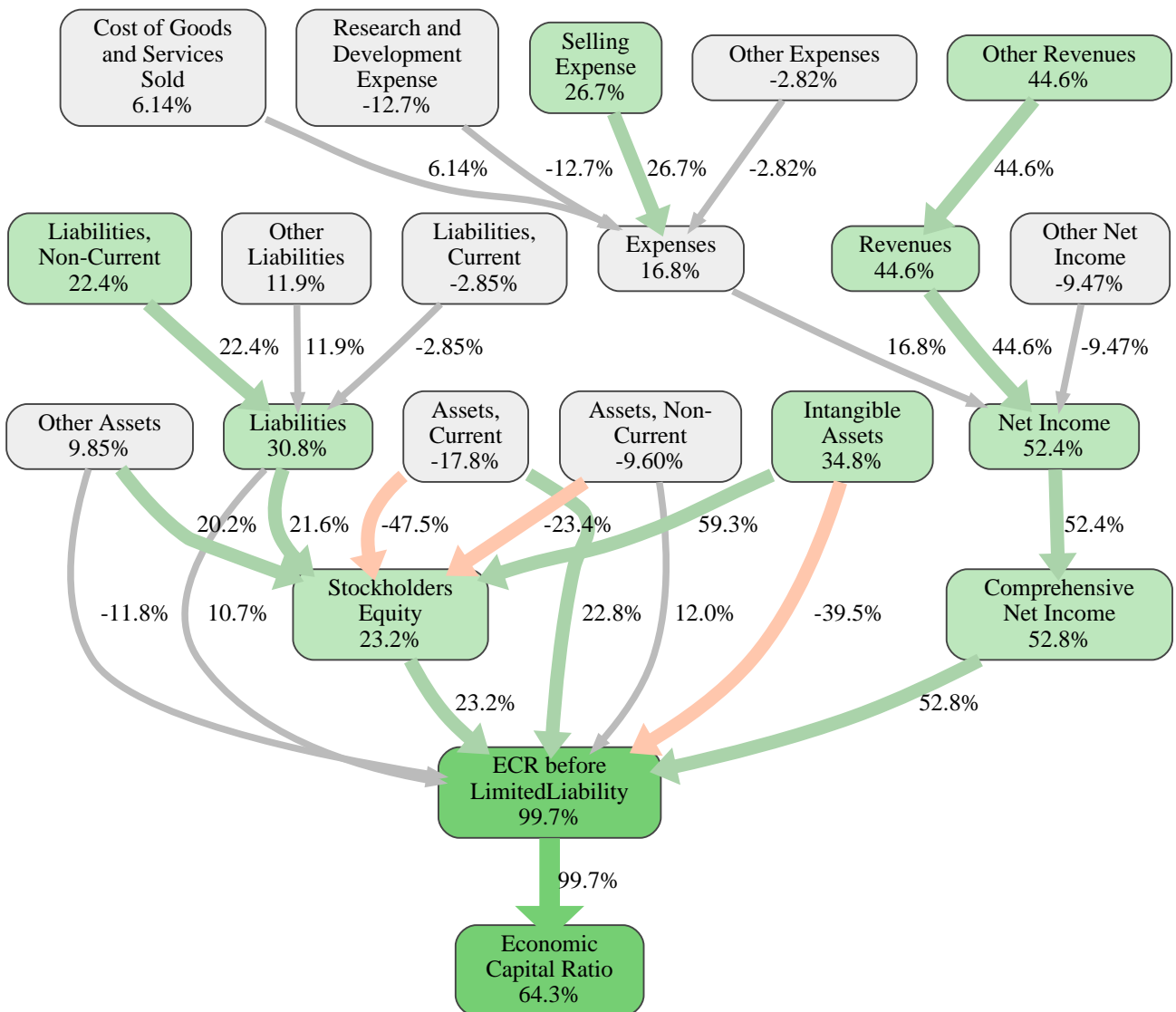




RealRate

# DATA PROCESSING 2012

Ancestry com Inc  
Rank 13 of 38





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Ancestry com Inc  
Rank 13 of 38

The relative strengths and weaknesses of Ancestry com 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 Ancestry com Inc compared to the market average is the variable Comprehensive Net Income, increasing the Economic Capital Ratio by 53% points. The greatest weakness of Ancestry com Inc is the variable Assets, Current, reducing the Economic Capital Ratio by 18% points.

The company's Economic Capital Ratio, given in the ranking table, is 296%, being 64% points above the market average of 232%.

Input Variable	Value in 1000 USD
Assets, Current	72,830
Assets, Non-Current	24,357
Cost of Goods and Services Sold	66,508
Depreciation, Depletion, Amortization	0
General and Administrative Expense	39,734
Intangible Assets	320,016
Liabilities, Current	163,196
Liabilities, Non-Current	5,219
Other Assets	76,646
Other Compr. Net Income	0
Other Expenses	171,053
Other Liabilities	14,925
Other Net Income	-1,226
Other Revenues	399,661
Research and Development Expense	58,245
Selling Expense	0

Output Variable	Value in 1000 USD
Assets	493,849
Liabilities	183,340
Expenses	335,540
Revenues	399,661
Stockholders Equity	310,509
Net Income	62,895
Comprehensive Net Income	62,895
BaseVar	890,915
ECR before LimitedLiability	166%
Economic Capital Ratio	296%