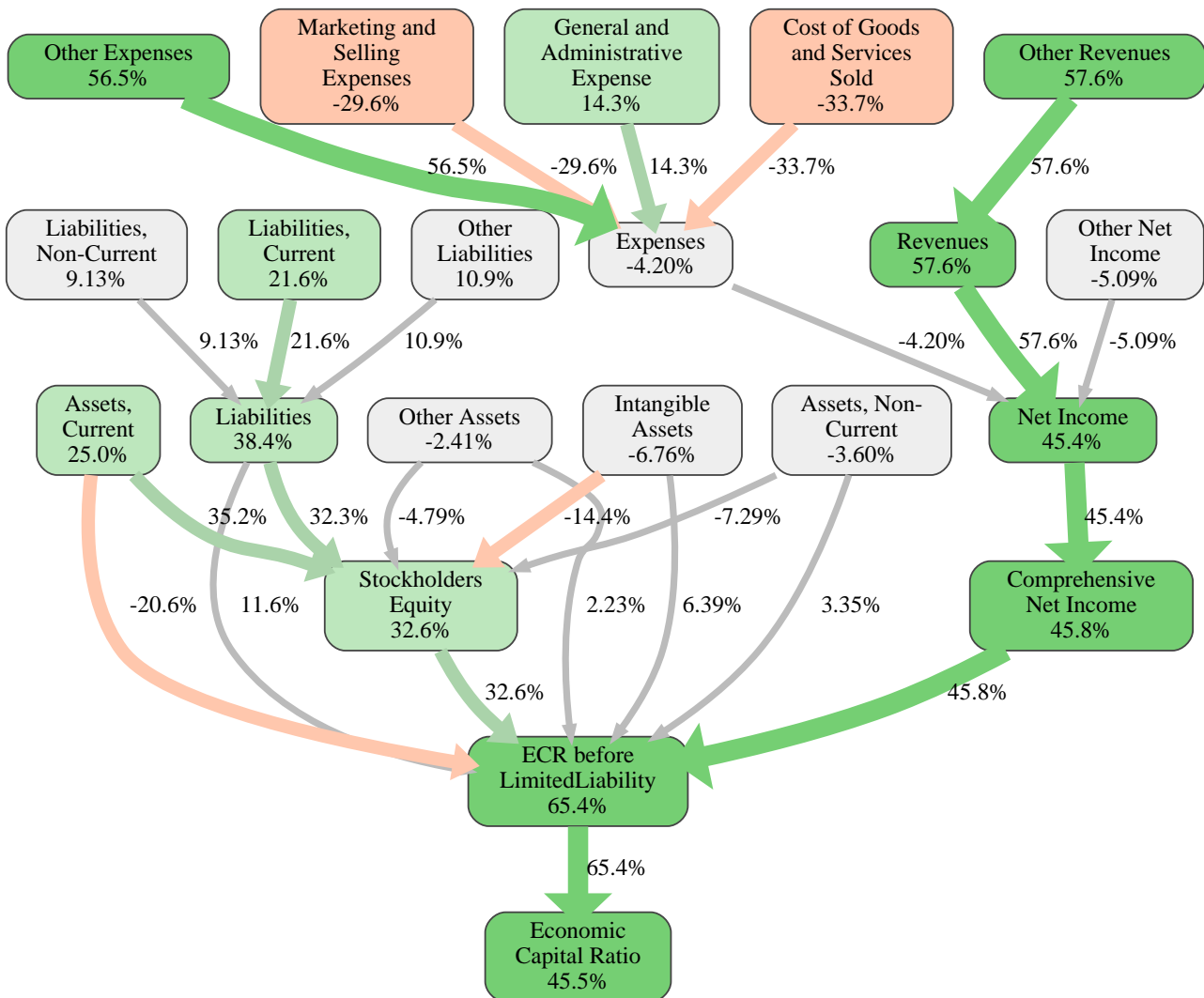




RealRate

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YuMe Inc
Rank 9 of 29





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The relative strengths and weaknesses of YuMe 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 YuMe Inc compared to the market average is the variable Revenues, increasing the Economic Capital Ratio by 58% points. The greatest weakness of YuMe Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 34% points.

The company's Economic Capital Ratio, given in the ranking table, is 137%, being 45% points above the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	136,300
Assets, Non-Current	0
Cost of Goods and Services Sold	93,096
General and Administrative Expense	21,736
Intangible Assets	5,231
Liabilities, Current	46,546
Liabilities, Non-Current	117
Marketing and Selling Expenses	65,112
Other Assets	3,104
Other Compr. Net Income	-80
Other Expenses	6,580
Other Liabilities	431
Other Net Income	0
Other Revenues	177,779
Property, Plant and Equipment	10,407

Output Variable	Value in 1000 USD
Assets	155,042
Liabilities	47,094
Expenses	186,524
Revenues	177,779
Stockholders Equity	107,948
Net Income	-8,745
Comprehensive Net Income	-8,825
BaseVar	283,260
ECR before LimitedLiability	75%
Economic Capital Ratio	137%