

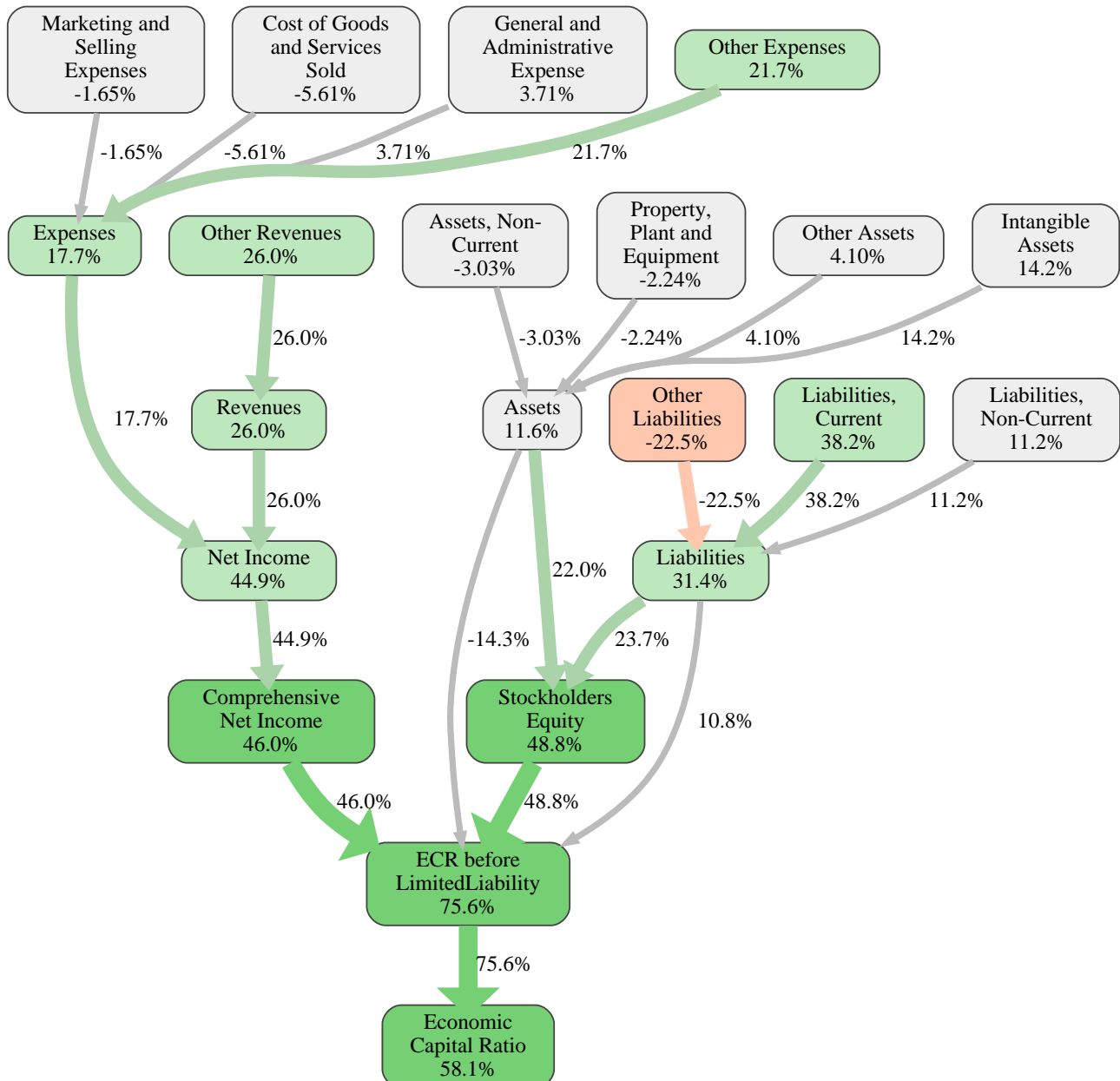


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ADVERTISING 2014

Conversant INC
Rank 7 of 27

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 Stockholders Equity, increasing the Economic Capital Ratio by 49% points. The greatest weakness of Conversant INC is the variable Other Liabilities, reducing the Economic Capital Ratio by 22% points.

The company's Economic Capital Ratio, given in the ranking table, is 147%, being 58% points above the market average of 89%.

Input Variable	Value in 1000 USD
Assets, Current	281,369
Assets, Non-Current	2,913
Cost of Goods and Services Sold	183,282
General and Administrative Expense	63,143
Intangible Assets	388,922
Liabilities, Current	138,175
Liabilities, Non-Current	8,740
Marketing and Selling Expenses	88,104
Other Assets	116,565
Other Compr. Net Income	2,984
Other Expenses	122,970
Other Liabilities	165,963
Other Net Income	-13,743
Other Revenues	573,121
Property, Plant and Equipment	28,006

Output Variable	Value in 1000 USD
Assets	817,775
Liabilities	312,878
Expenses	457,499
Revenues	573,121
Stockholders Equity	504,897
Net Income	101,879
Comprehensive Net Income	104,863
ECR before Limited Liability	88%
Economic Capital Ratio	147%