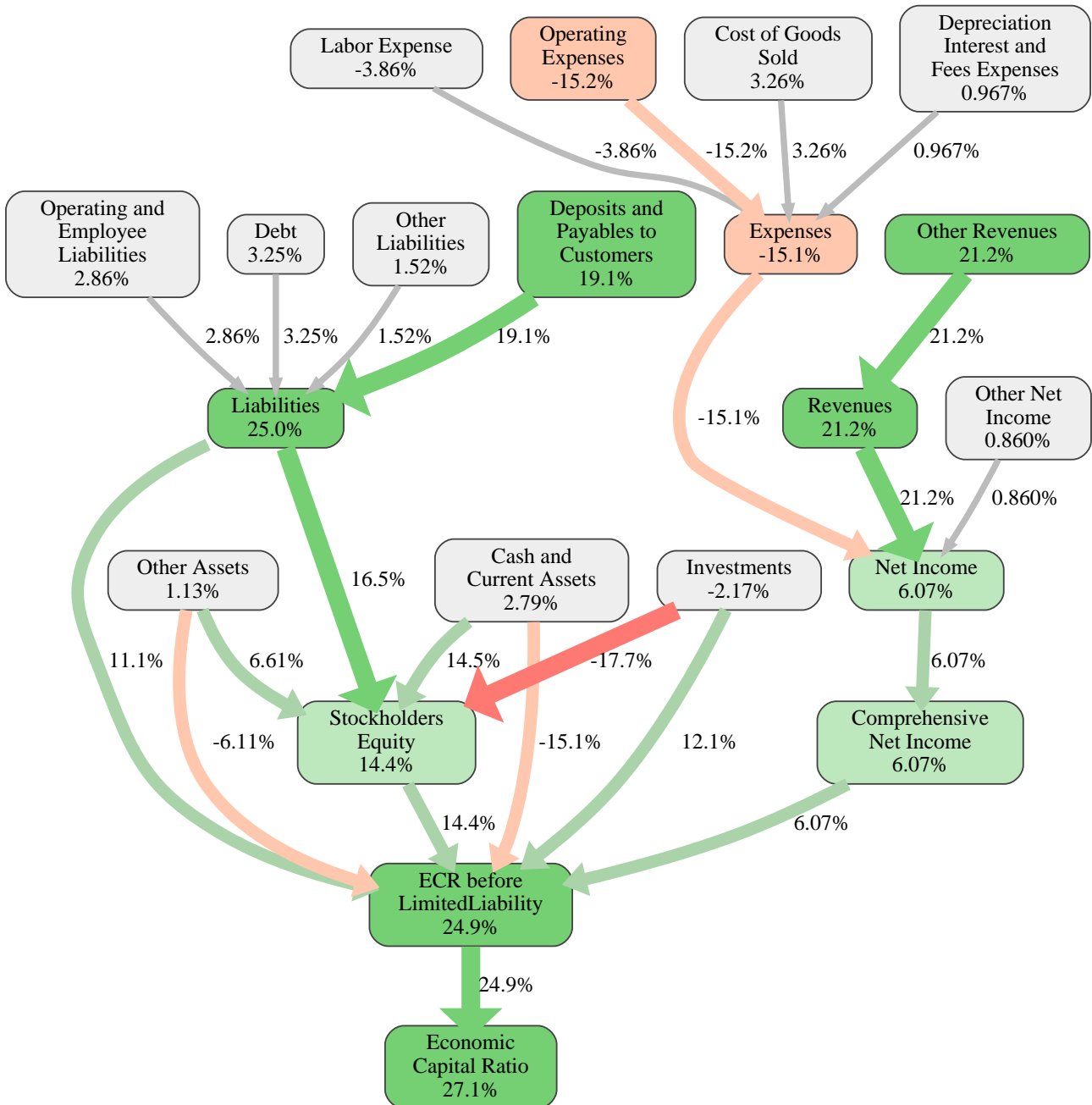




RealRate

FINANCE SERVICES 2010

Franklin Resources INC Rank 1 of 3





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The relative strengths and weaknesses of Franklin Resources 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 Franklin Resources INC compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 25% points. The greatest weakness of Franklin Resources INC is the variable Operating Expenses, reducing the Economic Capital Ratio by 15% points.

The company's Economic Capital Ratio, given in the ranking table, is 122%, being 27% points above the market average of 95%.

Input Variable	Value in 1000 USD
Cash and Current Assets	5,244,420
Cost of Goods Sold	0
Debt	0
Deposits and Payables to Customers	0
Depreciation Interest and Fees Expenses	0
Intangible Assets	2,004,600
Investment Income	0
Investments	310,504
Labor Expense	958,511
Loans Income	0
Loans Payable	0
Operating Expenses	2,991,493
Operating and Employee Liabilities	725,540
Other Assets	1,908,939
Other Compr. Net Income	0
Other Expenses	-690,326
Other Liabilities	1,043,362
Other Net Income	78,498
Other Revenues	4,194,087
Revenue from Contract with Customer	0
Selling and General Administrative Expense	116,129

Output Variable	Value in 1000 USD
Liabilities	1,768,902
Assets	9,468,463
Expenses	3,375,807
Revenues	4,194,087
Stockholders Equity	7,699,561
Net Income	896,778
Comprehensive Net Income	896,778
BaseVar	9,442,878
ECR before LimitedLiability	84%
Economic Capital Ratio	122%