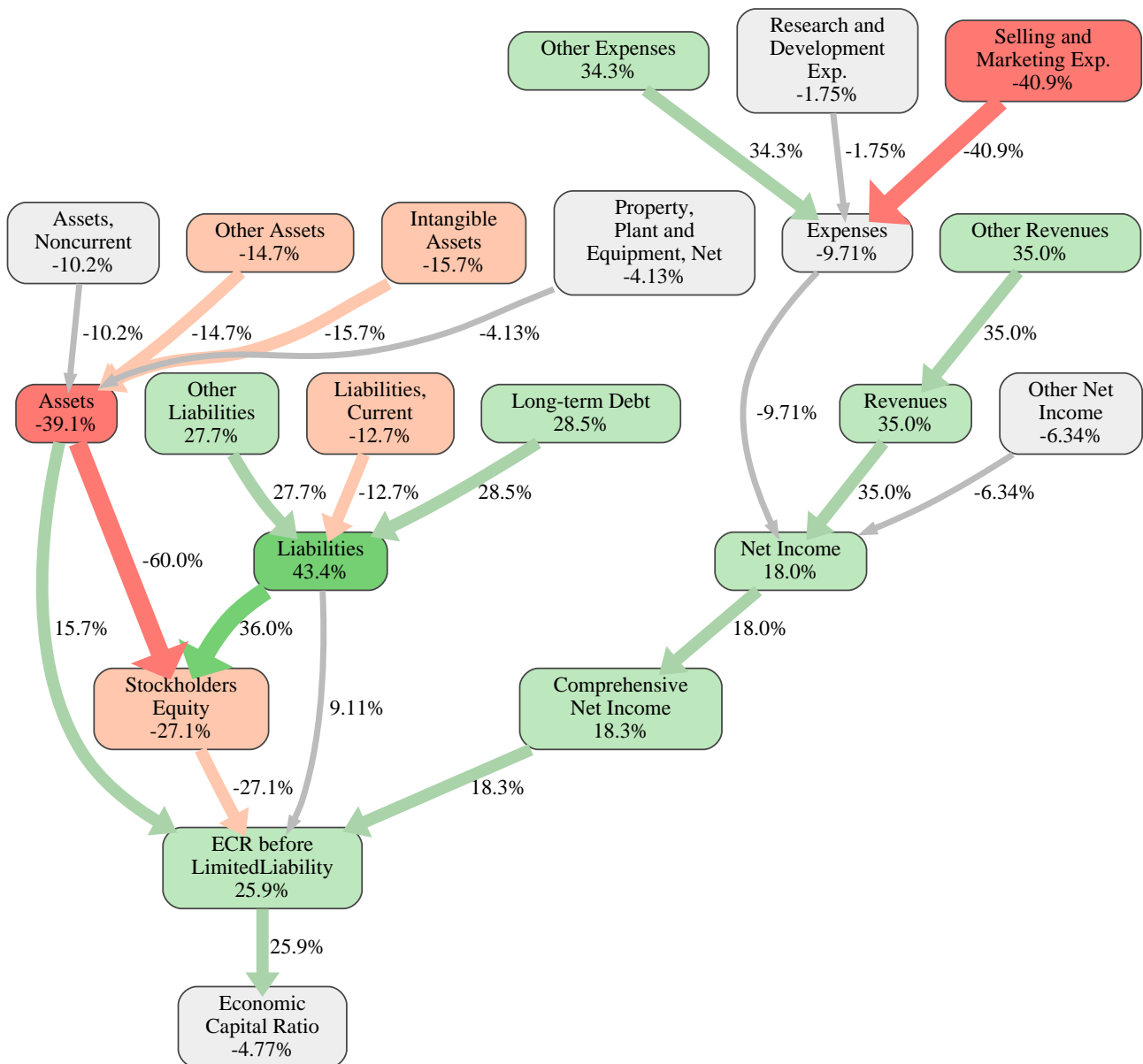




RealRate

# SERVICES-PREPACKAGED SOFTWARE 2014

Rosetta Stone INC  
Rank 86 of 147





RealRate

# SERVICES-PREPACKAGED SOFTWARE 2014

## Rosetta Stone INC Rank 86 of 147



The relative strengths and weaknesses of Rosetta Stone 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 Rosetta Stone INC compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 43% points. The greatest weakness of Rosetta Stone INC is the variable Selling and Marketing Exp., reducing the Economic Capital Ratio by 41% points.

The company's Economic Capital Ratio, given in the ranking table, is 346%, being 4.8% points below the market average of 351%.

Input Variable	Value in 1000 USD
Assets, Current	190,721
Assets, Noncurrent	3,224
General and Administrative Exp.	56,432
Intangible Assets	79,065
Liabilities, Current	136,071
Long-term Debt	2,756
Other Assets	0
Other Compr. Net Income	188
Other Expenses	44,672
Other Liabilities	20,706
Other Net Income	424
Other Revenues	264,645
Property, Plant and Equipment, Net	17,766
Research and Development Exp.	33,995
Selling and Marketing Exp.	146,104

Output Variable	Value in 1000 USD
Liabilities	159,533
Assets	290,776
Expenses	281,203
Revenues	264,645
Stockholders Equity	131,243
Net Income	-16,134
Comprehensive Net Income	-15,946
BaseVar	624,070
ECR before LimitedLiability	201%
Economic Capital Ratio	346%