



The relative strengths and weaknesses of AOL 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 AOL Inc. compared to the market average is the variable Comprehensive Net Income, increasing the Economic Capital Ratio by 120% points. The greatest weakness of AOL Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 63% points.

The company's Economic Capital Ratio, given in the ranking table, is 373%, being 158% points above the market average of 215%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	887,600	Assets	2,797,300
Assets, Non-Current	543,600	Liabilities	646,100
Cost of Goods and Services Sold	1,587,200	Expenses	2,211,100
Depreciation, Depletion, Amortization	0	Revenues	2,287,700
General and Administrative Expense	0	Stockholders Equity	2,151,200
Intangible Assets	1,217,300	Net Income	1,047,700
Liabilities, Current	510,200	Comprehensive Net Income	1,041,800
Liabilities, Non-Current	73,800	BaseVar	5,828,550
Other Assets	148,800	ECR before LimitedLiability	279%
Other Compr. Net Income	-5,900	Economic Capital Ratio	373%
Other Expenses	210,700		
Other Liabilities	62,100		
Other Net Income	971,100		
Other Revenues	2,287,700		
Research and Development Expense	0		
Selling Expense	413,200		