





# ADVERTISING 2015

Reachlocal Inc  
Rank 18 of 29



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 40% points. The greatest weakness of Reachlocal Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 80% points.

The company's Economic Capital Ratio, given in the ranking table, is 68%, being 15% points below the market average of 84%.

Input Variable	Value in 1000 USD
Assets, Current	62,088
Assets, Non-Current	3,518
Cost of Goods and Services Sold	252,721
General and Administrative Expense	52,155
Intangible Assets	53,681
Liabilities, Current	106,848
Liabilities, Non-Current	0
Marketing and Selling Expenses	182,720
Other Assets	34,144
Other Compr. Net Income	-588
Other Expenses	33,921
Other Liabilities	13,298
Other Net Income	1,586
Other Revenues	474,921
Property, Plant and Equipment	19,639

Output Variable	Value in 1000 USD
Assets	173,070
Liabilities	120,146
Expenses	521,517
Revenues	474,921
Stockholders Equity	52,924
Net Income	-45,010
Comprehensive Net Income	-45,598
BaseVar	645,914
ECR before LimitedLiability	-5.5%
Economic Capital Ratio	68%