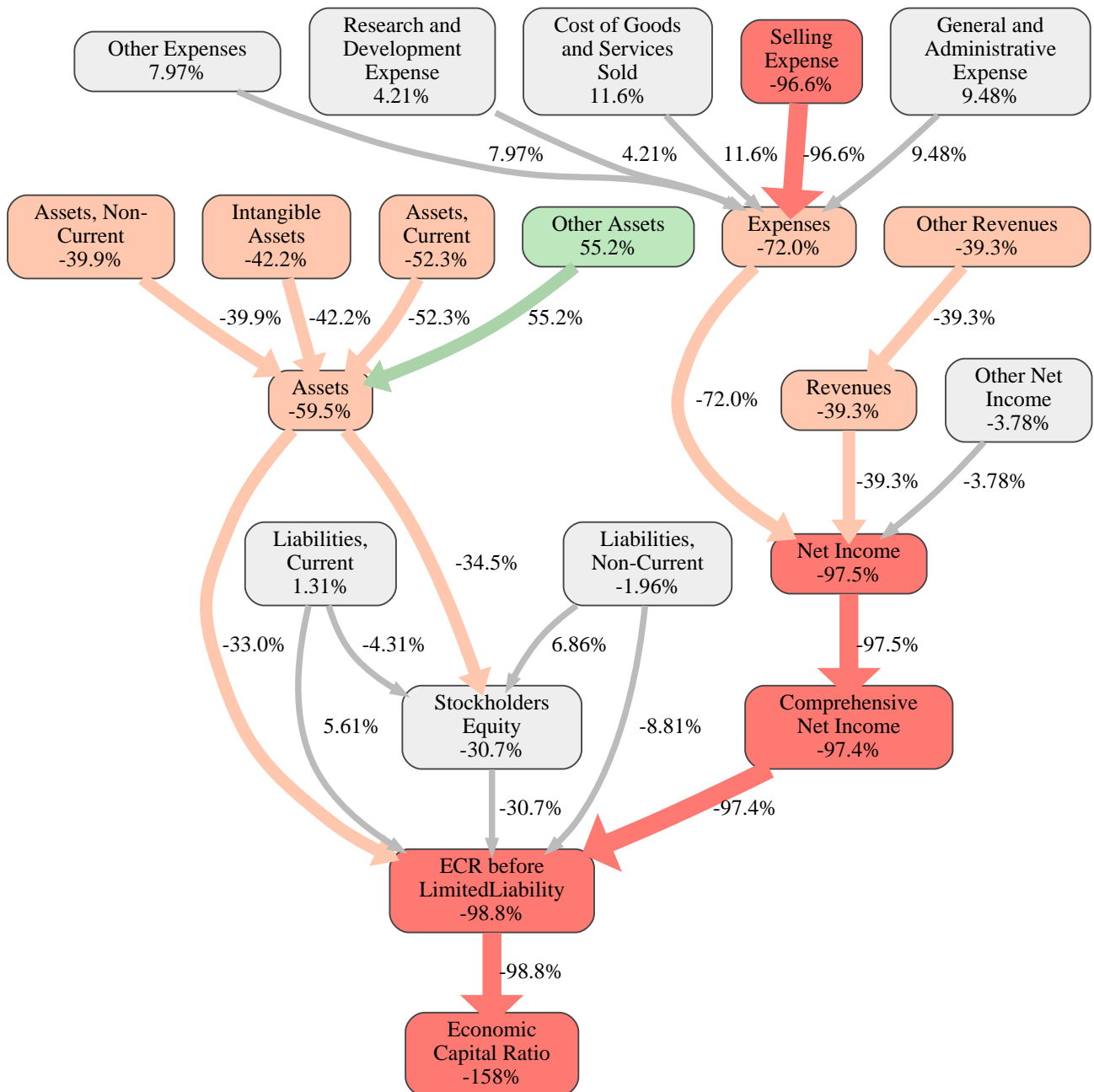




RealRate

DATA PROCESSING 2013

Rowl Inc
Rank 50 of 53





DATA PROCESSING 2013

Rowl Inc
Rank 50 of 53

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 55% points. The greatest weakness of Rowl Inc is the variable Net Income, reducing the Economic Capital Ratio by 97% points.

The company's Economic Capital Ratio, given in the ranking table, is 57%, being 158% points below the market average of 215%.

Input Variable	Value in 1000 USD
Assets, Current	165
Assets, Non-Current	20
Cost of Goods and Services Sold	0.017
Depreciation, Depletion, Amortization	0
General and Administrative Expense	0
Intangible Assets	0
Liabilities, Current	497
Liabilities, Non-Current	0
Other Assets	553
Other Compr. Net Income	0
Other Expenses	112
Other Liabilities	75
Other Net Income	9.0
Other Revenues	0.089
Research and Development Expense	0
Selling Expense	1,773

Output Variable	Value in 1000 USD
Assets	737
Liabilities	572
Expenses	1,885
Revenues	0.089
Stockholders Equity	166
Net Income	-1,876
Comprehensive Net Income	-1,876
BaseVar	2,075
ECR before LimitedLiability	-392%
Economic Capital Ratio	57%