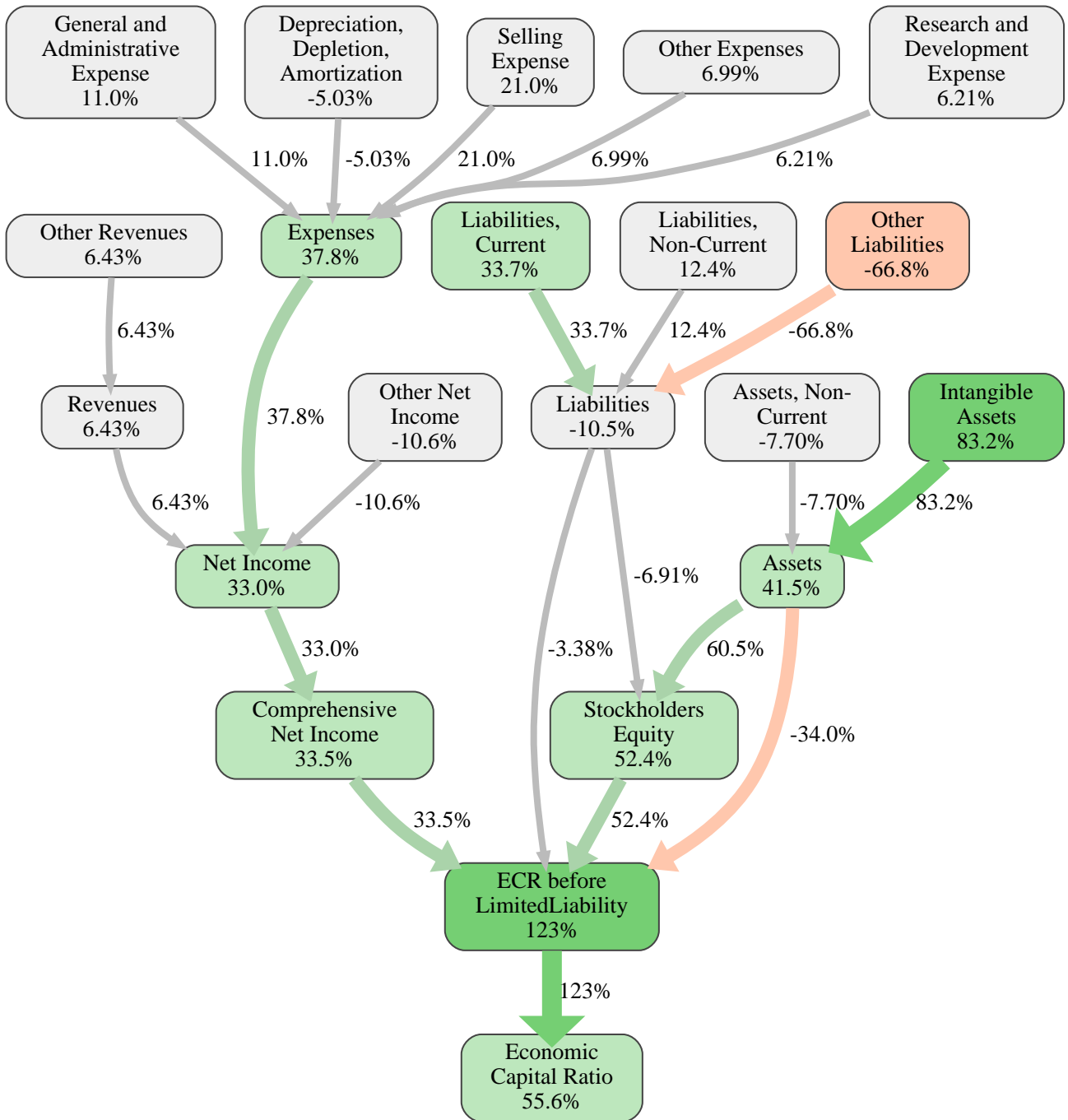




RealRate

DATA PROCESSING 2014

Bankrate Inc
Rank 16 of 49





DATA PROCESSING 2014

Bankrate Inc
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The relative strengths and weaknesses of Bankrate 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 Bankrate Inc compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 83% points. The greatest weakness of Bankrate Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 67% points.

The company's Economic Capital Ratio, given in the ranking table, is 279%, being 56% points above the market average of 223%.

Input Variable	Value in 1000 USD
Assets, Current	308,924
Assets, Non-Current	25,706
Cost of Goods and Services Sold	151,050
Depreciation, Depletion, Amortization	60,127
General and Administrative Expense	56,134
Intangible Assets	962,181
Liabilities, Current	83,461
Liabilities, Non-Current	25,668
Other Assets	0
Other Compr. Net Income	37
Other Expenses	164,202
Other Liabilities	348,720
Other Net Income	-17,175
Other Revenues	457,432
Research and Development Expense	18,746
Selling Expense	0

Output Variable	Value in 1000 USD
Assets	1,296,811
Liabilities	457,849
Expenses	450,259
Revenues	457,432
Stockholders Equity	838,962
Net Income	-10,002
Comprehensive Net Income	-9,965
BaseVar	1,571,007
ECR before LimitedLiability	143%
Economic Capital Ratio	279%