
Simply Human: The Behavioural Biases That Prevent Most Investors From Sticking With Their Plans and How Advisers Can Help



Heather Dawson

Head of Business Development, Morningstar Australasia

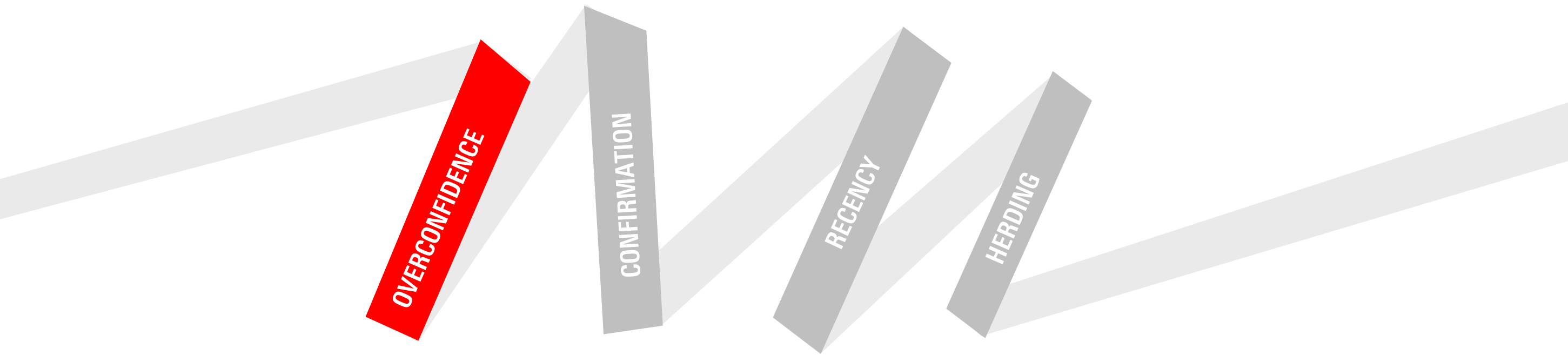
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National Manager – Adviser Distribution, Morningstar Investment Management

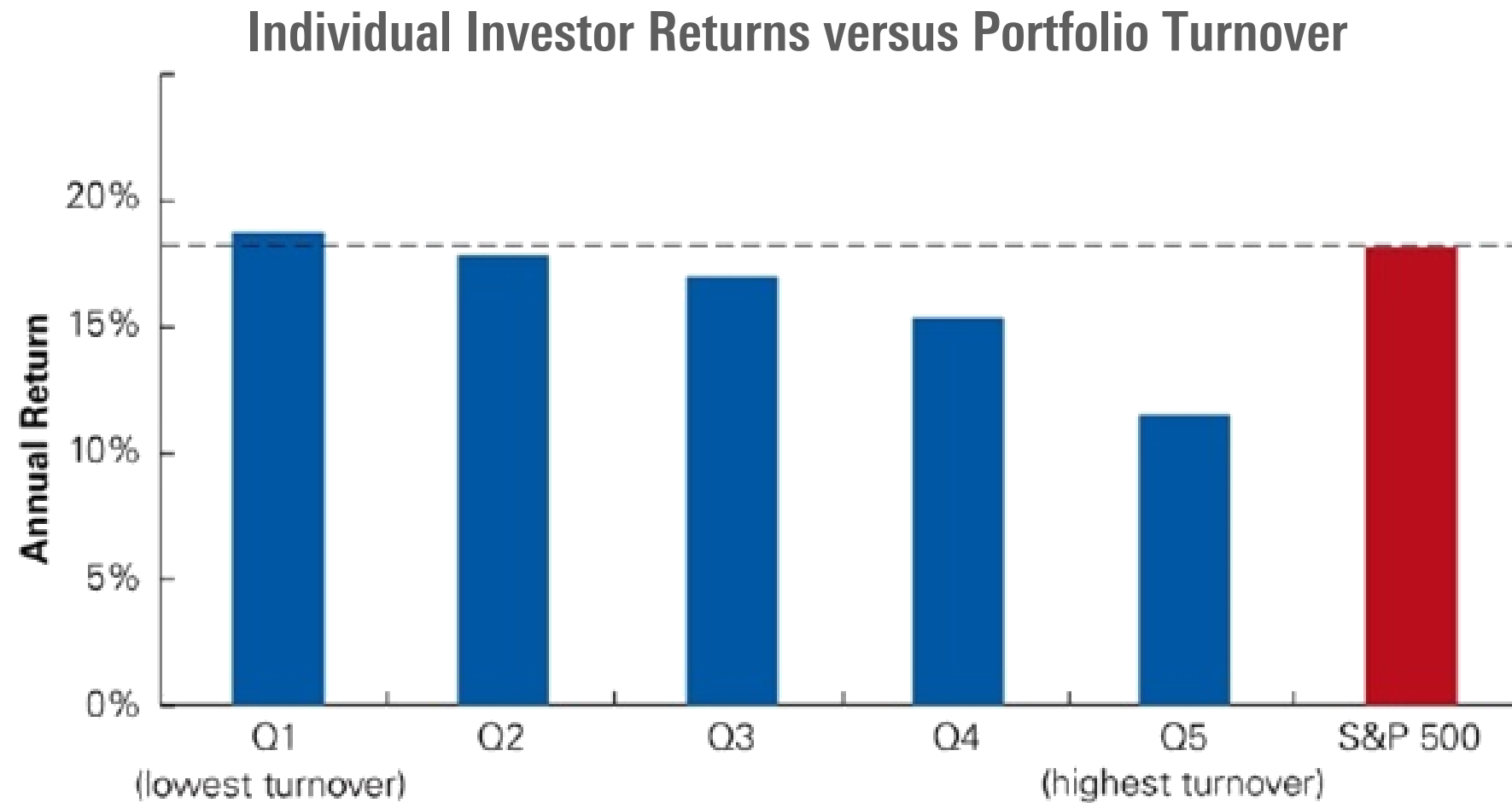
Advising is much more than this



Four common investment biases

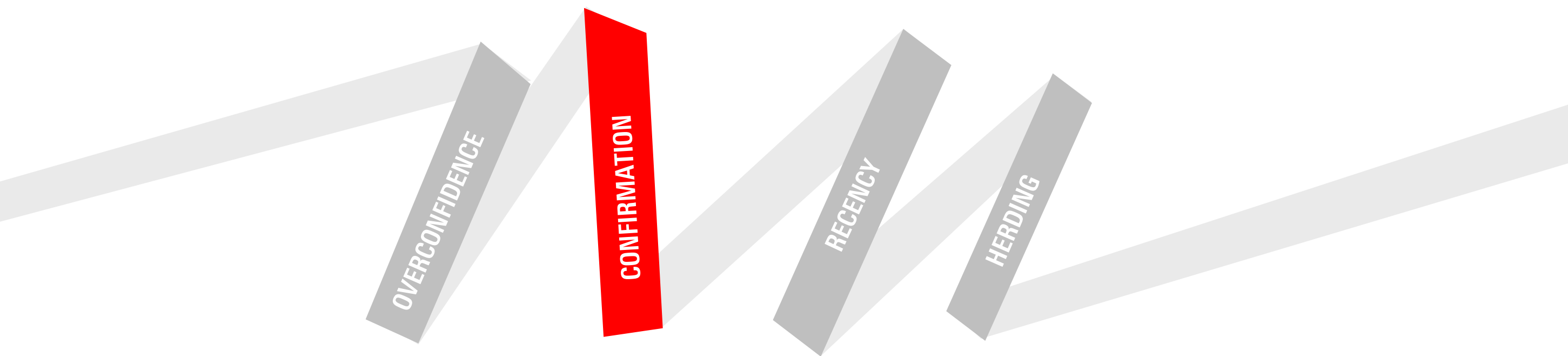


Overconfidence bias in action



Source: B. Barber and T. Odean, "Trading is Hazardous to Your Wealth", 2000.

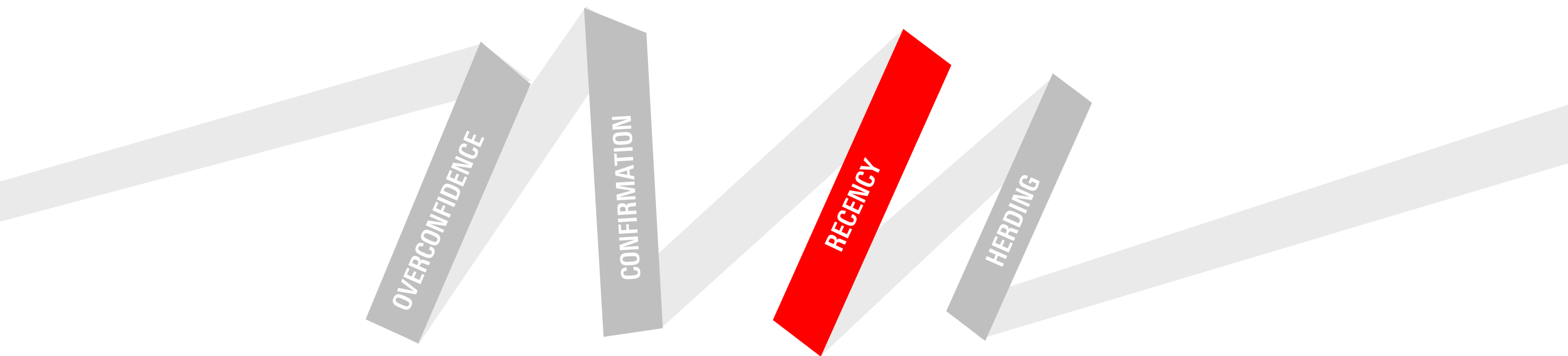
Four common investment biases



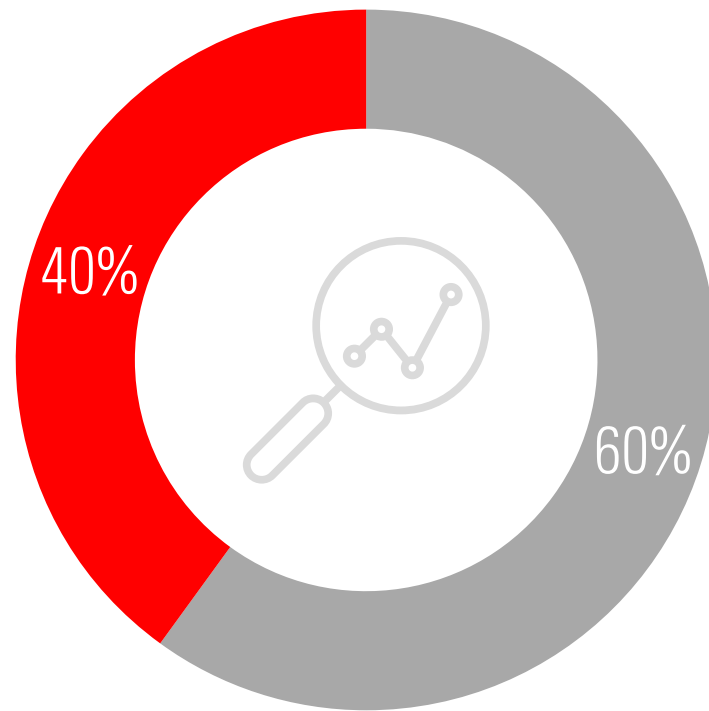
Confirmation bias in action during the US election



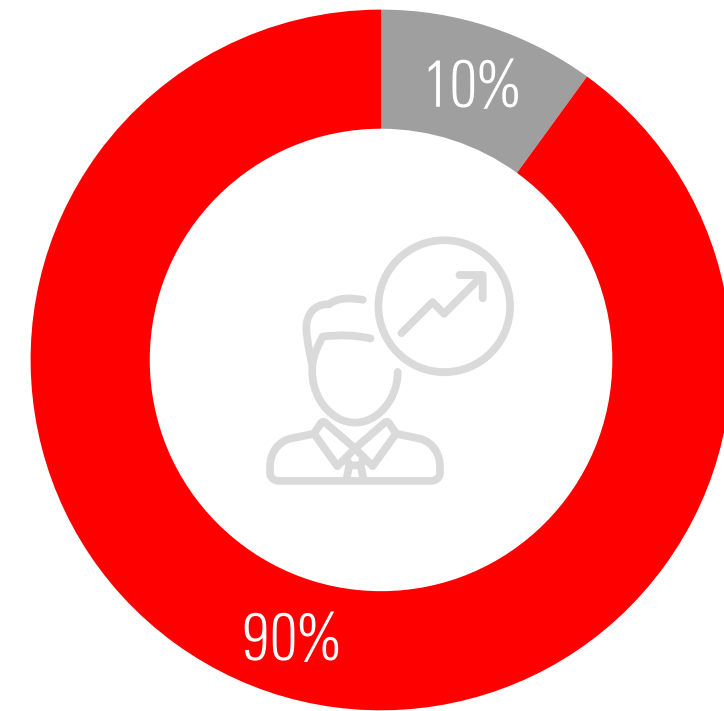
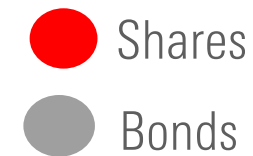
Four common investment biases



Recency bias in action with investment selection



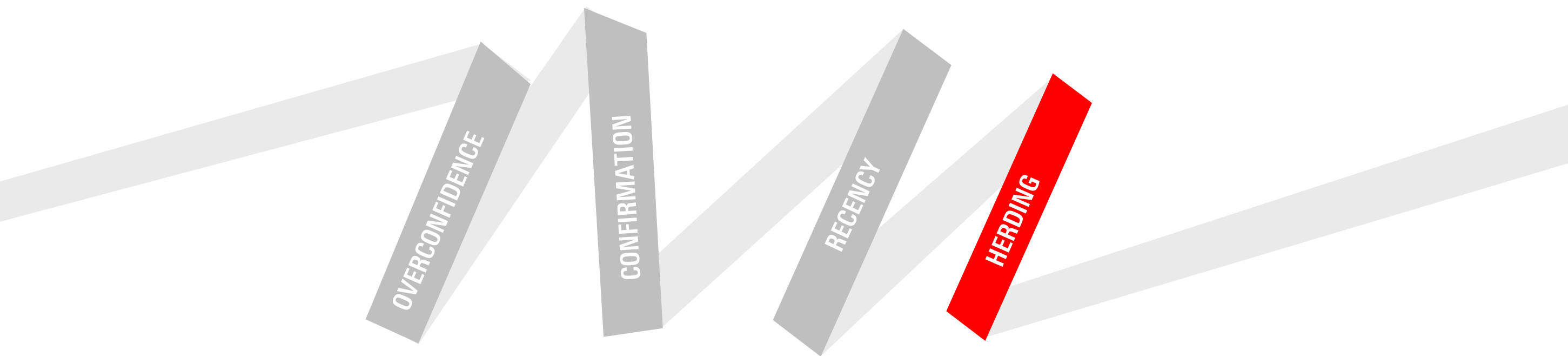
When shown a distribution of **1-year** returns, investors allocated 40% to shares.



When shown a distribution of **30-year** returns, investors allocated 90% to shares.

Source: Shlomo Benartzi and Richard H. Thaler, "Risk Aversion or Myopia? Choices in Repeated Gambles and Retirement Investments," March 1999.

Four common investment biases



Valuation-driven investing is about psychology



Three ways to do better

How can investors overcome these challenges? The key is to remember that it's how well we select. Everyone—the market, how smart you are.

We can't overcome these problems by force of will, instead, we have to remove our human biases from the equation, or put tremendous time and energy into avoiding these mistakes.

Here are three basic strategies for avoiding these common mistakes.

1. **Debate your own life in investing (and psychology)**

Great valuation-driven investors (Buffett, Munger, Graham, etc.) show that this is possible. But these people are not like you. You have to learn to think like them, not just in terms of their investment ideas, but in terms of their psychology.

If you're like to go that route—great! But if you just want to battle, don't even think about it. Battling the news or making the paper give us the illusion of special insight or information—but it's usually for created by people who devote their lives to the process.

2. **Partner with professionals**

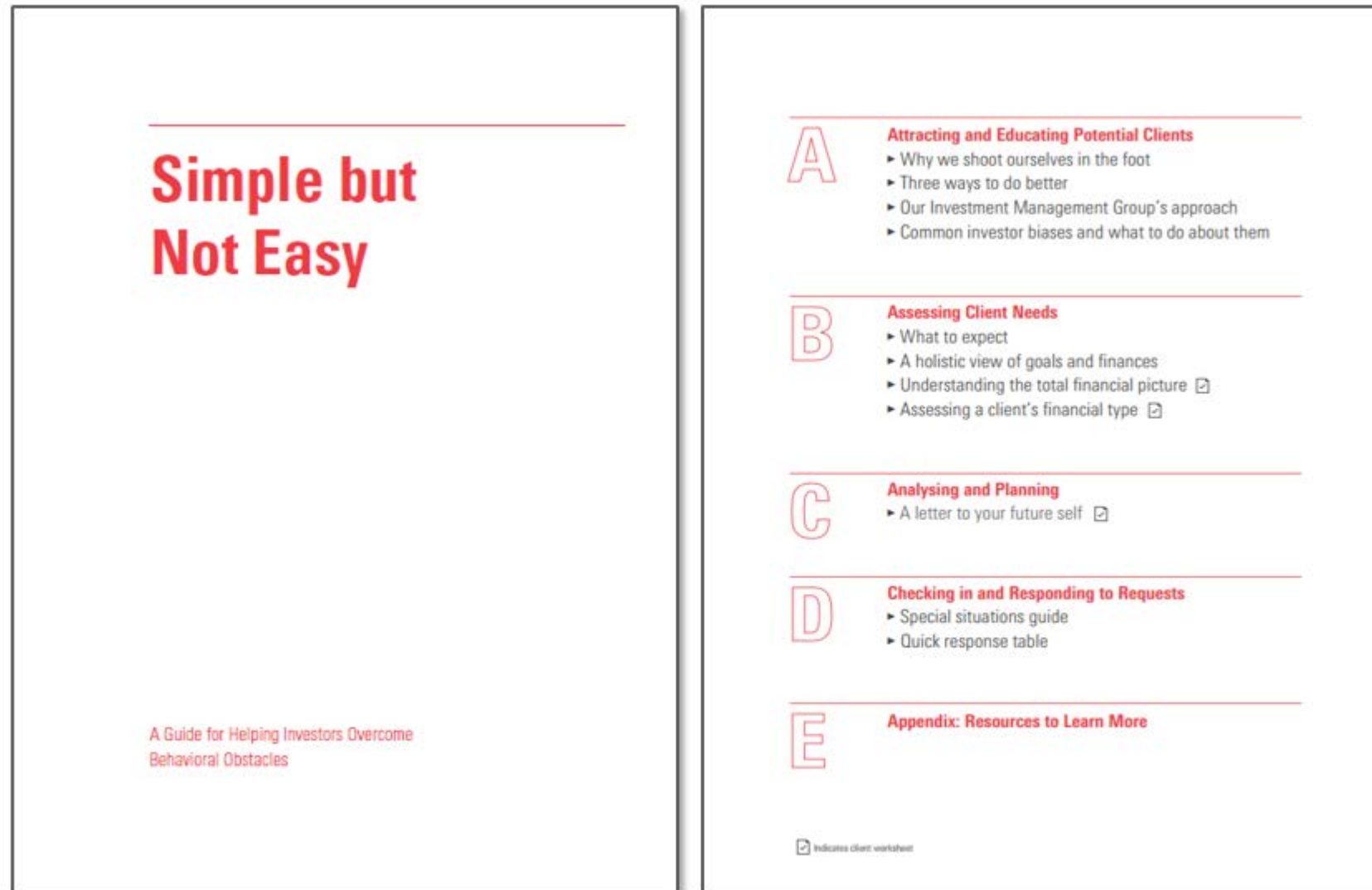
Many investors realize the limitations they face and turn to professional advisors for help. Advisors typically use software to analyze investment options and avoid common mistakes (or partner with professional investment management companies) and study investor psychology to help investors overcome the challenges we've talked about.

3. **Keep it simple and use leverage**

Our clients will take shortcuts, no matter what we do. One way to avoid this is to stop thinking—and go with simple investments that you may never need to touch again. Many retirement plans do this—they help make saving and investing in appropriate vehicles automatic. That's also what some online apps try to do as well.

See page 31, “Resources to learn more” and page 8, “Our Investment Management group’s approach”

A new guide for you to apply behavioural science



Common investor biases can lead to:

- 1. Chasing short term returns**
2. Abandoning long term plans
3. Not meeting one's goals

How you can help

- i. Explain the “ETISOPPO”
- ii. Know client’s financial personality



Financial Personality Quiz

1. Please mark on the line below how long a 1-year wait feels to you.



Financial Personality Quiz

2. When you think of your life 10 years from now, how clear and detailed is your mental picture?



See page 19, "Survey for clients"

Financial Personality Quiz

3. How far ahead do you tend to think and plan?

- ① Less than a month
- ② 1-6 months
- ③ 6 months to a year
- ④ 1-5 years
- ⑤ 5-10 years
- ⑥ 10 years or more

See page 19, "Survey for clients"

Interpreting your results

Mental Time Horizon

Question 1:

Score on a reverse scale of 5-1 (5 = Extremely short, 1 = Extremely Long) _____

Question 2:

Score on a scale of 1-5 (1 = Extremely vague and without detail, 5 = Extremely clear and detailed) _____

Question 3:

Score on a scale of 1-6 (1 = Less than a month, 6 = 10 + years) _____

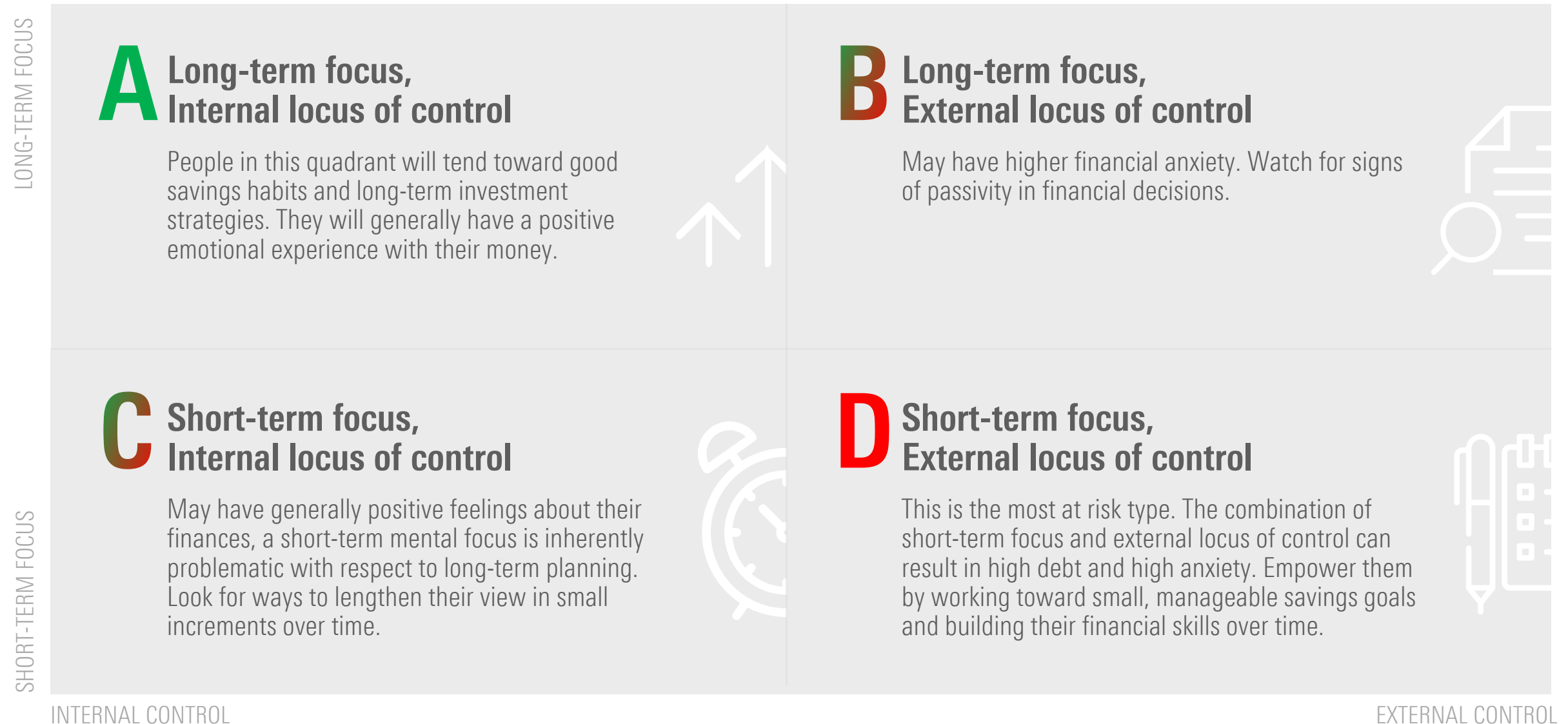
Add up the total scores for questions 1-3. Answers will range from 1 to 16.

Scores between 1 and 8 = Short-term focus (Bottom half of the matrix)

Scores between 9 and 16 = Long-term focus (Top half of the matrix)

See page 20, “Interpreting the results (Scoring)”

Financial Personality Matrix

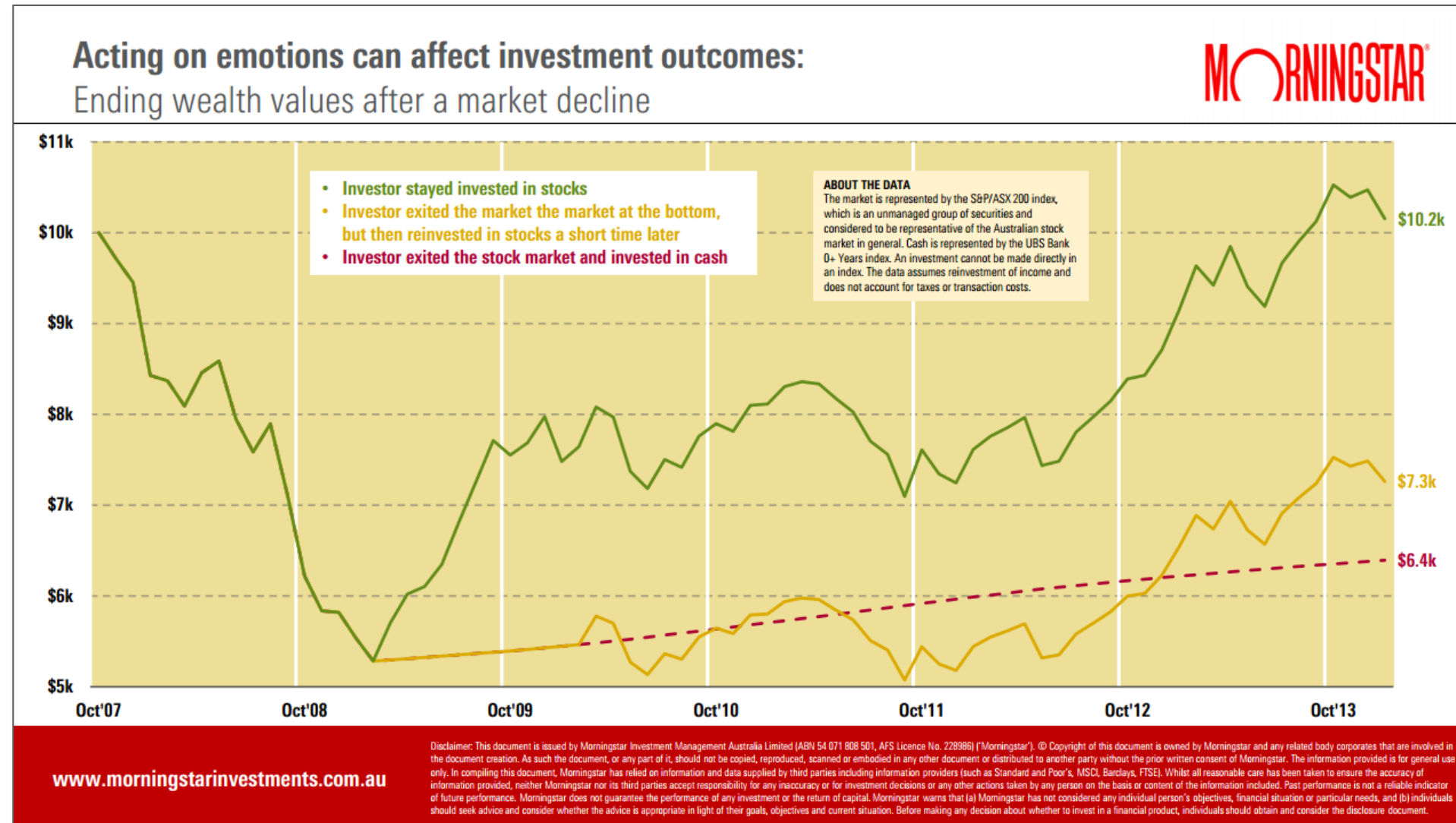


See page 21, "Financial Personality Matrix"

Common investor biases can lead to:

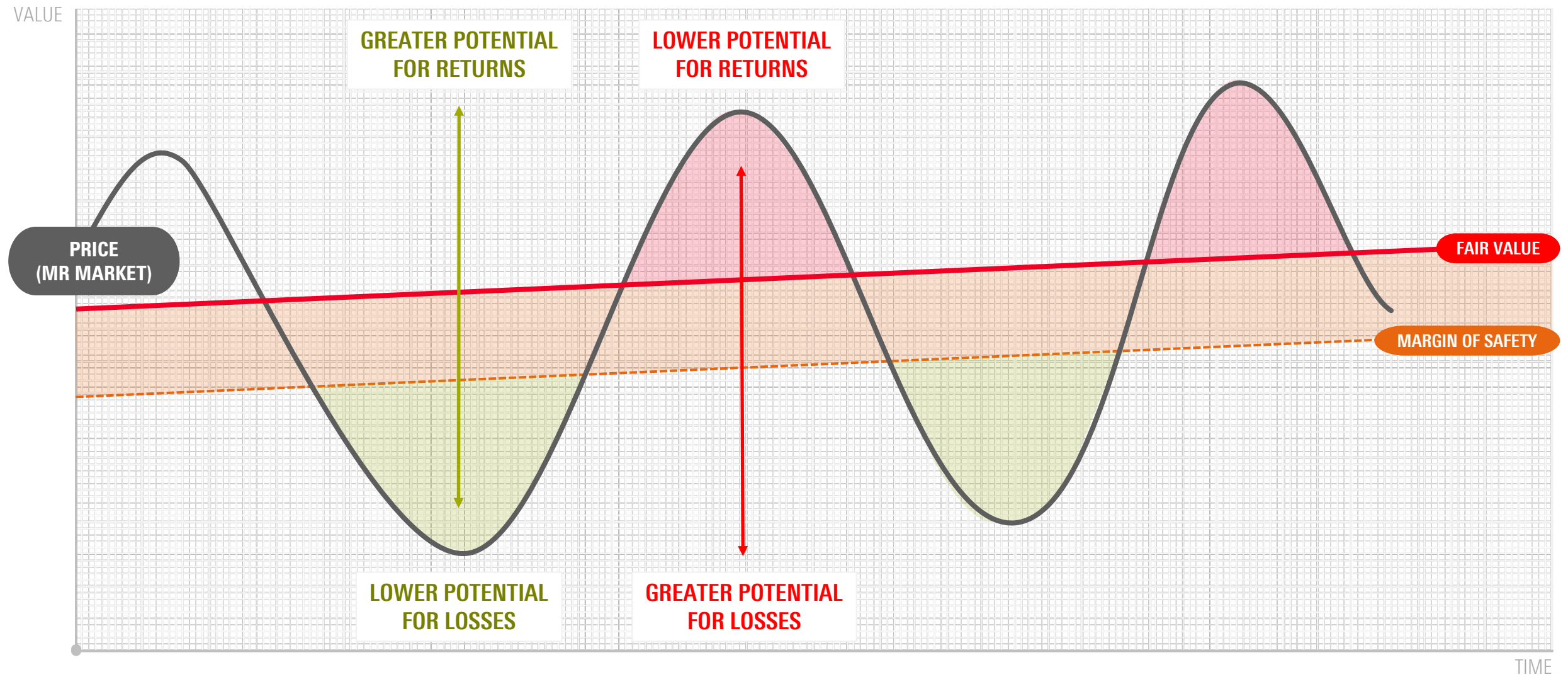
1. Chasing short term returns
- 2. Abandoning long term plans**
3. Not meeting one's goals

Acting on emotions can effect investment outcomes



See page 2, Figure 1, "The Importance of Staying Invested"

Change the narrative



See page 9, Figure 2, "We're valuation-driven investors"

Write a letter to your future self

The Personal Commitment Letter

To my future self,

I know you want to move your money right now. The market is going crazy. I am writing to remind you that even though it is tempting, what you really want to do is stay the course.

You have planned well, and you can handle the storm. Remember how you felt when you sat down with _____ and talked about the reasons for choosing your strategy.

Ride it out.

Sincerely,

Date _____

See page 23, "Letter to your future self"

Common investor biases can lead to:

1. Chasing short term returns
2. Abandoning long term plans
3. **Not meeting one's goals**

Personal Economy Worksheet

Monthly Cashflow Worksheet

| Income | | Expenses | |
|-----------------------------|----|---------------|----|
| Salary 1 | \$ | Credit Cards | \$ |
| Salary 2 | \$ | Rent/Mortgage | \$ |
| Spousal &/Or Child Support | \$ | Personal L | |
| Bonuses/Commissions | \$ | Car Loans | |
| Income Support (Centrelink) | \$ | Business L | |
| Rental Income | \$ | Student L | |
| Interest Income | \$ | Investment | |
| Dividends | \$ | Investment | |
| Distributions | \$ | Groceries | |
| Pension Payments | \$ | Utilities | |
| Other Income | \$ | Phone/Pay | |
| | | Home &/O | |
| | | Health Ins | |
| | | Life &/O-T | |
| | | Car Insura | |
| | | Car Relate | |
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| | | Entertainm | |
| | | Restaurant | |
| | | Membersh | |
| | | Communit | |
| | | Clothing | |
| | | Home Mai | |
| | | Miscellane | |
| | | Gifts/Dona | |
| | | Child Care | |
| | | Spousal & | |

Total Income \$

Now that you've done a standard cash flow, the next step is to think about how your assets connect to your day-to-day income. How are you using your resources to build up a store of income-generating assets that will support you after you stop working?

+

-

\$

MONTHLY CHANGE IN NET WORTH

1. Landlord insurance, strata, council & water rates, repairs etc.

2. Rego, CTP/green slip, car insurance, maintenance/servicing, accessories, parking etc.

Total Expense \$

Similarly to your day-to-day meeting

Personal Economy Worksheet

1. Understand the cash flow

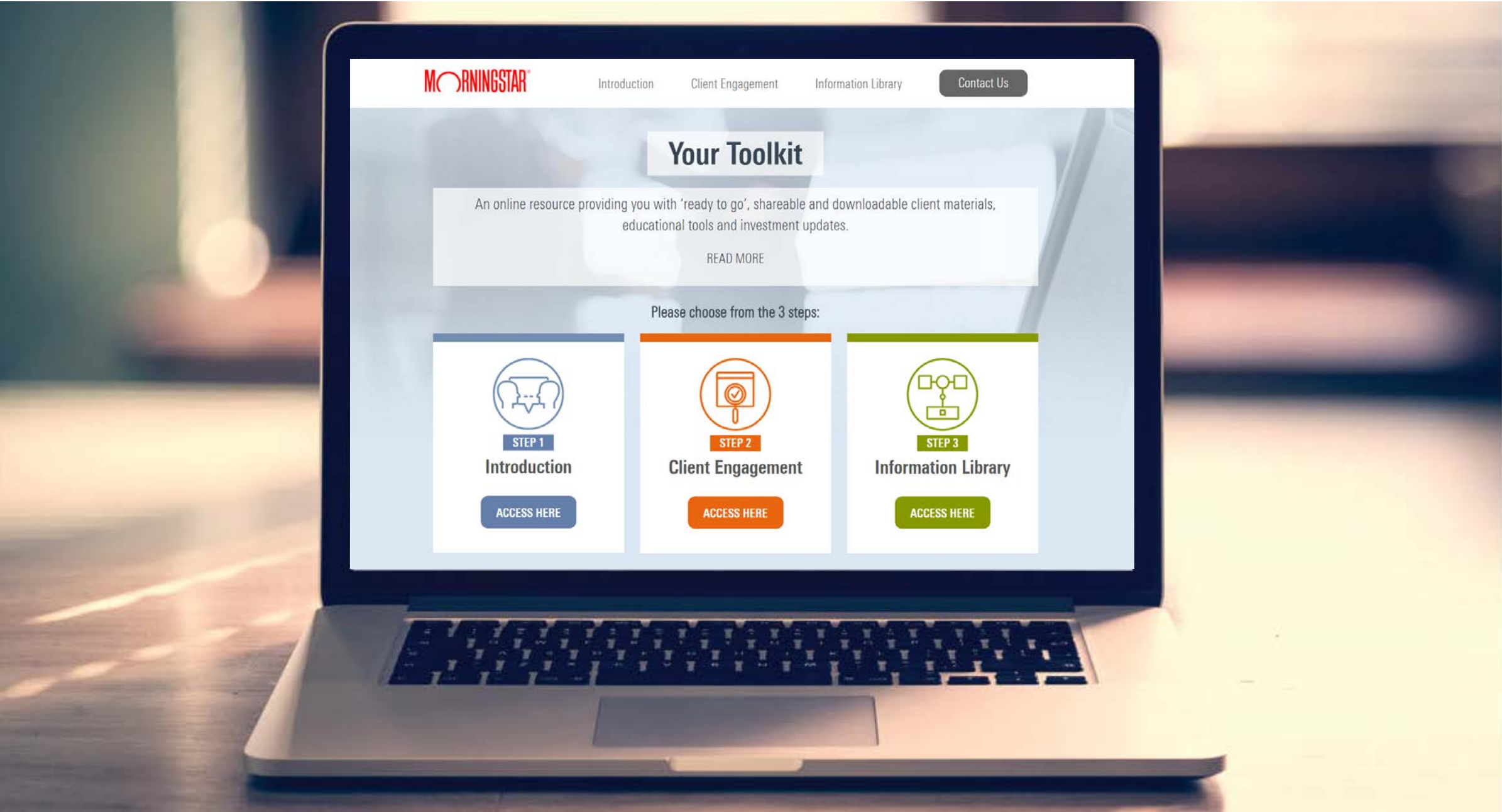
2. Identify the needs

3. Change the strategy, but meet the need

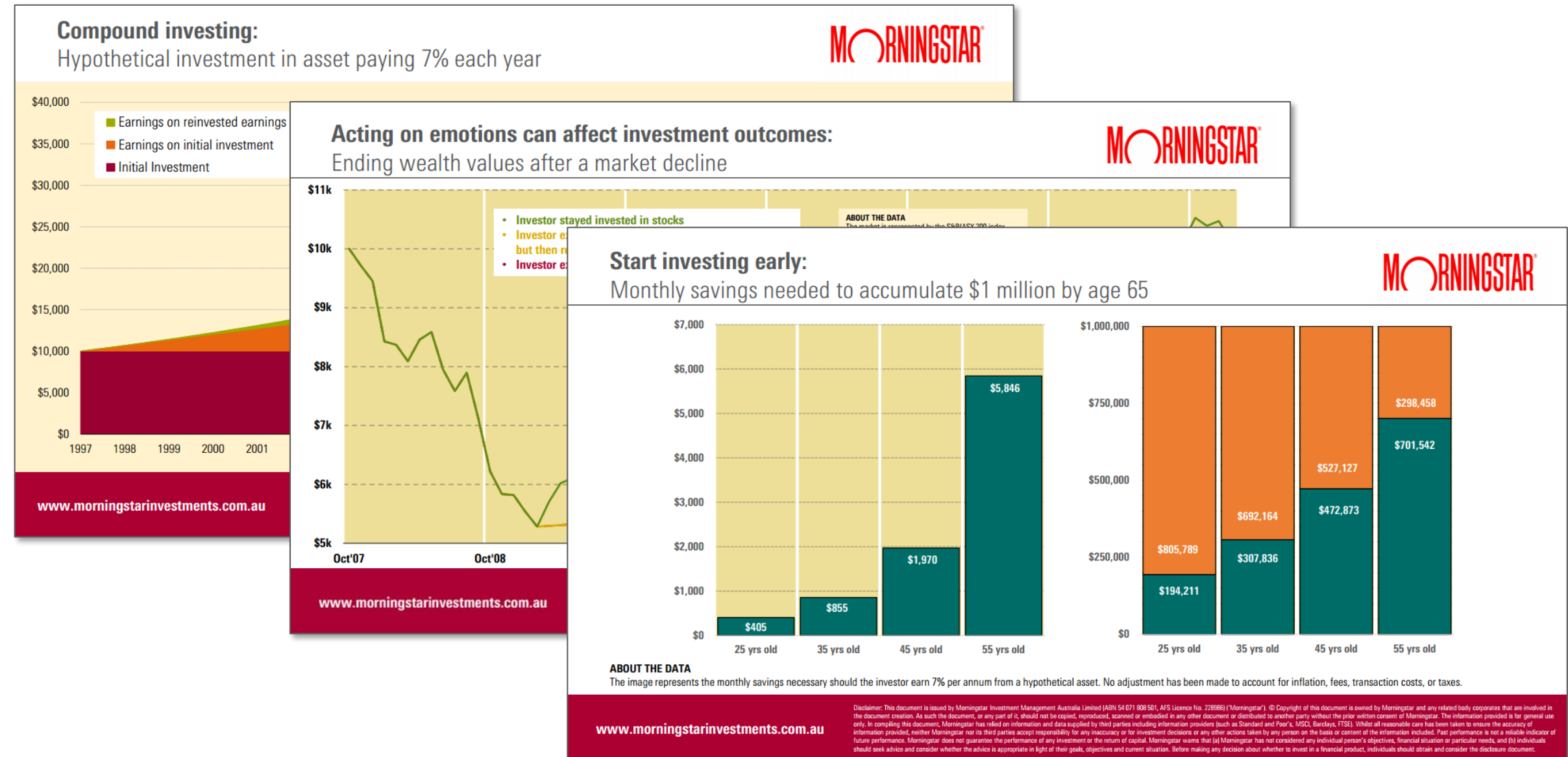
See pages 14-17, "Understanding the total financial picture"

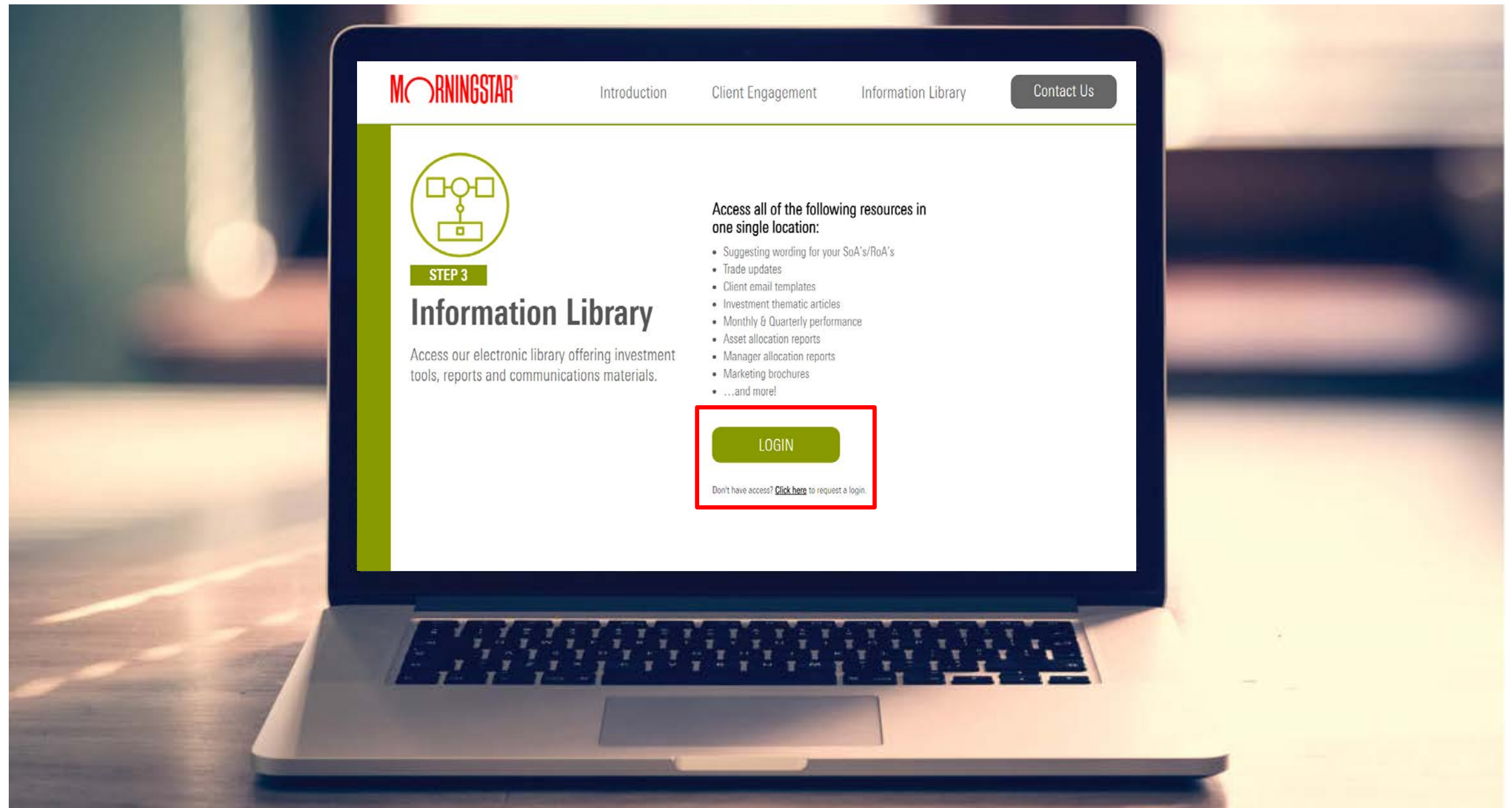
Summary of the practical tools you can use

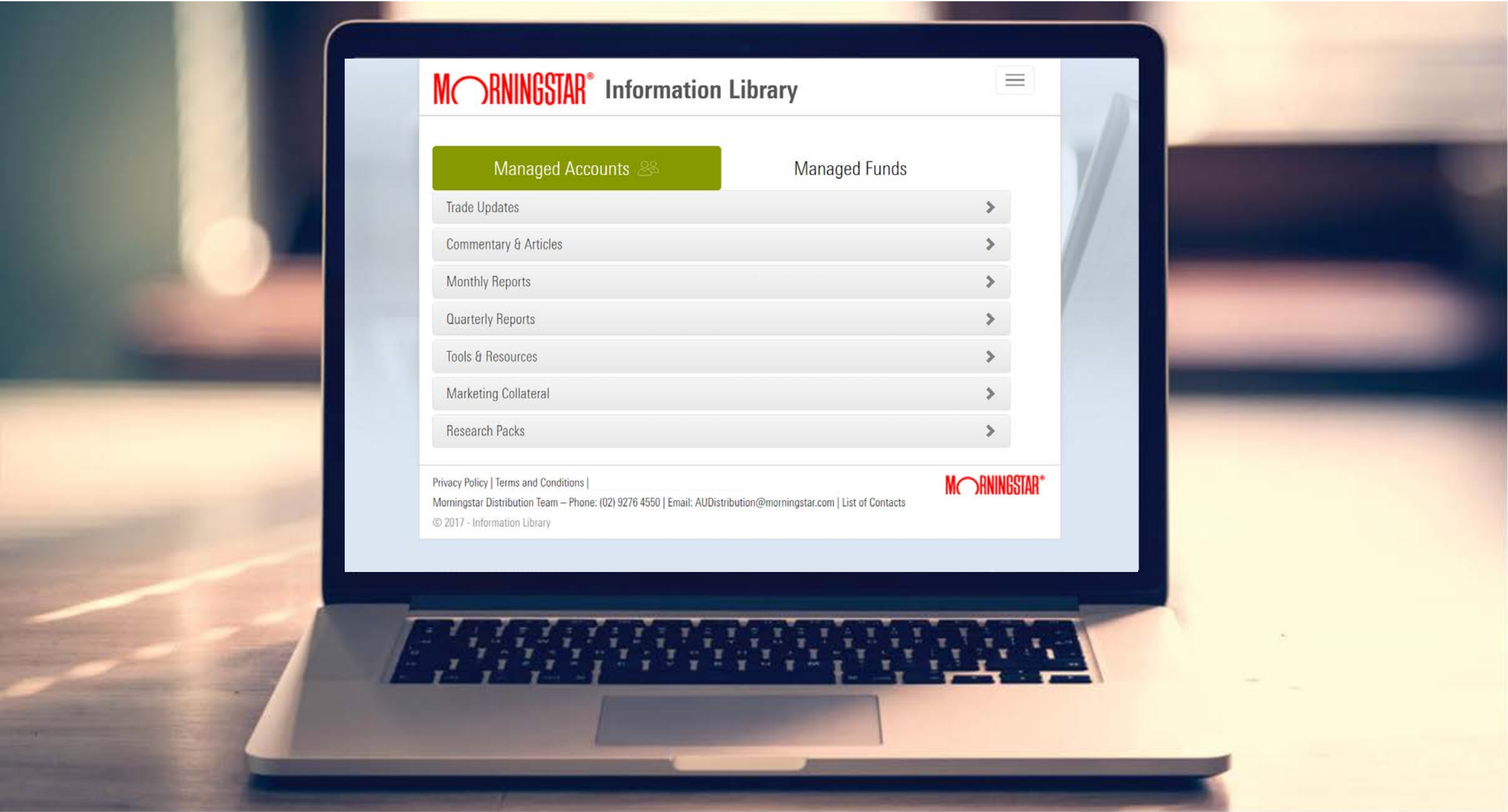
1. Chasing short term returns → Financial Personality Quiz
2. Abandoning long term plans → Letter to Your Future Self
3. Not meeting one's goals → Personal Economy Worksheet



Client engagement tools to help in your advice process







Commentary & Articles

****NEW****

Month In Focus

062016

For Financial Adviser & Current Client Use Only

Understanding the Brexit Vote A Viewpoint from the Investment Team

Morningstar Investment Management
Australia

Clint Abraham
Portfolio Specialist

On 23 June 2016, the United Kingdom held a referendum on whether to remain a member of the European Union. The result was a narrow vote to leave the EU. This was a significant event for the global financial markets, and it has led to a period of uncertainty and volatility. The investment team is closely monitoring the situation and will adjust the portfolio as needed.

What I

With the pound recording a rally, the market has moved towards a more positive outlook.

Whilst the will of the Union is clear, the clearing towards a more positive outlook is evident.

What the market has said is that the period of movement has withdrawn.

Regarding the British outlook, adjustment is required.

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Month In Focus

082016

For Financial Adviser & Current Client Use Only

Revisiting Japanese Shares A Viewpoint from the Investment Team

Morningstar Investment Management
Australia

Clint Abraham
Portfolio Specialist

Japanese shares have been, and continue to be a key holding in our portfolios. As valuation driven investors, we are often asked, what is it about Japanese shares that led us to such high levels of conviction? And importantly, with the strength in Japanese shares since we first initiated our position in 2012, *does the investment case for Japanese shares still stack up?*

The Investment Case – 2012

We initiated a position in Japanese shares in 2012. At the time, we felt that:

- **Japanese shares offered attractive valuations.** This followed a period of sustained weakness in the Japanese share market, which coincided with the European Financial Crisis and the aftermath of the Fukushima nuclear disaster in 2011.
- **Earnings were at very depressed levels**, with the potential for revenue and profit margin improvement. This was due to Japanese company management teams becoming more focused on delivering better return outcomes for shareholders and no longer needing to repay historically high levels of borrowings.

How has that played out?

Japanese shares have enjoyed a tremendous run. In the four years to June 30 2016, the MSCI Japan Index (with dividends reinvested) is up more than 70% in local currency terms. Importantly, we have seen an improvement in profit margins and earnings – consistent with our initial investment case. In addition:

- Company earnings have broadly kept pace with share price increases. This differs to other regions (most notably the U.S.) where increases have largely been driven by someone else paying a higher price for your shares, which have had little to no increase in earnings. In other words, Japanese shares have been backed by actual increases in company profitability.
- Dividends and buybacks in absolute terms have been increasing. To highlight this point, dividends were more than 50% higher at June 2016 versus December 2012.

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MORNINGSTAR

Letter from the CIO

Morningstar Investment Management
Australia Limited



Andrew Lill
Chief Investment Officer, Asia-Pacific

What has been the most significant event of 2016 and recorded in the rest of the world?

2017 that for the first time in September, the new term asset price suggests a more positive outlook.

Whilst the market has moved towards a more positive outlook, the clearing towards a more positive outlook is evident.

▶

▶

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Q12017

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****NEW****

Outlook & Perspective

Q12017

All data and information as of 23 January 2017

Our view on current market opportunities

Morningstar Investment Management
Australia Limited

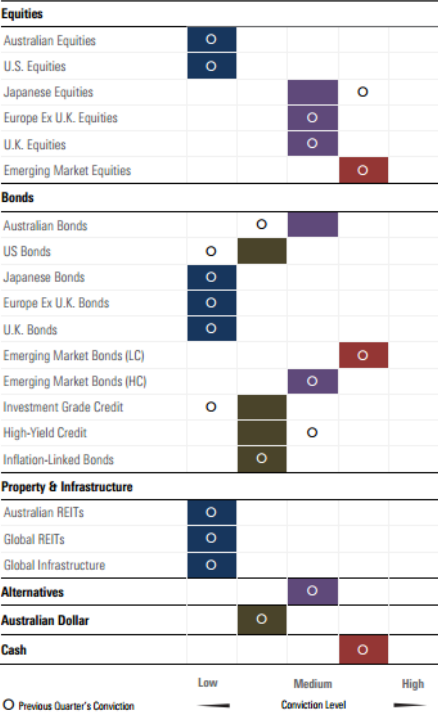


Clint Abraham
Portfolio Specialist

This report provides an overview of global asset classes, based on our analysis of absolute and relative valuation, asset class fundamentals and sentiment toward the asset class.

It is intended as a guide only, with portfolio positioning being determined by each portfolio's investment objectives, the available investment universe, and the overall reward for risk, amongst other considerations.

Asset Class Conviction Summary



MORNINGSTAR

109



Growth Real Return Fund

Quarterly Performance Update

Q4 2016

All data and information as of December 31, 2016

| | |
|--------------------|---------------|
| APR Code (Class A) | INT0038AU |
| Inception | 11 May 2001 |
| Size \$m | 427.4 |
| Unit Pricing | Daily |
| Distributions | Quarterly |
| Management Fee | Up to 0.70% |
| Buy/Sell Spread | 0.16% / 0.16% |
| Minimum Investment | \$20,000 |

Total Return Against Objective¹

Legend: Fund (orange line), CPI + 35% pa (black line)

Total Returns %

| | 3m | 6m | 1y | 3y | 5y | 7y | Inception (pa) |
|--------------------|------|------|-------|------|-------|------|----------------|
| Fund ¹² | 3.55 | 6.45 | 10.45 | 8.25 | 11.20 | 7.93 | 5.98 |
| CPI + 3.5% pa | 1.40 | 3.00 | 4.98 | 5.13 | 5.47 | 5.72 | 6.05 |
| Outperformance | 2.15 | 3.45 | 5.47 | 3.13 | 5.73 | 2.20 | -0.07 |

Current Asset Allocation %

| Asset Class | Allocation % |
|------------------------|--------------|
| Australian Shares | 7.9 |
| International Shares | 41.5 |
| Property | 6.9 |
| Global Infrastructure | 1.8 |
| Alternatives | 11.0 |
| International Bonds | 4.1 |
| Inflation Linked Bonds | 9.0 |
| Cash | 20.3 |

An eventful fourth quarter of 2016 capped a truly remarkable year for financial markets. Donald Trump's surprise election as U.S. President dominated headlines as investors tried to digest what his protectionist views and polarising opinions mean for the U.S. (and global) economy. However, one of the more important events of the last quarter, that had significant implications for portfolio returns and asset class valuations, appeared to have been overlooked by many. This is in relation to an apparent change in tactics by the world's Central Banks, having realised that they have reached, or are reaching, their limits in terms of their ability to provide monetary stimulus. This was highlighted by the Japanese Central Bank pursuing a more targeted approach, reduced, albeit prolonged, support from the European Central Bank and the U.S. Federal Reserve raising interest rates, whilst signalling that inflation and interest rates will probably rise faster than current expectations.

Perhaps surprisingly against this backdrop, global equities generally performed well. This was partly due to investors taking the view that, despite the lack of clarity, Trump's policies should on balance be good for growth. This may well be the case, but as long-term, valuation driven investors, we believe that improved growth is already more than captured in the price of U.S. equities, which repeatedly hit all-time highs during the quarter. Energy stocks were stronger, especially in Europe, where we have a high conviction position, as the oil price pushed toward 2016 highs, following confirmation of an agreement between OPEC members to cut oil production. Financials were also well supported globally by investors responding positively to the more targeted approach to monetary stimulus undertaken by the respective Central Banks, given that higher interest rates should make it easier for banks to make money.

By contrast, the aforementioned changes in interest rate expectations resulted in material losses in interest rate sensitive assets such as bonds and listed property. The portfolio holds a relatively small allocation to these assets, given our valuation concerns, with our positioning tailored toward specific sectors where we saw the best relative opportunities. Pleasingly, this saw us largely avoid the carnage that unfolded in yield sensitive asset classes. Indeed, our bond allocation actually contributed positively to the portfolio's return. The portfolio's elevated cash levels also allowed us to take advantage of selective opportunities that emerged in bond markets.

What happened to valuations and how is the portfolio positioned?

Critically now, valuation pressures continue to mount in many key markets, creating a growing sense of caution that we think is both prudent and warranted. This is leading us to increase our focus on the preservation of capital, whilst still thoughtfully allocating assets towards pockets of opportunity that offer compelling valuation opportunities and give an adequate margin of safety. In this respect, over the course of the last quarter, we have reduced our allocations to both Australian equities and Australian listed property, given our concerns regarding overvaluation. Conversely, valuations in bond markets have started to look a little more attractive. This has seen us add to our Australian and U.S. bond investments, taking a new position in local currency Emerging Market Debt and further increasing our position in inflation-linked bonds. The net effect of these moves has seen cash decrease slightly, although it remains elevated to what we might normally expect.

MORNINGSTAR

| Asset Class | Allocation (%) | Type of Holdings | Manager |
|------------------------|----------------|----------------------------|---|
| Australian Shares | 7.9 | Managed Fund | Allan Gray Australia JCP Investment Partners Omega Platypus Vinva |
| International Shares | 41.5 | Direct Shares | Morningstar |
| | | ETF | State Street |
| | | Managed Fund | Altrinsic Axiom Marathon Omega Sands Capital |
| Property | 0.9 | Managed Fund | Omega |
| Global Infrastructure | 1.6 | Managed Fund | Omega |
| Alternatives | 11.0 | Managed Fund | Morningstar |
| Australian Bonds | 4.1 | Managed Fund | Metrics Omega |
| International Bonds | 9.0 | ETF | Wisdom Tree |
| | | Managed Fund | Ashmore Colchester Omega Shenkman Standish T Rowe Price |
| Inflation Linked Bonds | 3.8 | Managed Fund | Omega |
| Cash | 20.3 | Institutional Cash Account | J.P. Morgan |
| | | Managed Fund | Omega |

Templates to support client communication

Monthly Portfolio Update

December 2016 Client Email Templates - ... Regan Van Berlo

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Defensive & Conservative

Dear <Client>

The last quarter of 2016 was indeed an eventful finish to an extraordinary year. Whilst the election of Trump dominated newspaper headlines, something happened early in the quarter that was at least as important but was largely missed by the mainstream media, given their focus on the circus that was the U.S. Presidential Election. I'm referring to the huge sell off in Australian and global bonds. Indeed, November was the worst month ever for global bonds, prompting one local pundit to coin the term "Bondcano".

Why did this happen? In short, investors have been pricing in interest rate and inflation expectations that are just too low. Why this is important now is that it is becoming increasingly clear that Central Banks are starting to run out of puff with regard to their ability to provide monetary support, not to mention the impact on inflation should Trump be able to get all of his tax cutting and big spending policies through. From our point of view, whilst you can never predict the timing or the catalyst of these things, the outcome itself is not that surprising because bonds were just too expensive. This is why we have been holding a lower allocation to bonds than normal and targeting specific areas where we see value. An example of this is the inflation-linked bonds holding, which helps protect the portfolio from the scourge of inflation. Nonetheless, broader weakness in the asset class impacted fixed interest returns in the portfolio.

By contrast, share markets did pretty well, even though changes in interest rate expectations flow into how shares are valued. Banks were strong, globally, whilst shares in European and Japanese energy companies rallied as the oil price rose toward 2016 highs, following confirmation of an agreement between OPEC members to cut oil production. All in all, we still see opportunities in Emerging Market, Japanese and European shares, whilst being increasingly cautious on Australian and U.S. shares.

The events of Q4 2016 reiterate the importance of having a disciplined valuation-driven investment approach to navigate this tricky world that we find ourselves in. My advice is to stay focused on the long term, and try and ignore the noise that invariably accompanies financial markets in the knowledge that your money is being invested where it makes sense to do so. With this, we are comfortable with how your portfolio is positioned and, whilst we might see ongoing volatility, we believe that we are well positioned to take advantage of any opportunities that may arise, with the portfolio remaining on track to meet its stated objective over the longer term.

As always, I am more than happy to discuss your portfolio in more detail.

<Your Adviser>

Page 1 of 3 1455 words

Portfolio Trade Update

October 2016 Trade Update - Client Email... Regan Van Berlo

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Growth

Dear [Client]

If you've been watching the markets, you would agree that it's been a roller coaster ride over the past few months.

With the ongoing Brexit talks, Saudi Arabia leading the OPEC 'cartel' in slashing oil production (which I'm sure you've noticed at the petrol pump!), back and forth concerns about whether the U.S. will raise interest rates, along with their scary clown circus of an election process (not like ours has been much better!), we saw ups and downs in financial markets over the September quarter.

Despite all this short-term 'noise', your portfolio is up 3.16% over the quarter and more importantly, has posted impressive performance over longer time periods.

But it's not all smooth sailing... while strong returns are welcome, we're increasingly concerned that valuations in a number of investment areas are getting stretched. As we have a long-term, valuation driven investment approach with a focus on preserving capital, now is the time to be careful in not holding overvalued investments.

Accordingly, your portfolio has been fine-tuned by positioning toward opportunities that offer the most attractive reward for risk. These changes can be categorised into a number of key themes:

- 1) Reduce Australian shares and adjust remaining holdings** – we previously increased your holdings in Australian shares, which have done well. Your portfolio's specific focus on 'quality' (for example companies with low borrowing and reliable earnings) and 'value' meant that these holdings outperformed the local share market. With this strong performance, Australian shares are no longer as attractive, so it was time to take some profits off the table. We also took the opportunity to replace shares that had run too hard or where there were more attractive opportunities available.
- 2) Position for currency increases in the British Pound** – we see value in the British pound, which has fallen near 20% since the 'Brexit' decision. As such, we've added an allocation to a 'British Pound' fund.
- 3) Continue to monitor international shares holdings** – although international share markets have performed well, the business case for shares in the emerging markets (especially those in Taiwan & South Korea), Japan and Europe continues to stack up, as further supported by compelling valuations. Your holdings in 'quality' global stocks also remain attractively priced relative to other opportunities. We're happy with how you're invested.
- 4) Reduce Australian listed property** – these investments have had an extraordinary run (up ~20% in the last 12 months) and are becoming more and more expensive. It's time to take some further profits off the table and invest in other opportunities.
- 5) Adjust Australian and global bond holdings** – following RBA rate cuts, Australian bonds are more expensive. As such, we've switched into inflation linked bonds, which help protect the value of your portfolio when inflation starts to tick up again. We also invested in corporate bonds of companies such as Apple, Microsoft, J.P. Morgan and Bank of America, which will add a bit of extra income to your portfolio.

As previously mentioned, strong performance in many investments has made them less compelling from a valuation perspective. Your portfolio continues to hold higher than normal levels of cash in wait for better buying opportunities, rather than to risk losing money by staying invested in overvalued assets (when prices don't make sense to do so). This, combined with the changes outlined above, makes me confident that we're well positioned to meet your longer term objectives.

Please let me know if you would like to discuss these changes in more detail.

Sincerely,

[Adviser Signature]

Page 6 of 8 3859 words

Suggested SOA Wording

Advice Wording - Managed Accounts (2)... Regan Van Berlo

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Explaining Asset Allocation Variance

Recommended Products

Morningstar's disciplined approach to asset allocation and focus on preserving capital (i.e. selecting assets that offer the most attractive reward for risk) ensures that your portfolio is best positioned to meet your objectives over the longer term. As part of Morningstar's valuation driven approach, they may use market weakness/strength to increase/decrease your allocation to selected asset classes when the difference between an assets actual value and their view of 'intrinsic' or fundamental value is attractive/unattractive.

Your portfolio will normally be allocated and remain within the benchmark asset allocation ranges for each asset class, applicable to your risk profile. At times however, as a result of Morningstar's investment decisions, allocations to one or more asset classes may materially deviate from your benchmark asset allocation ranges.

With this in mind, following our discussion(s), you stated that you are comfortable and happy with a proposed asset allocation that matches the investment strategy to deliver/outperform a CPI+ objective over the investment horizon, notwithstanding that at times it may fall outside your benchmark asset allocation ranges. Accordingly, the recommended portfolio is:

Australian Property

- **Overweight** in Australian Property due to Morningstar's view that the asset class is attractively priced at this level. In particular, Morningstar acknowledge the ability of this asset class to generate stable, consistent and contracted inflation-linked lease income in a **low interest and volatile** environment, or
- **Underweight** in Australian Property due to Morningstar's view that the asset class has become increasingly expensive in light of the sector's strong relative performance in recent times. Hence, its relative attractiveness as an income producing asset has diminished.

Cash

- **Overweight** in Cash in recognition of the increasingly expensive valuations on offer in a number of key asset classes. Morningstar expects Cash to remain an attractive option for investors, both in terms of it being the only asset class that can protect capital with near 100% certainty, but also because it provides investors with a liquid option to park their capital, in wait for more compelling investment opportunities in other asset classes, as they arise, or
- **Underweight** in Cash as Morningstar's believes that attractive valuations in a **number of** asset classes offers sufficient reward for risk to justify moving 'Underweight' the Cash asset class.

Alternatives

- **Overweight** in Alternatives due to Morningstar's less favourable outlook for 'growth' assets. Alternative investments remain a key part of your portfolio given that returns from this asset class have little relationship with the performance of traditional asset classes like equities and bonds, and thus are instrumental in helping to grow your investment balance and **protect your wealth**, or
- **Underweight** in Alternatives due to Morningstar's more favourable outlook for 'growth' assets. Nonetheless, Alternative investments still remain an important part of your portfolio given that returns from this asset class have little relationship with the performance of traditional asset classes like equities and bonds.

Australian Equities

- **Overweight** in Australian Equities due to attractive valuations and supportive fundamentals of the Australian market, both in absolute terms and relative to other asset classes; or
- **Underweight** in Australian Equities due to the deterioration in fundamentals and increasingly

Page 3 of 12 4560 words

Three easy ways to register:

1. Circle **YES** on your feedback form
2. Go to : morningstarinvestments.com.au/register-infolibrary
3. Speak to your local Relationship Manager

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