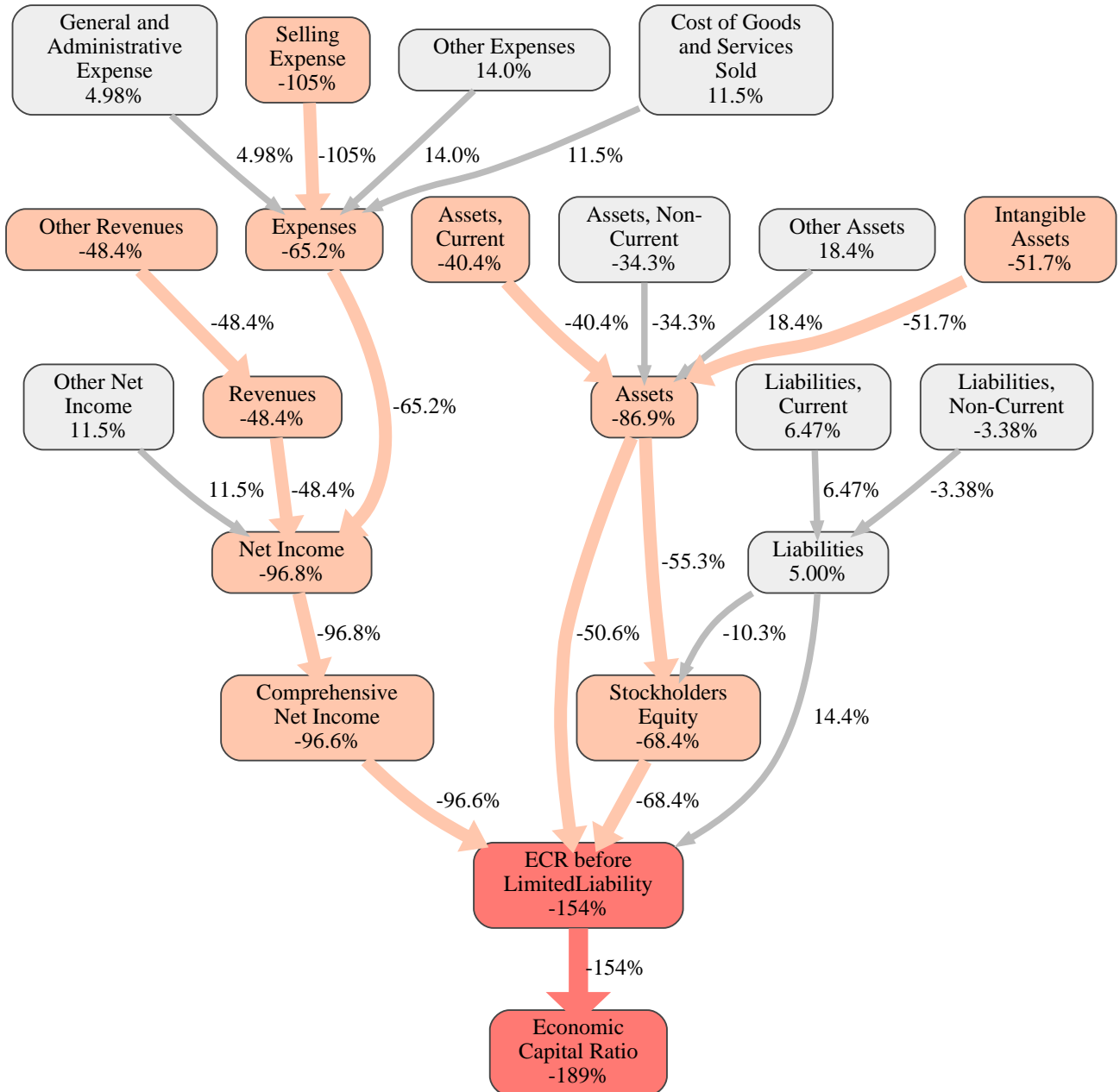




RealRate

DATA PROCESSING 2012

Rowl Inc
Rank 36 of 38





DATA PROCESSING 2012

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The relative strengths and weaknesses of Rowl 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 Rowl Inc compared to the market average is the variable Other Assets, increasing the Economic Capital Ratio by 18% points. The greatest weakness of Rowl Inc is the variable Selling Expense, reducing the Economic Capital Ratio by 105% points.

The company's Economic Capital Ratio, given in the ranking table, is 43%, being 189% points below the market average of 232%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	234	Assets	382
Assets, Non-Current	12	Liabilities	629
Cost of Goods and Services Sold	0	Expenses	1,474
Depreciation, Depletion, Amortization	0	Revenues	0
General and Administrative Expense	0	Stockholders Equity	-247
Intangible Assets	0	Net Income	-1,245
Liabilities, Current	479	Comprehensive Net Income	-1,245
Liabilities, Non-Current	0	BaseVar	1,783
Other Assets	136	ECR before LimitedLiability	-443%
Other Compr. Net Income	0	Economic Capital Ratio	43%
Other Expenses	112		
Other Liabilities	150		
Other Net Income	229		
Other Revenues	0		
Research and Development Expense	0		
Selling Expense	1,362		