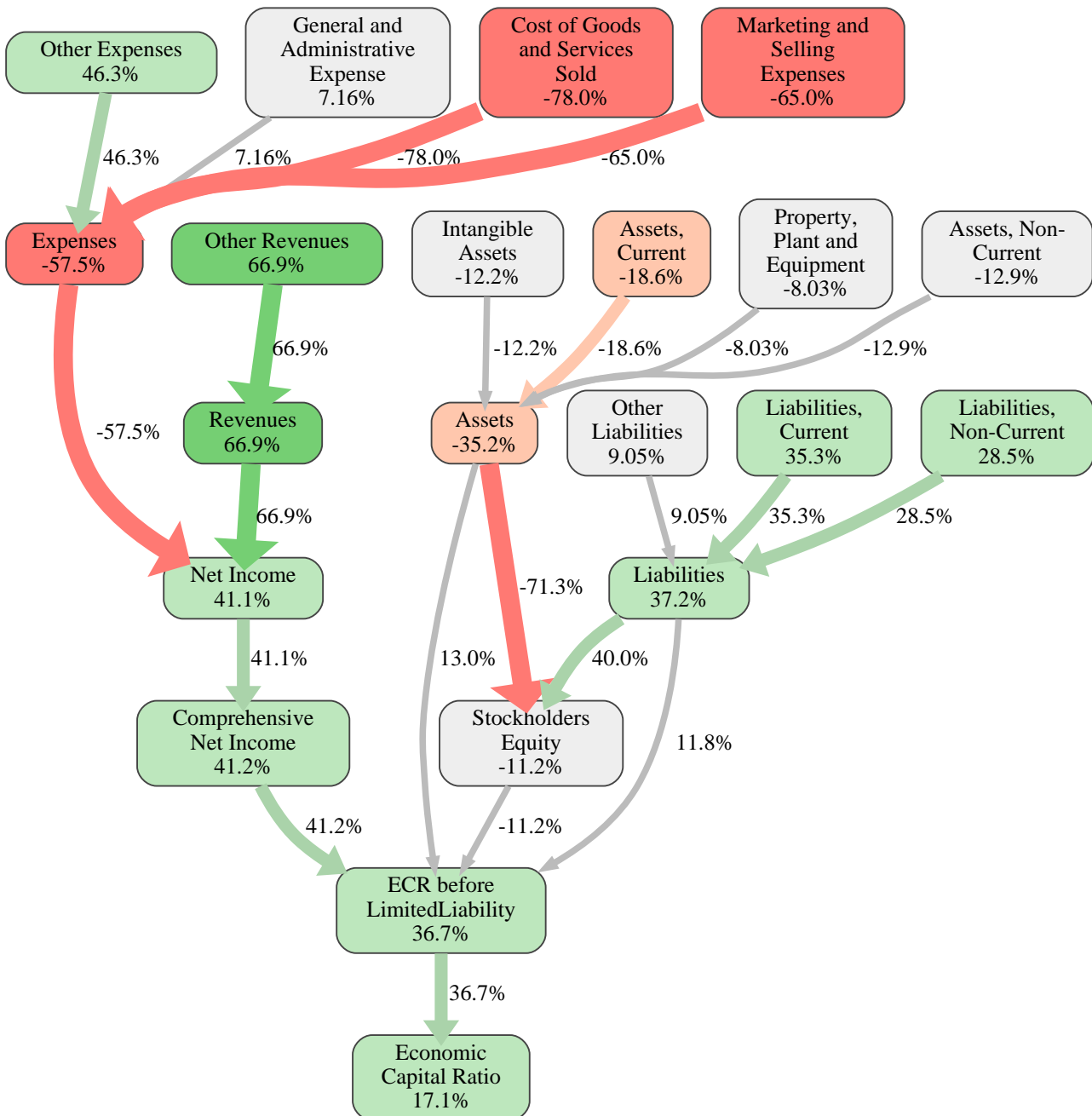




RealRate

ADVERTISING 2014

Reachlocal Inc
Rank 11 of 25





ADVERTISING 2014

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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 Revenues, increasing the Economic Capital Ratio by 67% points. The greatest weakness of Reachlocal Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 78% points.

The company's Economic Capital Ratio, given in the ranking table, is 109%, being 17% points above the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	103,387
Assets, Non-Current	7,630
Cost of Goods and Services Sold	256,450
General and Administrative Expense	46,362
Intangible Assets	43,353
Liabilities, Current	103,676
Liabilities, Non-Current	0
Marketing and Selling Expenses	182,854
Other Assets	18,736
Other Compr. Net Income	-2,412
Other Expenses	25,939
Other Liabilities	3,965
Other Net Income	-4,948
Other Revenues	514,070
Property, Plant and Equipment	12,903

Output Variable	Value in 1000 USD
Assets	186,009
Liabilities	107,641
Expenses	511,605
Revenues	514,070
Stockholders Equity	78,368
Net Income	-2,483
Comprehensive Net Income	-4,895
BaseVar	663,342
ECR before LimitedLiability	38%
Economic Capital Ratio	109%