





The relative strengths and weaknesses of Retailmenot 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 Retailmenot Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 62% points. The greatest weakness of Retailmenot Inc is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 7.3% points.

The company's Economic Capital Ratio, given in the ranking table, is 158%, being 74% points above the market average of 83%.

Input Variable	Value in 1000 USD
Assets, Current	235,828
Assets, Non-Current	5,465
Cost of Goods and Services Sold	13,049
General and Administrative Expense	28,583
Intangible Assets	260,472
Liabilities, Current	41,576
Liabilities, Non-Current	30,401
Marketing and Selling Expenses	70,303
Other Assets	0
Other Compr. Net Income	0
Other Expenses	64,063
Other Liabilities	8,796
Other Net Income	-2,308
Other Revenues	209,836
Property, Plant and Equipment	10,317

Output Variable	Value in 1000 USD
Assets	512,082
Liabilities	80,773
Expenses	175,998
Revenues	209,836
Stockholders Equity	431,309
Net Income	31,530
Comprehensive Net Income	31,530
BaseVar	490,498
ECR before LimitedLiability	114%
Economic Capital Ratio	158%