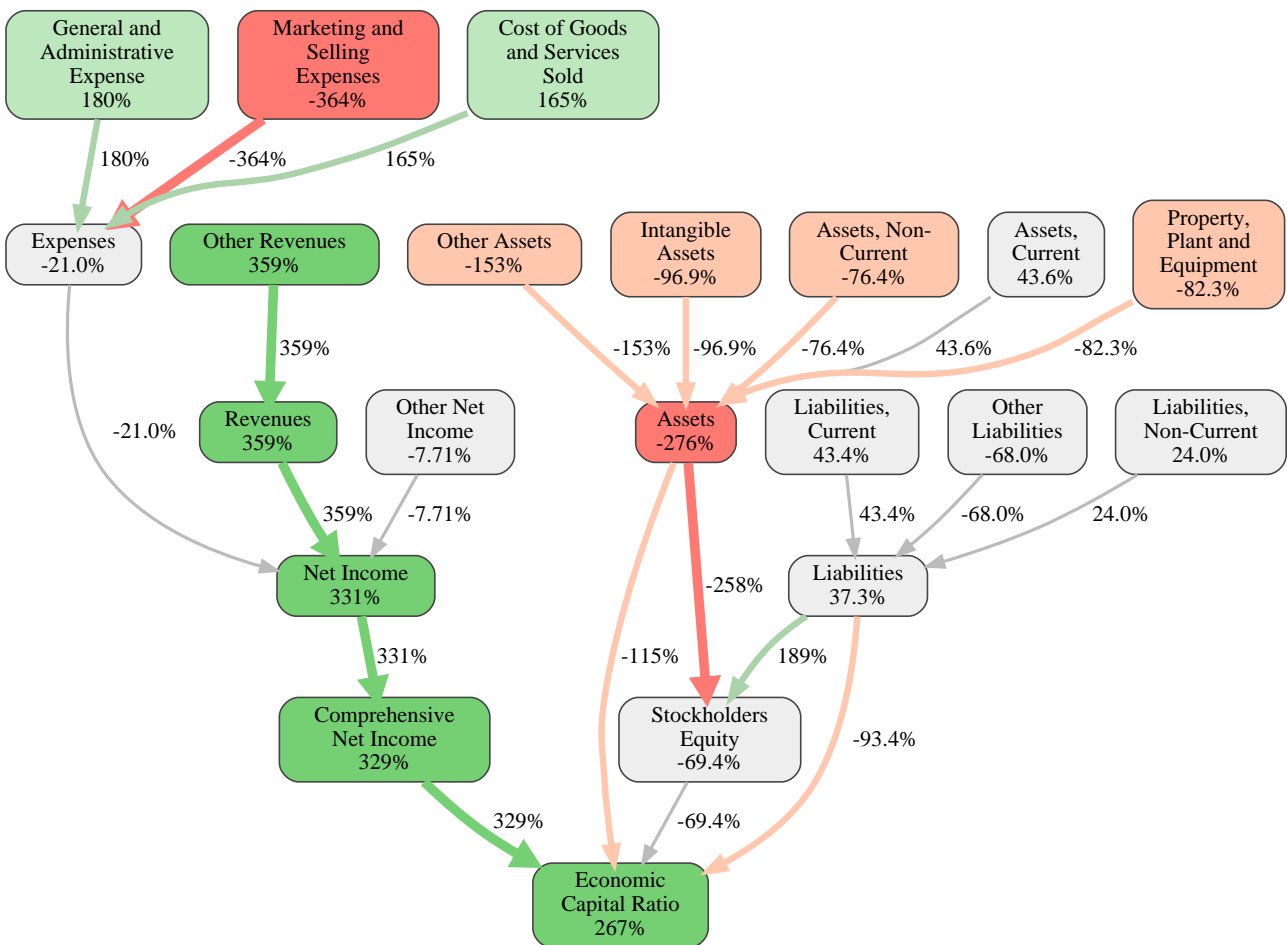




RealRate

ADVERTISING 2013

Angie S List Inc
Rank 13 of 23





ADVERTISING 2013

Angie S List Inc
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The relative strengths and weaknesses of Angie S List Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Angie S List Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 359% points. The greatest weakness of Angie S List Inc is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 364% points.

The company's Economic Capital Ratio, given in the ranking table, is -304%, being 267% points above the market average of -572%.

Input Variable	Value in 1000 USD
Assets, Current	80,745
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	24,055
Intangible Assets	415
Liabilities, Current	0
Liabilities, Non-Current	0
Marketing and Selling Expenses	80,230
Other Assets	2,990
Other Compr. Net Income	0
Other Expenses	104,408
Other Liabilities	90,910
Other Net Income	0
Other Revenues	155,799
Property, Plant and Equipment	12,079

Output Variable	Value in 1000 USD
Assets	96,229
Liabilities	90,910
Expenses	208,693
Revenues	155,799
Stockholders Equity	5,319
Net Income	-52,894
Comprehensive Net Income	-52,894
Economic Capital Ratio	-304%