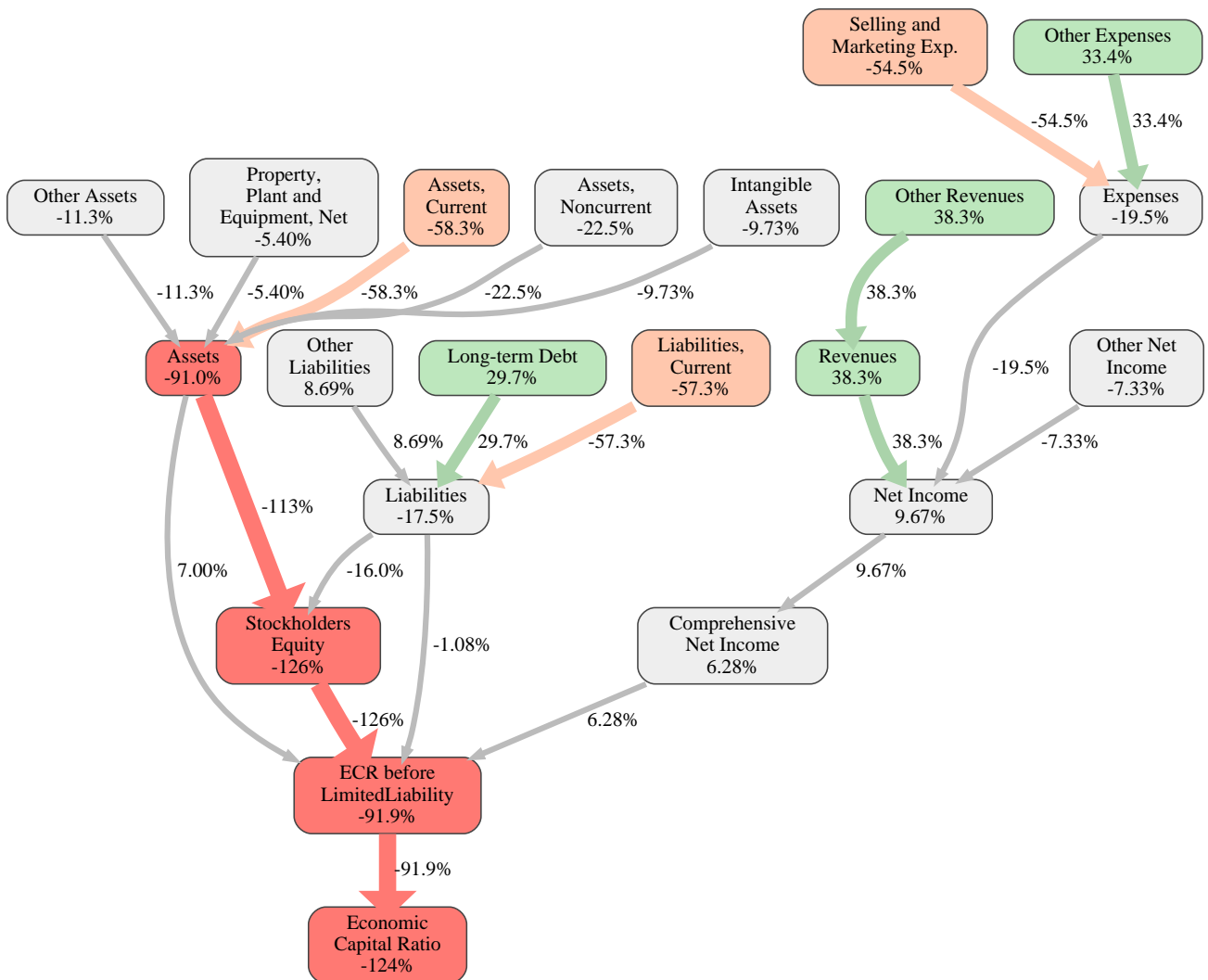




SERVICES-PREPACKAGED SOFTWARE 2015



Rosetta Stone INC
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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 Other Revenues, increasing the Economic Capital Ratio by 38% points. The greatest weakness of Rosetta Stone INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 126% points.

The company's Economic Capital Ratio, given in the ranking table, is 223%, being 124% points below the market average of 347%.

Input Variable	Value in 1000 USD
Assets, Current	164,279
Assets, Noncurrent	1,525
General and Administrative Exp.	57,120
Intangible Assets	92,961
Liabilities, Current	186,009
Long-term Debt	1,313
Other Assets	4,362
Other Compr. Net Income	-1,523
Other Expenses	70,710
Other Liabilities	37,637
Other Net Income	-1,345
Other Revenues	261,853
Property, Plant and Equipment, Net	25,277
Research and Development Exp.	33,176
Selling and Marketing Exp.	173,208

Output Variable	Value in 1000 USD
Liabilities	224,959
Assets	288,404
Expenses	334,214
Revenues	261,853
Stockholders Equity	63,445
Net Income	-73,706
Comprehensive Net Income	-75,229
BaseVar	693,904
ECR before LimitedLiability	47%
Economic Capital Ratio	223%