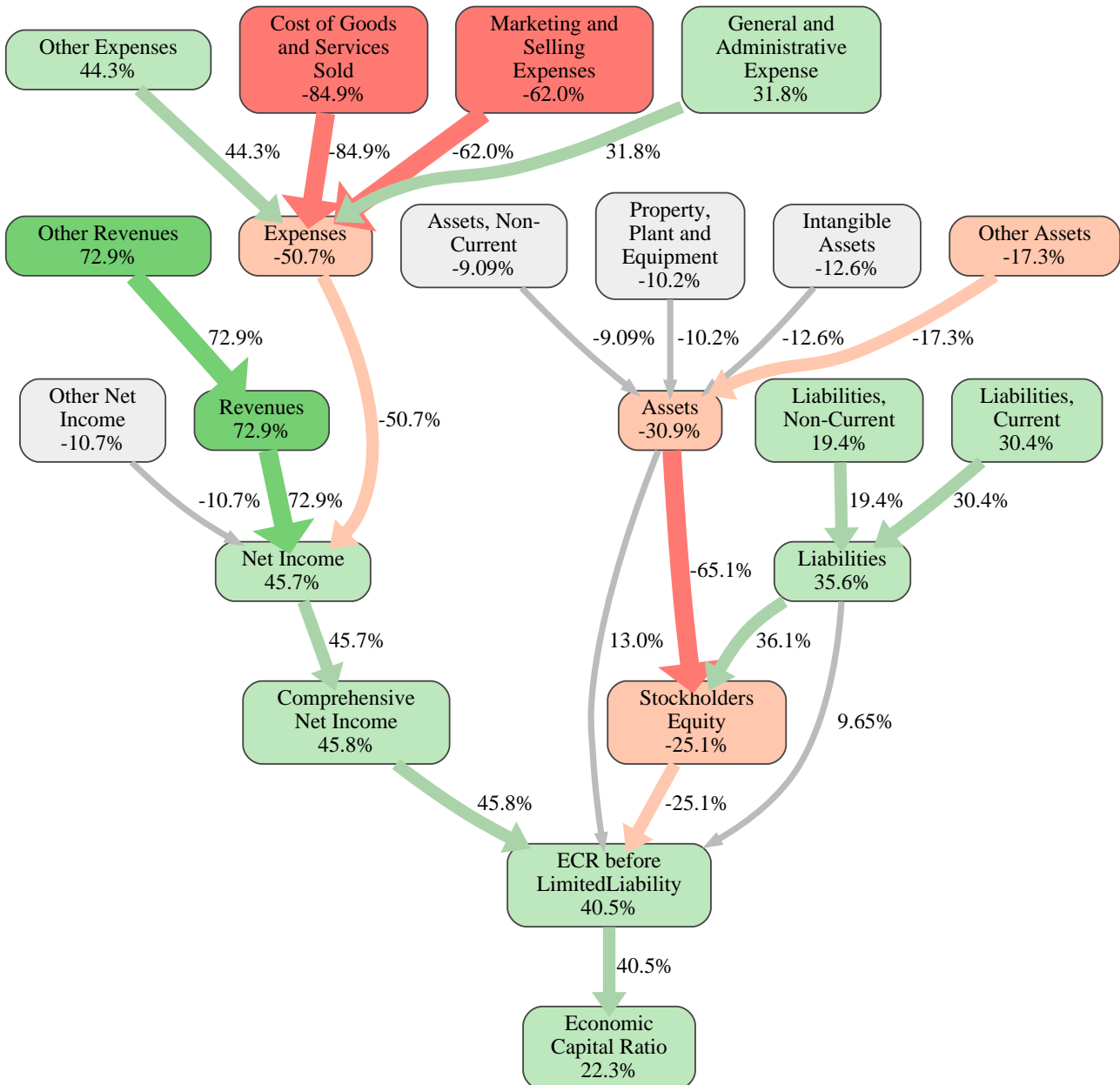




RealRate

ADVERTISING 2012

Reachlocal Inc
Rank 8 of 19





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 73% 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 103%, being 22% points above the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	98,635
Assets, Non-Current	1,966
Cost of Goods and Services Sold	190,559
General and Administrative Expense	33,313
Intangible Assets	43,723
Liabilities, Current	81,111
Liabilities, Non-Current	0
Marketing and Selling Expenses	139,929
Other Assets	12,228
Other Compr. Net Income	0
Other Expenses	16,337
Other Liabilities	3,039
Other Net Income	-5,287
Other Revenues	375,241
Property, Plant and Equipment	9,885

Output Variable	Value in 1000 USD
Assets	166,437
Liabilities	84,150
Expenses	380,138
Revenues	375,241
Stockholders Equity	82,287
Net Income	-10,184
Comprehensive Net Income	-10,184
BaseVar	505,626
ECR before LimitedLiability	39%
Economic Capital Ratio	103%