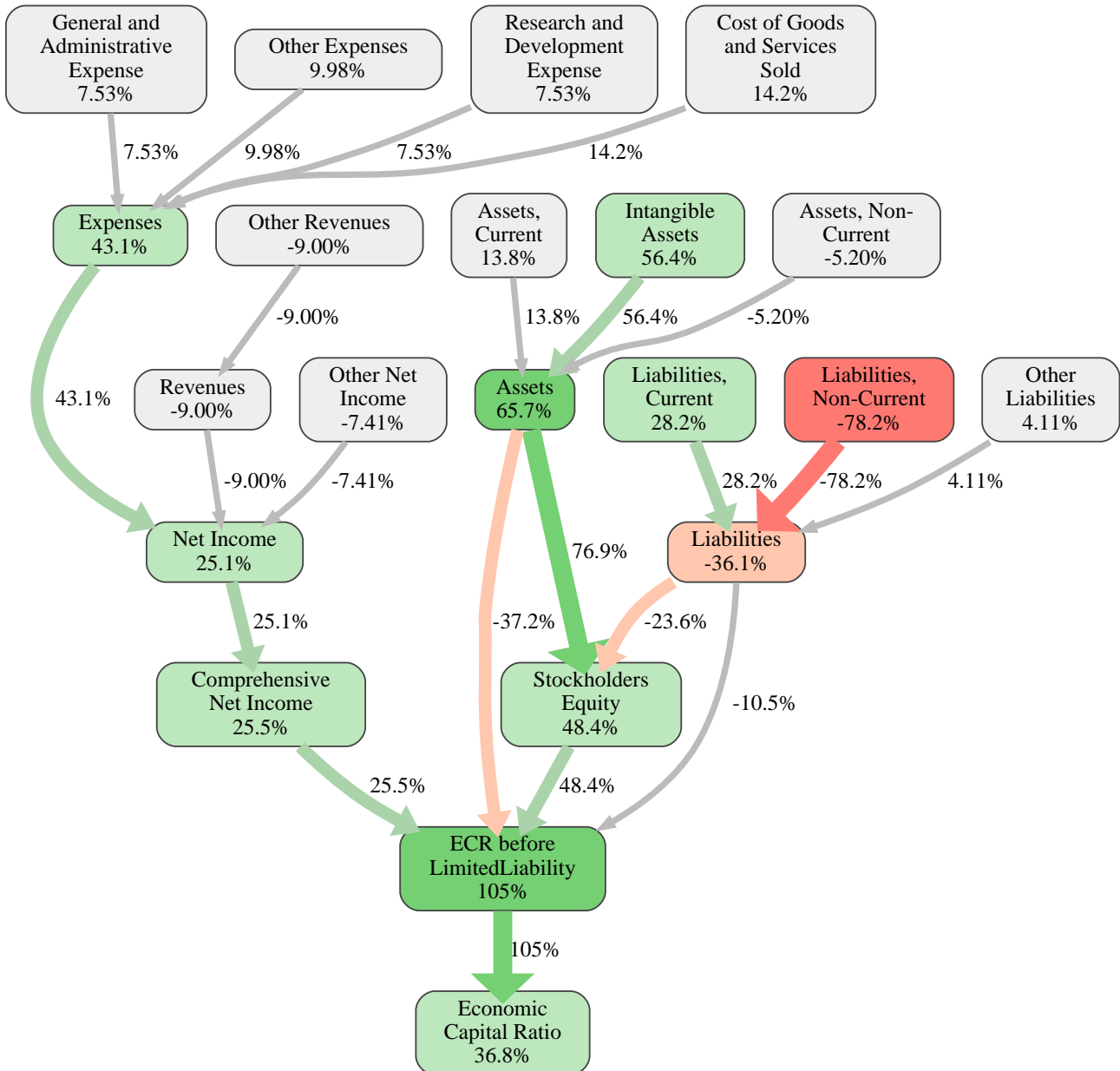




RealRate

DATA PROCESSING 2014

Trulia INC
Rank 21 of 49





DATA PROCESSING 2014

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The relative strengths and weaknesses of Trulia 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 Trulia INC compared to the market average is the variable Assets, increasing the Economic Capital Ratio by 66% points. The greatest weakness of Trulia INC is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 78% points.

The company's Economic Capital Ratio, given in the ranking table, is 260%, being 37% points above the market average of 223%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	249,566	Assets	655,409
Assets, Non-Current	30,462	Liabilities	274,333
Cost of Goods and Services Sold	0	Expenses	161,467
Depreciation, Depletion, Amortization	0	Revenues	143,728
General and Administrative Expense	32,702	Stockholders Equity	381,076
Intangible Assets	373,792	Net Income	-17,759
Liabilities, Current	36,230	Comprehensive Net Income	-17,759
Liabilities, Non-Current	233,268	BaseVar	693,782
Other Assets	1,589	ECR before LimitedLiability	118%
Other Compr. Net Income	0	Economic Capital Ratio	260%
Other Expenses	57,395		
Other Liabilities	4,835		
Other Net Income	-20		
Other Revenues	143,728		
Research and Development Expense	0		
Selling Expense	71,370		