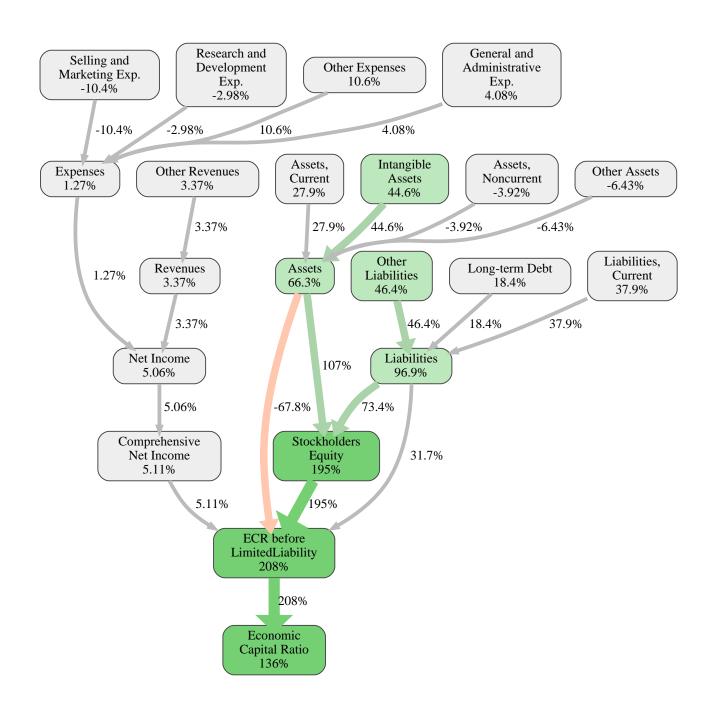


SERVICES-PREPACKAGED SOFTWARE 2014



Bazaarvoice Inc Rank 39 of 160





SERVICES-PREPACKAGED SOFTWARE 2014



Bazaarvoice Inc Rank 39 of 160

The relative strengths and weaknesses of Bazaarvoice 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 Bazaarvoice Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 195% points. The greatest weakness of Bazaarvoice Inc is the variable Selling and Marketing Exp., reducing the Economic Capital Ratio by 10% points.

The company's Economic Capital Ratio, given in the ranking table, is 480%, being 136% points above the market average of 344%.

| Input Variable | Value in 1000 USD |
|------------------------------------|----------------------|
| Assets, Current | 182,139 |
| Assets, Noncurrent | 1,761 |
| General and Administrative Exp. | 30,990 |
| Intangible Assets | 143,582 |
| Liabilities, Current | 94,010 |
| Long-term Debt | 2,632 |
| Other Assets | 0 |
| Other Compr. Net Income | -126 |
| Other Expenses | 57,214 |
| Other Liabilities | 3,952 |
| Other Net Income | -828 |
| Other Revenues | 146,812 |
| Property, Plant and Equipment, Net | 14,461 |
| Research and Development Exp. | 32,169 |
| Selling and Marketing Exp. | 73,114 |

| Output Variable | Value in 1000 USD |
|-----------------------------|----------------------|
| Liabilities | 100,594 |
| Assets | 341,943 |
| Expenses | 193,487 |
| Revenues | 146,812 |
| Stockholders Equity | 241,349 |
| Net Income | -47,503 |
| Comprehensive Net Income | -47,629 |
| ECR before LimitedLiability | 338% |
| Economic Capital Ratio | 480% |

