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.

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

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For Global Distribution
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