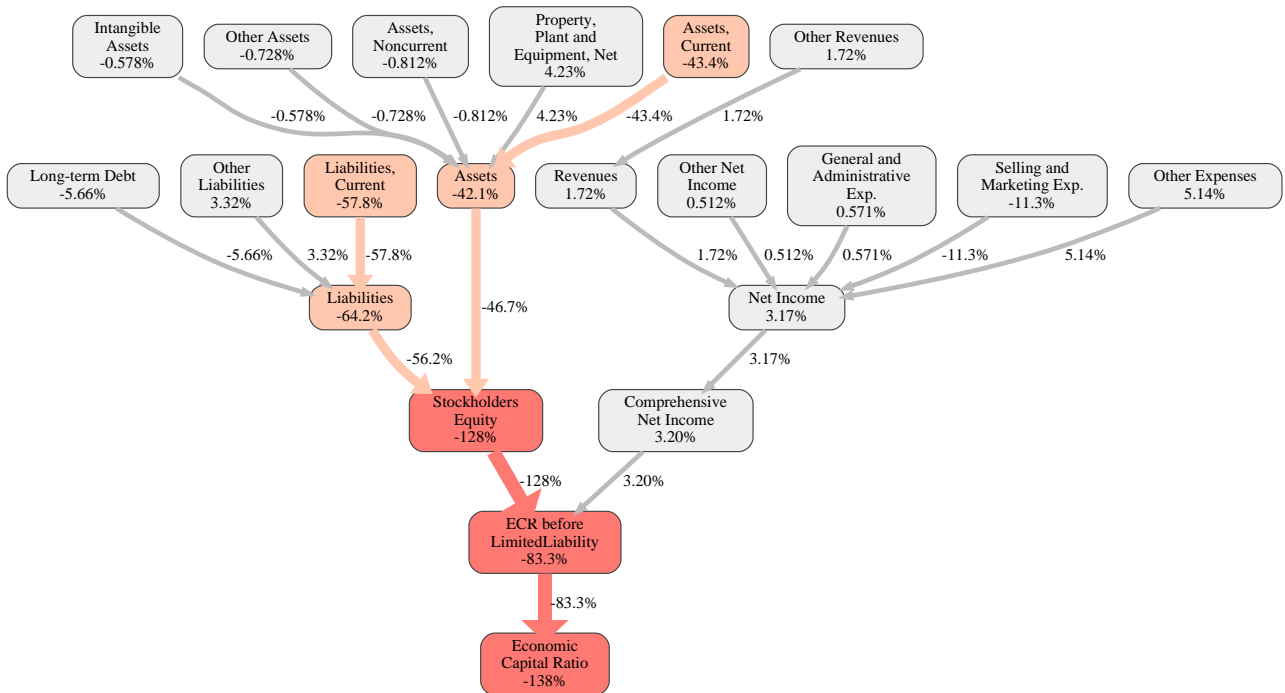




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Rosetta Stone INC Rank 100 of 129





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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 Expenses, increasing the Economic Capital Ratio by 5.1% points. The greatest weakness of Rosetta Stone INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 128% points.

The company's Economic Capital Ratio, given in the ranking table, is 176%, being 138% points below the market average of 314%.

Input Variable	Value in 1000 USD
Assets, Current	76,695
Assets, Noncurrent	2,136
General and Administrative Exp.	33,210
Intangible Assets	65,089
Liabilities, Current	148,391
Long-term Debt	49,538
Other Assets	6,933
Other Compr. Net Income	-440
Other Expenses	37,731
Other Liabilities	1,337
Other Net Income	-45
Other Revenues	173,634
Property, Plant and Equipment, Net	36,405
Research and Development Exp.	25,210
Selling and Marketing Exp.	98,911

Output Variable	Value in 1000 USD
Liabilities	199,266
Assets	187,258
Expenses	195,062
Revenues	173,634
Stockholders Equity	-12,008
Net Income	-21,473
Comprehensive Net Income	-21,913
BaseVar	462,764
ECR before LimitedLiability	-39%
Economic Capital Ratio	176%