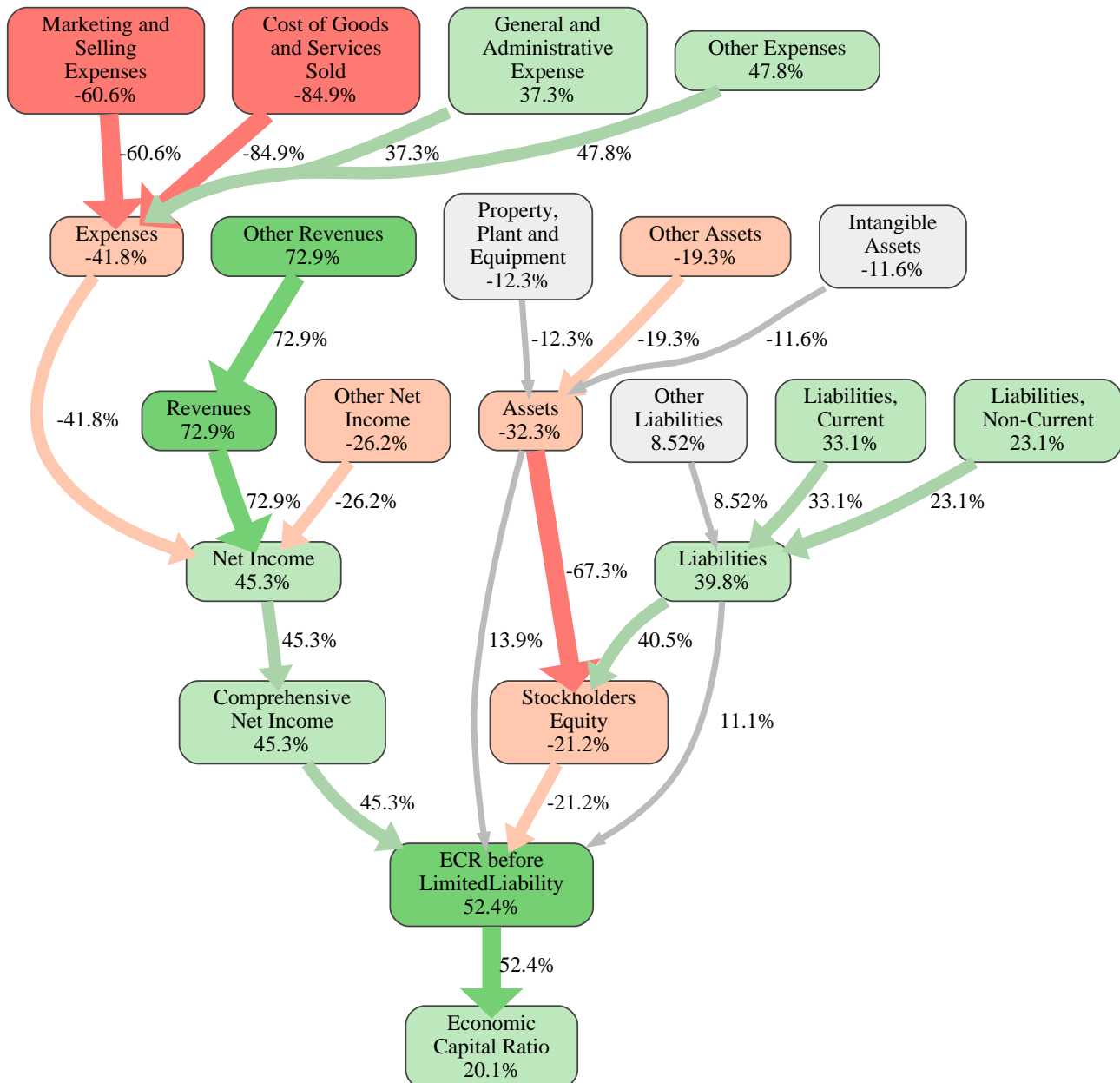




RealRate

ADVERTISING 2012

Reachlocal Inc
Rank 8 of 17



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The relative strengths and weaknesses of Reachlocal 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 Reachlocal Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 73% points. The greatest weakness of Reachlocal Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 85% points.

The company's Economic Capital Ratio, given in the ranking table, is 113%, being 20% points above the market average of 93%.

| Input Variable | Value in 1000 USD |
|------------------------------------|----------------------|
| Assets, Current | 98,635 |
| Assets, Non-Current | 1,966 |
| Cost of Goods and Services Sold | 190,559 |
| General and Administrative Expense | 33,313 |
| Intangible Assets | 43,723 |
| Liabilities, Current | 81,111 |
| Liabilities, Non-Current | 0 |
| Marketing and Selling Expenses | 139,929 |
| Other Assets | 12,228 |
| Other Compr. Net Income | 0 |
| Other Expenses | 16,337 |
| Other Liabilities | 3,039 |
| Other Net Income | -5,287 |
| Other Revenues | 375,241 |
| Property, Plant and Equipment | 9,885 |

| Output Variable | Value in 1000 USD |
|------------------------------|----------------------|
| Assets | 166,437 |
| Liabilities | 84,150 |
| Expenses | 380,138 |
| Revenues | 375,241 |
| Stockholders Equity | 82,287 |
| Net Income | -10,184 |
| Comprehensive Net Income | -10,184 |
| ECR before Limited Liability | 43% |
| Economic Capital Ratio | 113% |