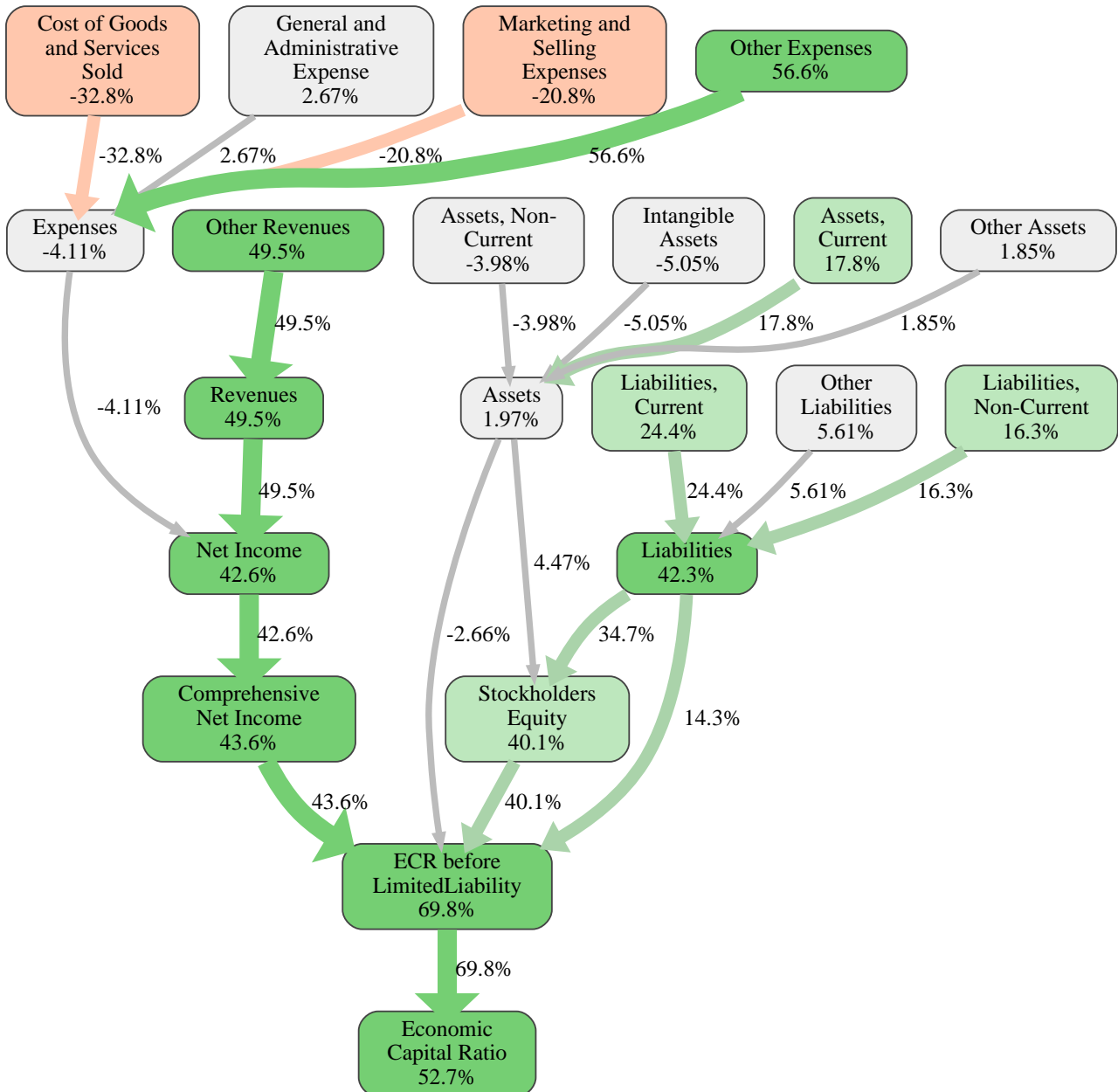




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YuMe Inc
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The relative strengths and weaknesses of YuMe Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of YuMe Inc compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 57% points. The greatest weakness of YuMe Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 33% points.

The company's Economic Capital Ratio, given in the ranking table, is 136%, being 53% points above the market average of 83%.

Input Variable	Value in 1000 USD
Assets, Current	117,986
Assets, Non-Current	0
Cost of Goods and Services Sold	80,242
General and Administrative Expense	17,992
Intangible Assets	5,951
Liabilities, Current	38,488
Liabilities, Non-Current	139
Marketing and Selling Expenses	47,118
Other Assets	14,840
Other Compr. Net Income	38
Other Expenses	5,455
Other Liabilities	795
Other Net Income	0
Other Revenues	151,128
Property, Plant and Equipment	6,610

Output Variable	Value in 1000 USD
Assets	145,387
Liabilities	39,422
Expenses	150,807
Revenues	151,128
Stockholders Equity	105,965
Net Income	321
Comprehensive Net Income	359
BaseVar	243,391
ECR before LimitedLiability	82%
Economic Capital Ratio	136%