





DATA PROCESSING 2014

Rowl Inc
Rank 45 of 49

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 74% points. The greatest weakness of Rowl Inc is the variable Net Income, reducing the Economic Capital Ratio by 155% points.

The company's Economic Capital Ratio, given in the ranking table, is 75%, being 149% points below the market average of 223%.

Input Variable	Value in 1000 USD
Assets, Current	379
Assets, Non-Current	23
Cost of Goods and Services Sold	0.017
Depreciation, Depletion, Amortization	0
General and Administrative Expense	0
Intangible Assets	0
Liabilities, Current	349
Liabilities, Non-Current	0
Other Assets	819
Other Compr. Net Income	0
Other Expenses	112
Other Liabilities	0
Other Net Income	3.0
Other Revenues	0.089
Research and Development Expense	337
Selling Expense	2,184

Output Variable	Value in 1000 USD
Assets	1,221
Liabilities	349
Expenses	2,633
Revenues	0.089
Stockholders Equity	871
Net Income	-2,630
Comprehensive Net Income	-2,630
BaseVar	2,762
ECR before LimitedLiability	-335%
Economic Capital Ratio	75%