



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 58% points. The greatest weakness of AOL Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 70% points.

The company's Economic Capital Ratio, given in the ranking table, is 316%, being 92% points above the market average of 223%.

Input Variable	Value in 1000 USD
Assets, Current	763,100
Assets, Non-Current	539,600
Cost of Goods and Services Sold	1,706,200
Depreciation, Depletion, Amortization	17,500
General and Administrative Expense	0
Intangible Assets	1,570,100
Liabilities, Current	548,000
Liabilities, Non-Current	97,600
Other Assets	110,600
Other Compr. Net Income	5,500
Other Expenses	179,500
Other Liabilities	60,600
Other Net Income	-4,100
Other Revenues	2,319,900
Research and Development Expense	0
Selling Expense	322,000

Output Variable	Value in 1000 USD
Assets	2,983,400
Liabilities	706,200
Expenses	2,225,200
Revenues	2,319,900
Stockholders Equity	2,277,200
Net Income	90,600
Comprehensive Net Income	96,100
BaseVar	5,260,825
ECR before LimitedLiability	194%
Economic Capital Ratio	316%