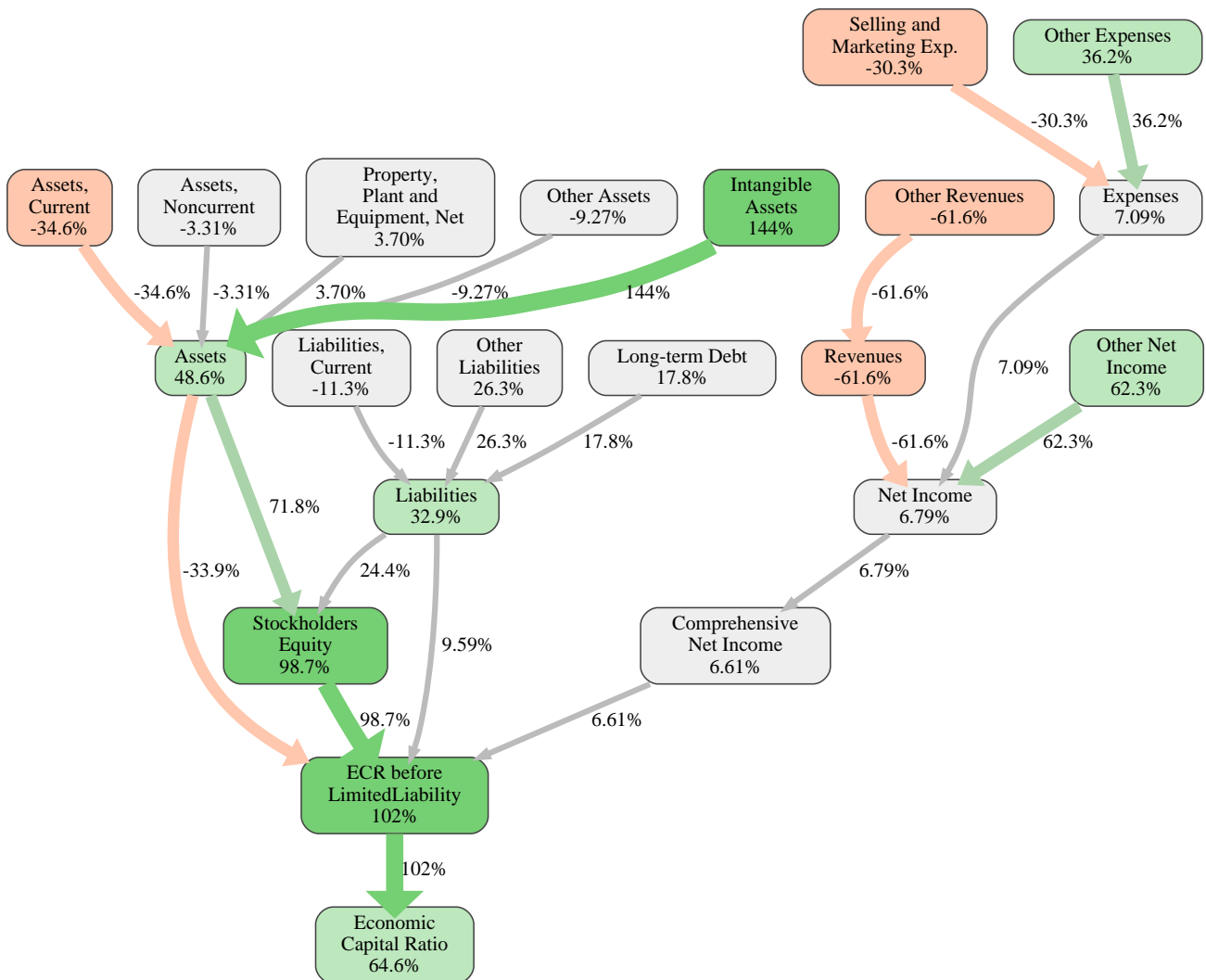




RealRate

SERVICES-PREPACKAGED SOFTWARE 2013

Vocus Inc
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The relative strengths and weaknesses of Vocus 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 Vocus Inc compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 144% points. The greatest weakness of Vocus Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 62% points.

The company's Economic Capital Ratio, given in the ranking table, is 414%, being 65% points above the market average of 349%.

Input Variable	Value in 1000 USD
Assets, Current	67,021
Assets, Noncurrent	1,963
General and Administrative Exp.	40,651
Intangible Assets	203,762
Liabilities, Current	99,653
Long-term Debt	6,786
Other Assets	0
Other Compr. Net Income	181
Other Expenses	8,584
Other Liabilities	8,106
Other Net Income	136,789
Other Revenues	0
Property, Plant and Equipment, Net	20,068
Research and Development Exp.	13,272
Selling and Marketing Exp.	97,873

Output Variable	Value in 1000 USD
Liabilities	114,545
Assets	292,814
Expenses	160,380
Revenues	0
Stockholders Equity	178,269
Net Income	-23,591
Comprehensive Net Income	-23,410
BaseVar	420,745
ECR before LimitedLiability	301%
Economic Capital Ratio	414%