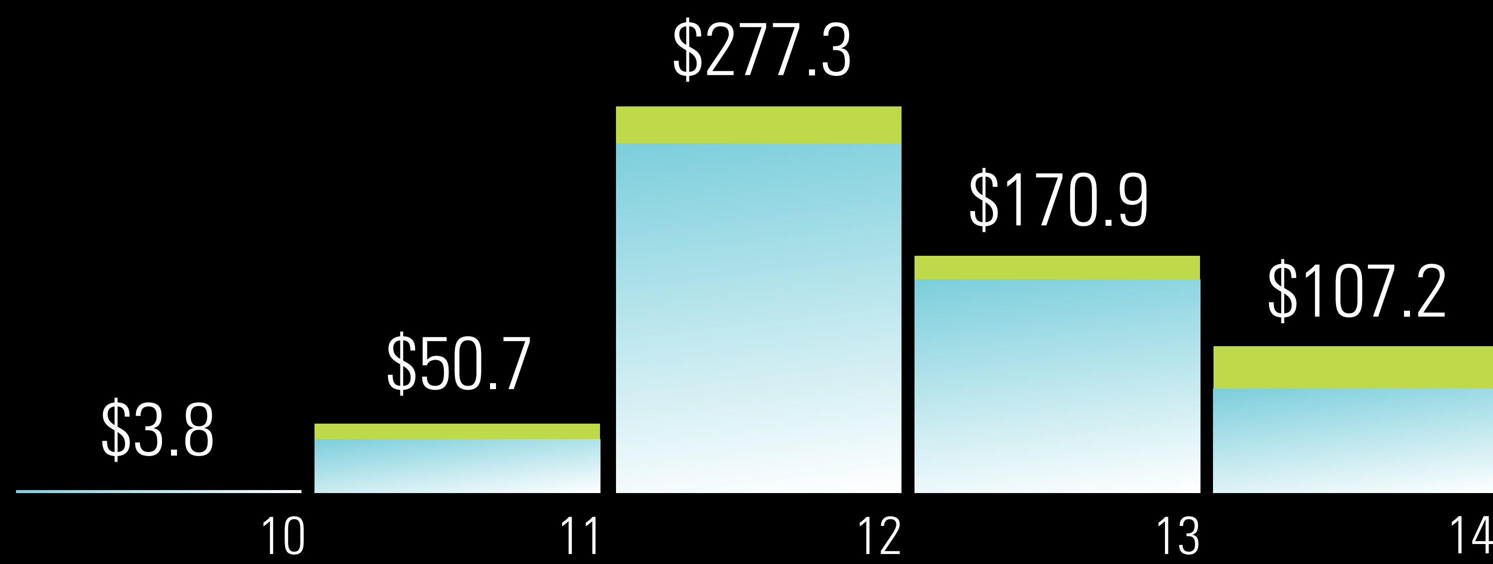
organic expansion

acquisitions

stock buyback

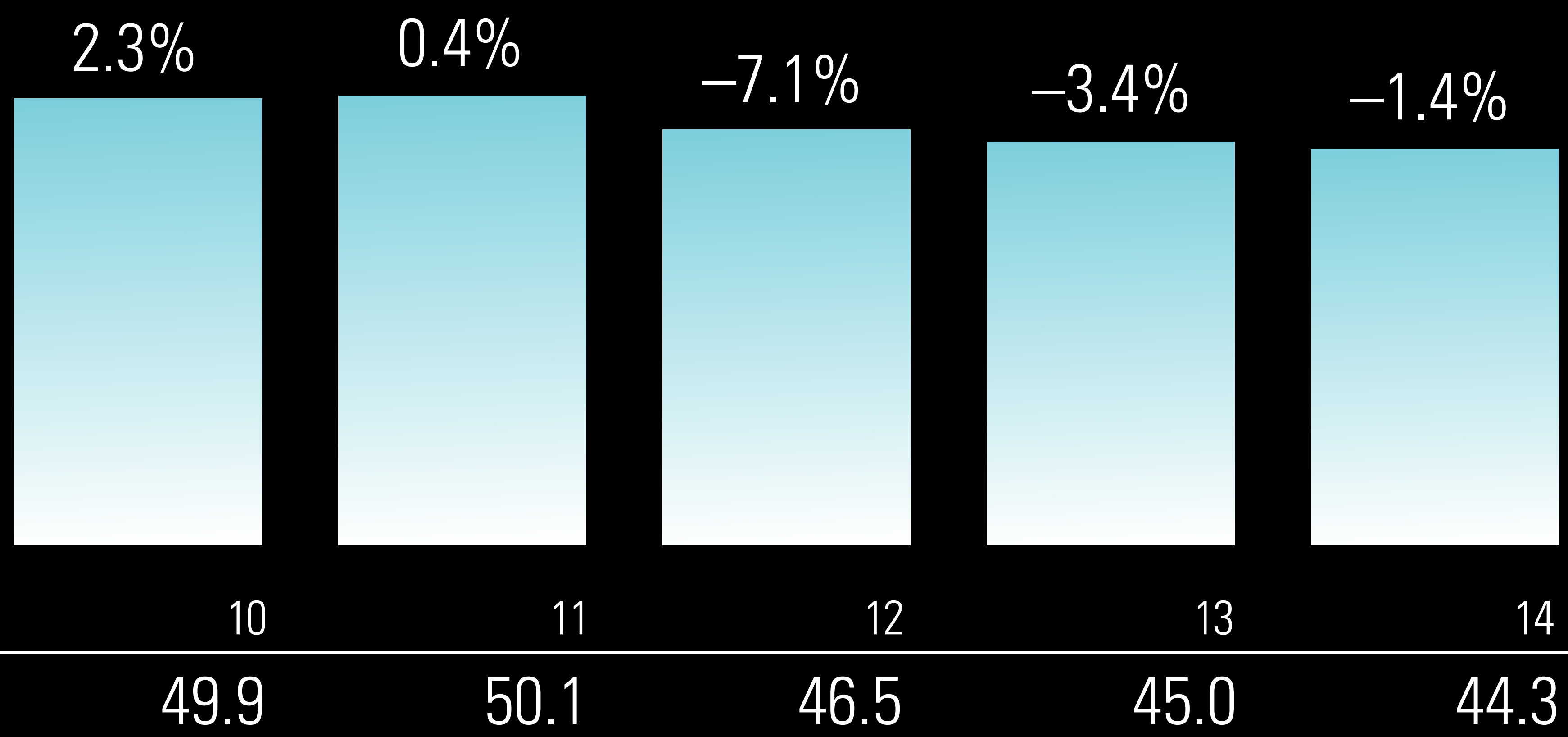
dividend

Dividends and share repurchases ($mil)



	10	11	12	13	14
Dividends paid	—	$10.0	$25.5	$17.4	$30.5
Share repurchases	$3.8	$40.7	$251.8	$153.5	$76.7

Shares outstanding (mil)



Reconciliation of non-GAAP measure with the nearest comparable GAAP measure

($mil)	2014	2013
Cash provided by operating activities	$ 132.2	$ 186.7
Less: capital expenditures	($ 58.3)	($ 33.6)
Free cash flow*	$ 73.9	$ 153.1

*Free Cash Flow is considered a non-GAAP financial measure under SEC regulations.

Reconciliation of non-GAAP measure with the nearest comparable GAAP measure

($mil)	Three months ended June 30, 2014
Operating loss	($ 24.8)
Less: litigation settlement	$ 61.0
Operating income, excluding litigation settlement	$ 36.2

Reconciliation of non-GAAP measure with the nearest comparable GAAP measure

($mil)	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015
Consolidated revenue	168.9	175.4	173.5	180.5	181.2	189.4	193.1	196.4	189.8
Less: acquisitions					1.5	2.6	2.8	4.6	3.1
Less: divestitures									
Less: foreign currency translations					(0.8)	0.9	0.7	(3.2)	(6.5)
Organic revenue	168.9	175.4	173.5	180.5	180.5	185.9	189.7	195.1	193.2

Final Thoughts

Joe Mansueto
Chairman and Chief Executive Officer

“ Only by focusing on being a good business are you likely to end up delivering decent returns to shareholders.”

James Montier, member of GMO asset allocation team

To send in a question for the Q&A session, please visit:

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