

# MCO Moody's Corp.



ROIC (Current): 22.20%



WACC: 8.00%



Net Profit Margin: 30%

## MOAT ANALYSIS & COMPETITIVE STRENGTHS

### INTANGIBLE ASSETS & SWITCHING COSTS (Brand & Services)



Possesses powerful intangible assets through its established global brand, reputation for credit rating accuracy, and deep integration into financial markets, alongside significant switching costs for clients reliant on its rating and analytics services.

## ADDITIONAL KEY INSIGHTS



**Credit Rating Dominance:** A leading global provider of credit ratings, research, and risk analysis, essential for debt markets.



**Analytics & Data Services:** Offers comprehensive financial data, models, and software solutions for risk management and investment decisions.



**Regulatory & Risk Solutions:** Helps financial institutions and corporations navigate complex regulatory landscapes and manage financial risk effectively.