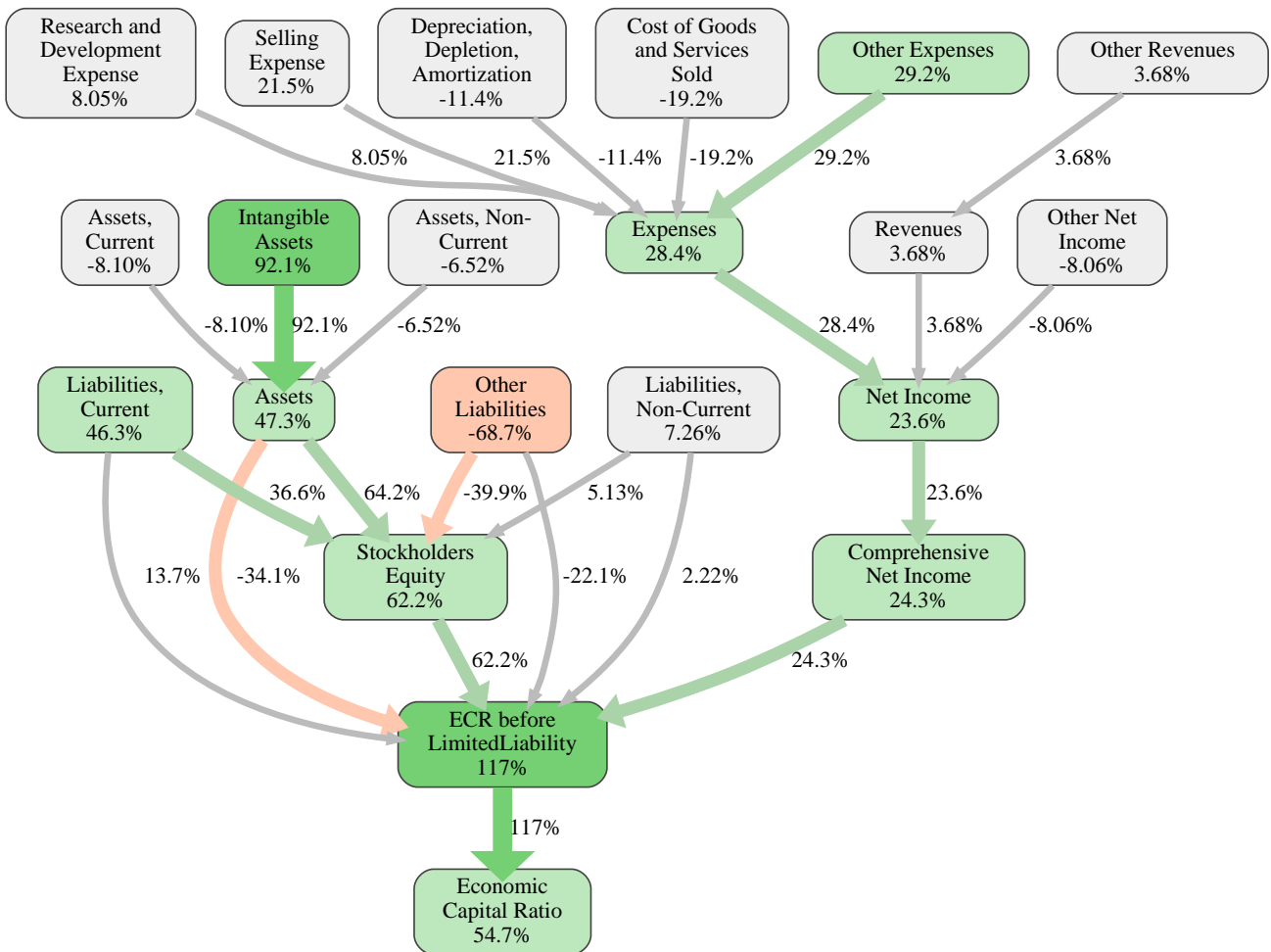




RealRate

DATA PROCESSING 2017

Bankrate Inc
Rank 13 of 45





DATA PROCESSING 2017

Bankrate Inc
Rank 13 of 45

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 92% points. The greatest weakness of Bankrate Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 69% points.

The company's Economic Capital Ratio, given in the ranking table, is 272%, being 55% points above the market average of 218%.

Input Variable	Value in 1000 USD
Assets, Current	270,932
Assets, Non-Current	21,004
Cost of Goods and Services Sold	227,546
Depreciation, Depletion, Amortization	85,357
General and Administrative Expense	79,893
Intangible Assets	791,924
Liabilities, Current	53,845
Liabilities, Non-Current	39,798
Other Assets	0
Other Compr. Net Income	-225
Other Expenses	28,579
Other Liabilities	300,839
Other Net Income	-96
Other Revenues	434,161
Research and Development Expense	29,312
Selling Expense	17,512

Output Variable	Value in 1000 USD
Assets	1,083,860
Liabilities	394,482
Expenses	468,199
Revenues	434,161
Stockholders Equity	689,378
Net Income	-34,134
Comprehensive Net Income	-34,359
BaseVar	1,416,182
ECR before LimitedLiability	134%
Economic Capital Ratio	272%