S&P CAPITAL IQ
McGRAW HILL FINANCIAL

S&P Capital IQ™ STock Appreciation Ranking System (STARS®)

S&P Capital IQ has produced recommendations on common stocks since the 1920s. In 2002 we began covering international stocks from Europe and Asia. STARS relies on analyst-driven research and recommendations that incorporate some quantitative inputs and are based upon fundamentally focused conclusions made by S&P Capital IQ's equity research team.

STARS Qualitative

S&P CAPITAL IQ STARS

S&P Capital IQ's fundamental analysis, which currently covers more than 1,100 U.S. and 300 non-U.S. securities, is expressed in STARS (STock Appreciation Ranking System), first introduced in 1987. There are five categories:

S&P CAPITAL IQ STARS PERFORMANCE GOALS

OVER PERFORM	5-STARS (Strong Buy): Total return is expected to outperform the total return of a relevant benchmark, by a wide margin over the coming 12 months, with shares rising in price on an absolute basis.
OVER PERFORM	4-STARS (Buy): Total return is expected to outperform the total return of a relevant benchmark, over the coming 12 months, with shares rising in price on an absolute basis.
OVER PERFORM	3-STARS (Hold): Total return is expected to closely approximate the total return of a relevant benchmark, over the coming 12 months, with shares generally rising in price on an absolute basis.
S&P 500	
UNDER PERFORM	2-STARS (Sell): Total return is expected to underperform the total return of a relevant benchmark, over the coming 12 months, and the share price not anticipated to show a gain.
UNDER PERFORM	1-STAR (Strong Sell): Total return is expected to underperform the total return of a relevant benchmark, by a wide margin over the coming 12 months, with shares falling in price on an absolute basis.

Relevant Benchmarks

In North America the relevant benchmark is the S&P 500 Index, in Europe and in Asia, the relevant benchmarks are generally the S&P Europe 350 Index and the S&P Asia 50 Index.

Research

Our research combines the strengths of S&P Capital IQ's highly experienced and well-regarded team of equity analysts and powerful and dynamic resources provided by Global Markets Intelligence based on Capital IQ data, information and functionality. Our equity analysts carry on a strong tradition of objective analysis and opinion dating back over 80 years, using a highly refined, rigorous and globally-consistent process.

Methodology

S&P Capital IQ's core equity research philosophy is best described as growth at a reasonable price (GARP). Our primary approach to equity valuation is to combine, as appropriate, intrinsic, relative, and sum-of-the-parts approaches. Inputs cover a wide array of considerations including:

- Macroeconomic and company-specific factors
- Competitive positioning
- Industry developments and trends
- Data projections and evaluations

Global Coverage

1,120
US Stocks

250
European Stocks

150
Asian Stocks
as of 6/30/14

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For Global Distribution

The STARS "Strong Buy" performance represents only the results of a S&P Capital IQ model portfolio. Model performance has inherent limitations. S&P Capital IQ maintains the model and calculates the model performance shown, but does not manage actual assets. The U.S. STARS model performance is only an illustration of S&P Capital IQ research; it shows how U.S. common stocks, ADRs (American Depositary Receipts) and ADSs (American Depositary Shares), collectively "equities", that received particular STARS rankings performed. STARS categories are models only; they are not collective investment funds. The STARS performance does not show how any actual portfolio has performed. STARS model performance does not represent the results of actual trading of investor assets. Thus, the model performance shown does not reflect the impact that material economic and market factors might have had on decision-making if actual investor money had been managed. Performance is calculated using a time-weighted rate of return. While model performance for some or all STARS categories performed better than the S&P 500 for the period shown, the performance during any shorter period may not have, and there is no assurance that they will perform better than the S&P 500 in the future. STARS does not take into account any particular investment objective, financial situation or need and is not intended as an investment recommendation or strategy. Investments based on the STARS methodology may lose money. High returns are not necessarily the norm and there is no assurance that they can be sustained. Past model performance of STARS is no guarantee of future performance.

For model performance calculation purposes, the equities within each STARS category at December 31, 1986 were equally weighted. Thereafter, additions to the composition of the equities in each STARS category are made at the average value of the STARS category at the preceding month end with no rebalancing. The average value of the equity equals the total market value of the STARS category at the prior month-end divided by the number of equities in the STARS category at the prior month-end. The number of shares of the new equity added equals the average value of an equity in the STARS category at the preceding month-end divided by the price of the added equity at the close of the day it was added. The number of shares remains fixed unless there is a subsequent distribution. Subsequent to the addition of the equity, the performance calculation is based on the number of shares and the daily closing prices. An equity is deleted in its entirety, and the deletion is made at the closing price of the day that the deletion is made. Performance was calculated from inception through March 31, 2003 on a monthly basis. Thereafter, performance is calculated daily. Equities in each STARS category will change over time, and some or all of the equities that received STARS rankings during the time period shown may not have maintained their STARS ranking during the entire period.

Model performance does not include dividends. Also, model performance does not consider taxes and brokerage commissions, nor does it reflect the deduction of any advisory or other fees charged by advisors or other parties that investors will incur when their accounts are managed in accordance with the models. The imposition of these fees and charges would cause actual performance to be lower than the performance shown. For example, if a model returned 10 percent on a $100,000 investment for a 12-month period (or $10,000) and an annual asset-based fee of 1.5 percent were imposed at the end of the period (or $1,650), the net return would be 8.35 percent (or $8,350) for the year. Over 3 years, an annual 1.5% fee taken at year end with an assumed 10% return per year would result in a cumulative gross return of 33.1%, a total fee of $5,375 and a cumulative net return of 27.2% (or $27,200). Fees deducted on a frequency other than annual would result in a different cumulative net return in the preceding example.

The S&P 500 index is the benchmark for U.S. STARS. The S&P 500 index is calculated in U.S. dollars and does not take into account dividends. Indexes are unmanaged, statistical composites and their returns do not include payment of any sales charges or fees an investor would pay to purchase the securities they represent. Such costs would lower performance. It is not possible to invest directly in an index. The S&P 500 index includes a different number of constituents and has different risk characteristics than the STARS equities. Some of the STARS equities may have been included in the S&P 500 index for some (but not necessarily all) of the period from inception to the present, and some such equities may not have been included at all. The S&P 500 excludes ADRs and ADSs. The methodology for calculating the return of the S&P 500 index differs from the methodology of calculating the return for STARS. Past performance of the S&P 500 index is no guarantee of future performance.

An investment based upon the models should only be made after consulting with a financial advisor and with an understanding of the risks associated with any investment in securities, including, but not limited to, market risk, currency risk, political and credit risks, the risk of economic recession and the risk that issuers of securities or general stock market conditions may worsen, over time. Foreign investing involves certain risks, including currency fluctuations and controls, restrictions on foreign investments, less governmental supervision and regulation, less liquidity and the potential for market volatility and political instability. As with any investment, investment returns and principal value will fluctuate, so that when redeemed, an investor's shares may be worth more or less than their original cost.

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