

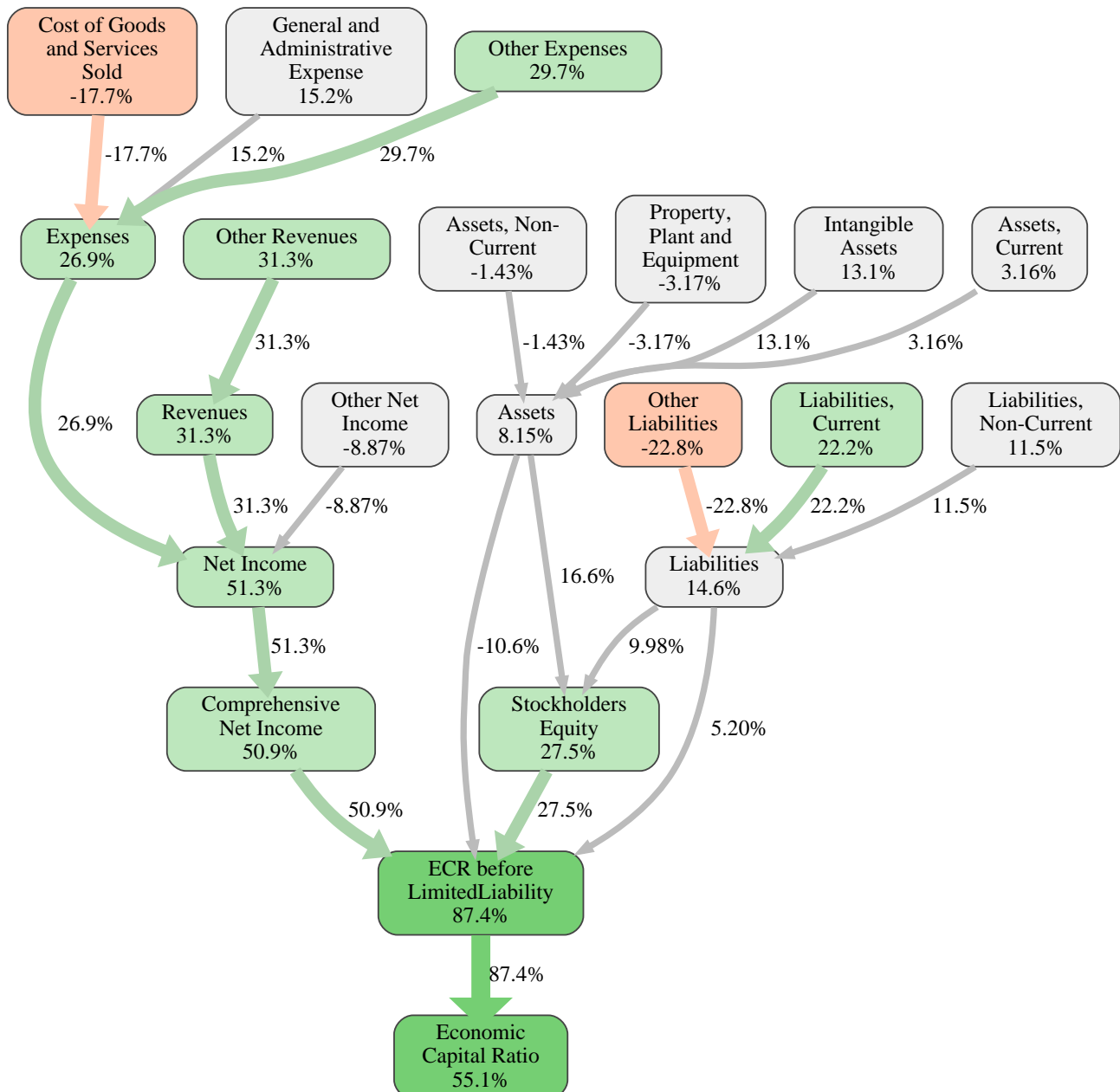


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ADVERTISING 2012

Conversant INC
Rank 5 of 17

Epsilon®



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The relative strengths and weaknesses of Conversant 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 Conversant INC compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 51% points. The greatest weakness of Conversant INC is the variable Other Liabilities, reducing the Economic Capital Ratio by 23% points.

The company's Economic Capital Ratio, given in the ranking table, is 148%, being 55% points above the market average of 93%.

Input Variable	Value in 1000 USD
Assets, Current	270,933
Assets, Non-Current	1,068
Cost of Goods and Services Sold	242,249
General and Administrative Expense	59,906
Intangible Assets	437,033
Liabilities, Current	135,616
Liabilities, Non-Current	0
Marketing and Selling Expenses	65,996
Other Assets	151,725
Other Compr. Net Income	-3,749
Other Expenses	95,540
Other Liabilities	181,702
Other Net Income	4,666
Other Revenues	560,155
Property, Plant and Equipment	19,952

Output Variable	Value in 1000 USD
Assets	880,711
Liabilities	317,318
Expenses	463,691
Revenues	560,155
Stockholders Equity	563,393
Net Income	101,130
Comprehensive Net Income	97,381
ECR before Limited Liability	90%
Economic Capital Ratio	148%