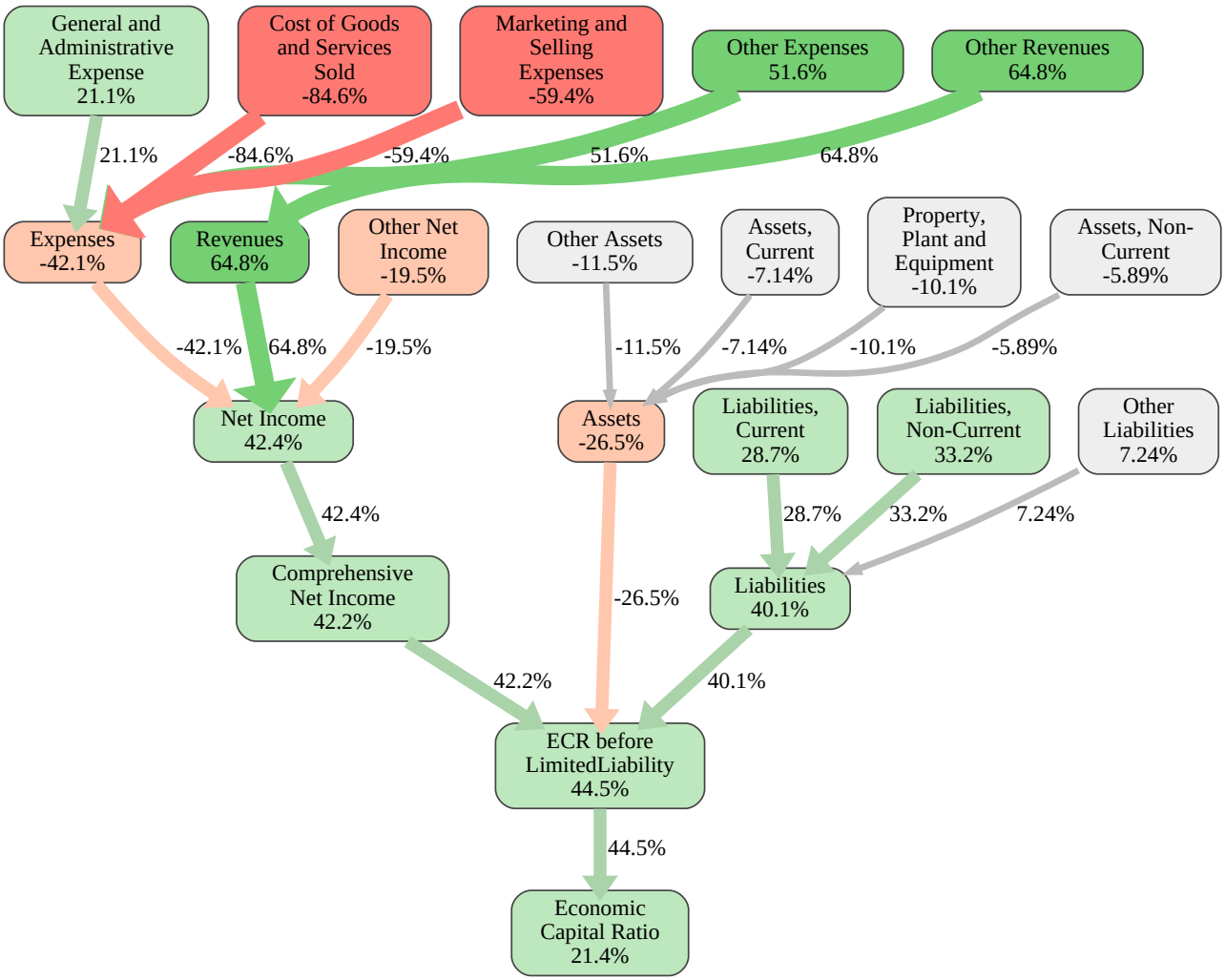
ADVERTISING 2013

Reachlocal Inc
Rank 11 of 24



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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 65% 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 21% points above the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	110,131
Assets, Non-Current	4,044
Cost of Goods and Services Sold	227,336
General and Administrative Expense	40,471
Intangible Assets	44,525
Liabilities, Current	99,790
Liabilities, Non-Current	0
Marketing and Selling Expenses	167,424
Other Assets	15,930
Other Compr. Net Income	-1,826
Other Expenses	19,776
Other Liabilities	4,020
Other Net Income	0
Other Revenues	455,354
Property, Plant and Equipment	11,066

Output Variable	Value in 1000 USD
Assets	185,696
Liabilities	103,810
Expenses	455,007
Revenues	455,354
Stockholders Equity	81,886
Net Income	347
Comprehensive Net Income	-1,479
BaseVar	600,846
ECR before LimitedLiability	43%
Economic Capital Ratio	113%