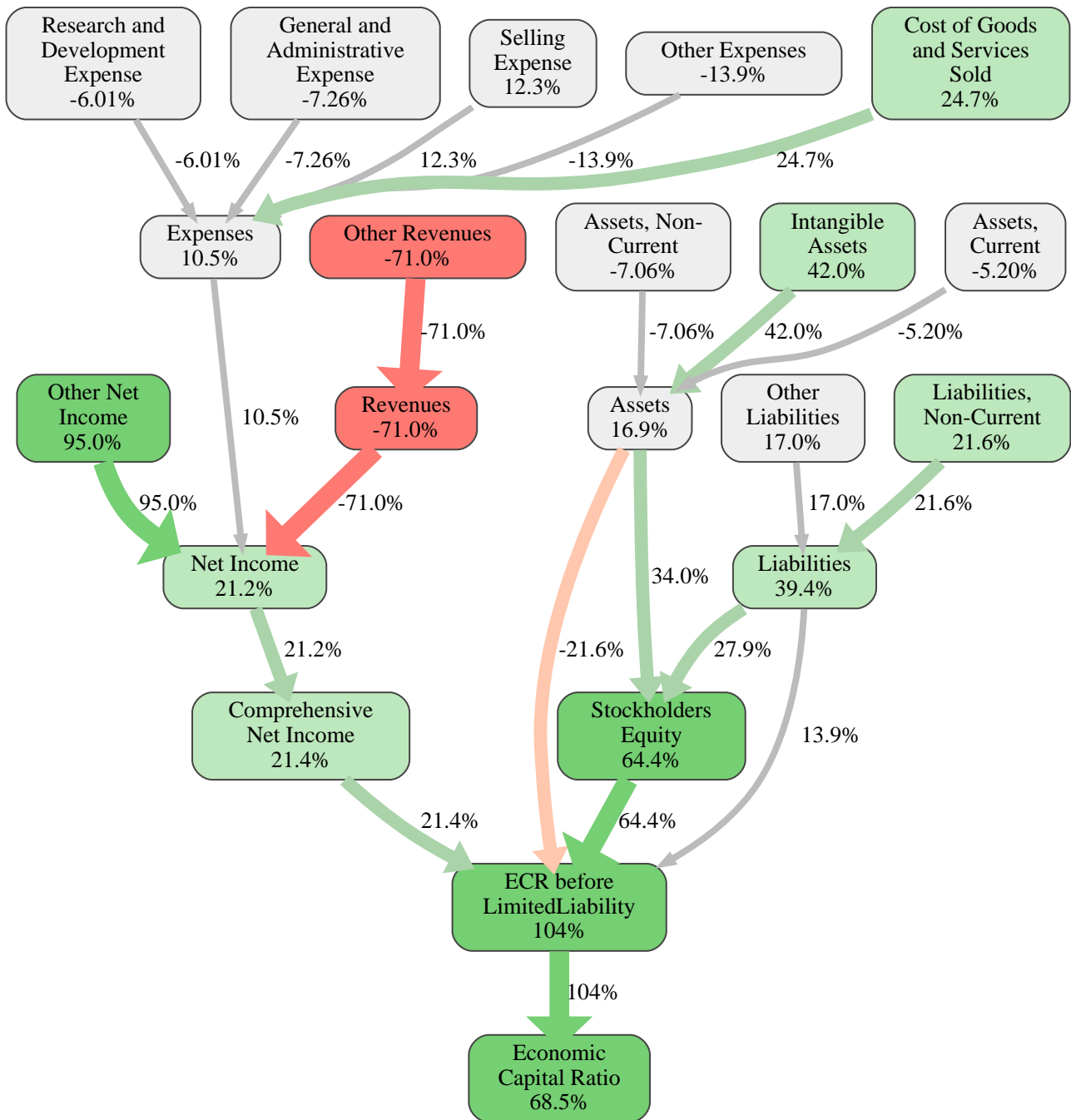




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DATA PROCESSING 2012

LEAF Group LTD Rank 10 of 38





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The relative strengths and weaknesses of LEAF Group LTD 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 LEAF Group LTD compared to the market average is the variable Other Net Income, increasing the Economic Capital Ratio by 95% points. The greatest weakness of LEAF Group LTD is the variable Other Revenues, reducing the Economic Capital Ratio by 71% points.

The company's Economic Capital Ratio, given in the ranking table, is 300%, being 68% points above the market average of 232%.

Input Variable	Value in 1000 USD
Assets, Current	177,992
Assets, Non-Current	35,150
Cost of Goods and Services Sold	0
Depreciation, Depletion, Amortization	0
General and Administrative Expense	59,451
Intangible Assets	367,364
Liabilities, Current	148,177
Liabilities, Non-Current	1,660
Other Assets	9,597
Other Compr. Net Income	0
Other Expenses	207,181
Other Liabilities	0
Other Net Income	323,648
Other Revenues	0
Research and Development Expense	38,146
Selling Expense	37,394

Output Variable	Value in 1000 USD
Assets	590,103
Liabilities	149,837
Expenses	342,172
Revenues	0
Stockholders Equity	440,266
Net Income	-18,524
Comprehensive Net Income	-18,524
BaseVar	869,335
ECR before LimitedLiability	172%
Economic Capital Ratio	300%