

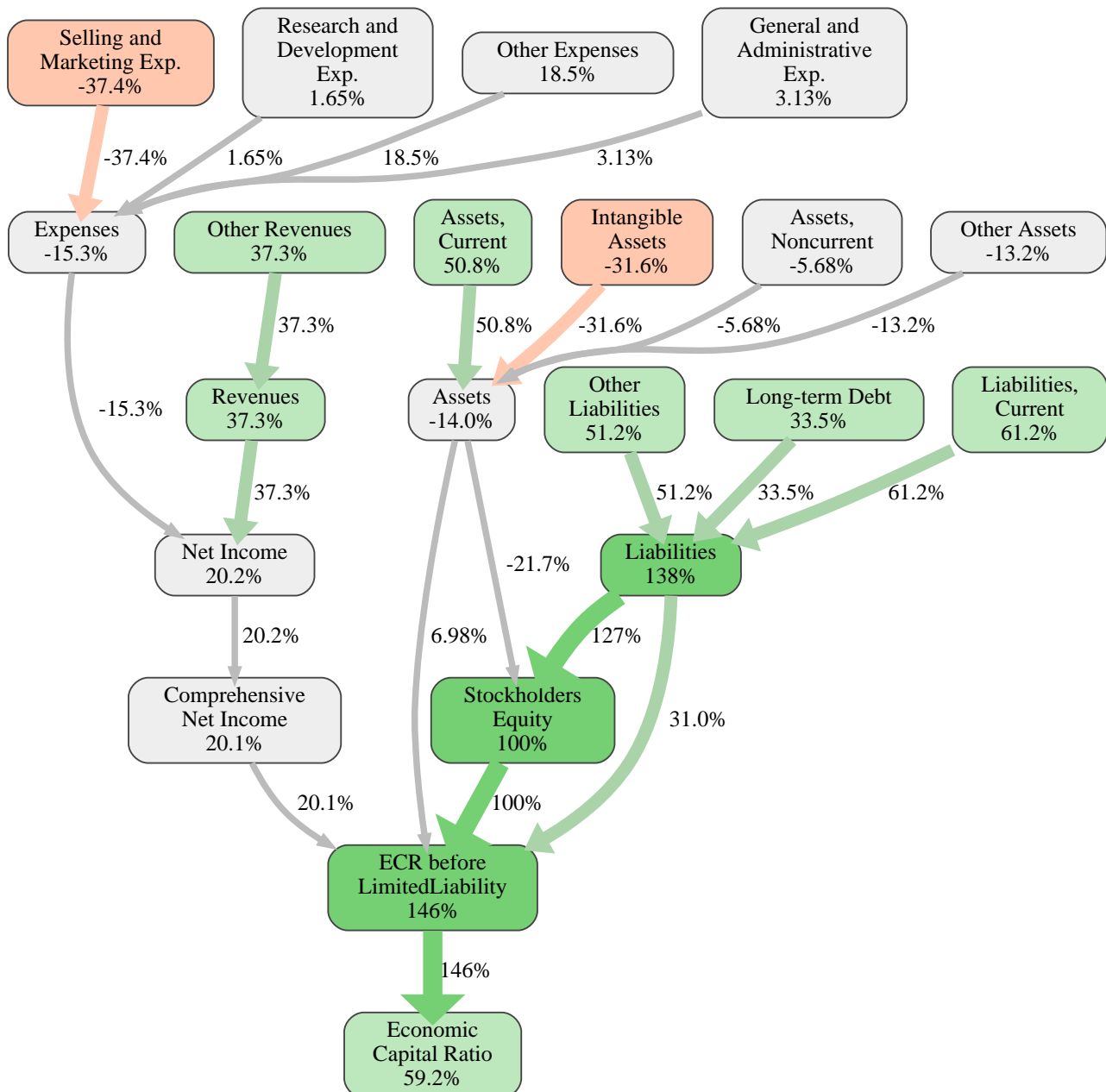


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# SERVICES-PREPACKAGED SOFTWARE 2013

Rosetta Stone INC  
Rank 75 of 158

Rosetta  
Stone



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The relative strengths and weaknesses of Rosetta Stone 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 Rosetta Stone INC compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 138% points. The greatest weakness of Rosetta Stone INC is the variable Selling and Marketing Exp., reducing the Economic Capital Ratio by 37% points.

The company's Economic Capital Ratio, given in the ranking table, is 397%, being 59% points above the market average of 337%.

| Input Variable                     | Value in<br>1000 USD |
|------------------------------------|----------------------|
| Assets, Current                    | 211,177              |
| Assets, Noncurrent                 | 1,484                |
| General and Administrative Exp.    | 55,262               |
| Intangible Assets                  | 45,721               |
| Liabilities, Current               | 118,476              |
| Long-term Debt                     | 155                  |
| Other Assets                       | 260                  |
| Other Compr. Net Income            | 359                  |
| Other Expenses                     | 78,901               |
| Other Liabilities                  | 12,621               |
| Other Net Income                   | 190                  |
| Other Revenues                     | 273,241              |
| Property, Plant and Equipment, Net | 17,213               |
| Research and Development Exp.      | 23,453               |
| Selling and Marketing Exp.         | 151,646              |

| Output Variable             | Value in<br>1000 USD |
|-----------------------------|----------------------|
| Liabilities                 | 131,252              |
| Assets                      | 275,855              |
| Expenses                    | 309,262              |
| Revenues                    | 273,241              |
| Stockholders Equity         | 144,603              |
| Net Income                  | -35,831              |
| Comprehensive Net Income    | -35,472              |
| ECR before LimitedLiability | 217%                 |
| Economic Capital Ratio      | 397%                 |