

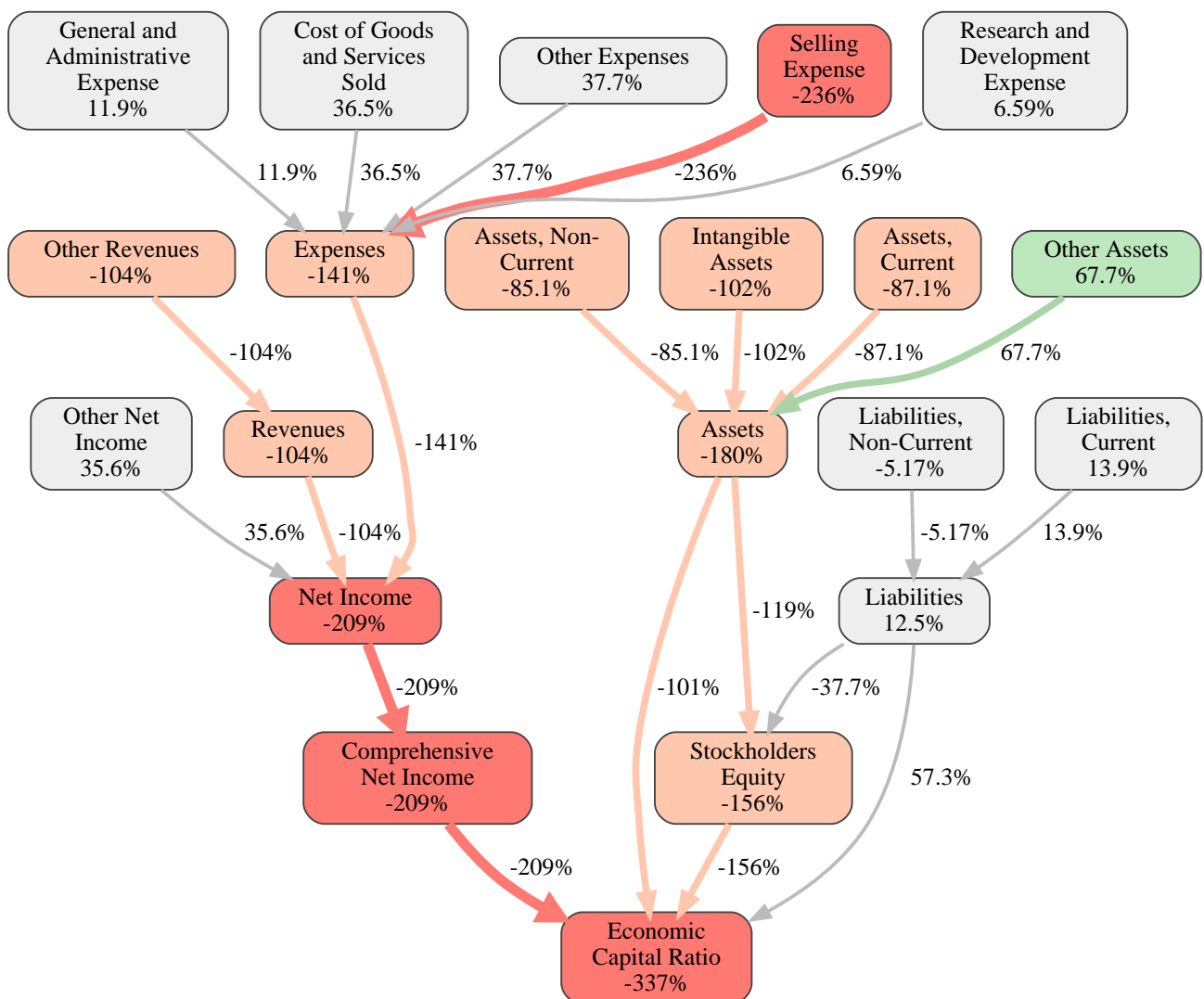


RealRate

DATA PROCESSING 2012

Rowl Inc

Rank 32 of 34



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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 68% points. The greatest weakness of Rowl Inc is the variable Selling Expense, reducing the Economic Capital Ratio by 236% points.

The company's Economic Capital Ratio, given in the ranking table, is -304%, being 337% points below the market average of 32%.

| Input Variable | Value in 1000 USD |
|---------------------------------------|----------------------|
| Assets, Current | 234 |
| Assets, Non-Current | 12 |
| Cost of Goods and Services Sold | 0 |
| Depreciation, Depletion, Amortization | 0 |
| General and Administrative Expense | 0 |
| Intangible Assets | 0 |
| Liabilities, Current | 479 |
| Liabilities, Non-Current | 0 |
| Other Assets | 136 |
| Other Compr. Net Income | 0 |
| Other Expenses | 112 |
| Other Liabilities | 150 |
| Other Net Income | 229 |
| Other Revenues | 0 |
| Research and Development Expense | 0 |
| Selling Expense | 1,362 |

| Output Variable | Value in 1000 USD |
|--------------------------|----------------------|
| Assets | 382 |
| Liabilities | 629 |
| Expenses | 1,474 |
| Revenues | 0 |
| Stockholders Equity | -247 |
| Net Income | -1,245 |
| Comprehensive Net Income | -1,245 |
| Economic Capital Ratio | -304% |