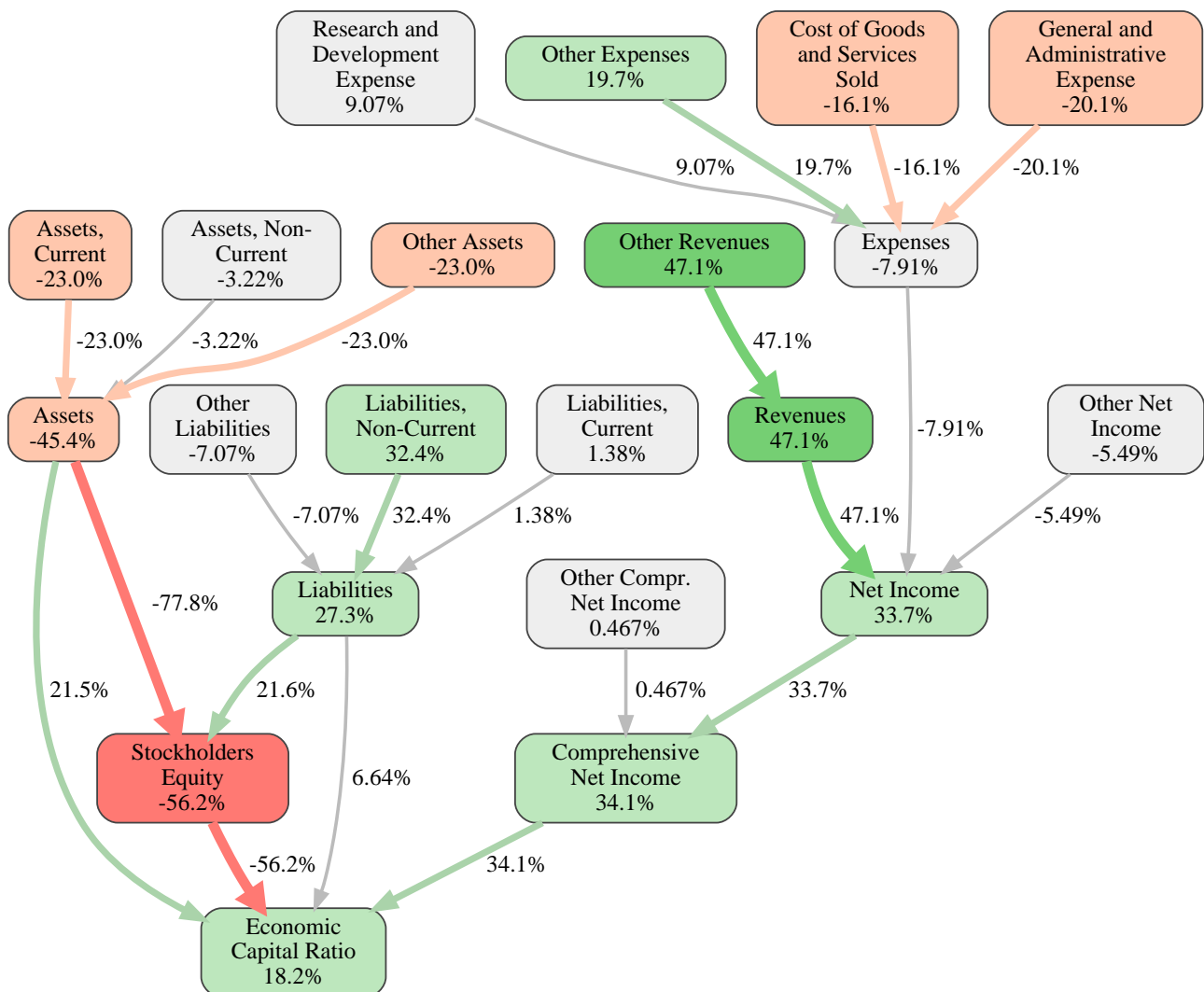




RealRate

# PROGRAMMING 2015

United Online INC  
Rank 42 of 62



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The relative strengths and weaknesses of United Online 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 United Online INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 47% points. The greatest weakness of United Online INC is the variable Assets, Current, reducing the Economic Capital Ratio by 23% points.

The company's Economic Capital Ratio, given in the ranking table, is 153%, being 18% points above the market average of 135%.

| Input Variable                     | Value in<br>1000 USD |
|------------------------------------|----------------------|
| Assets, Current                    | 106,765              |
| Assets, Non-Current                | 1,366                |
| Cost of Goods and Services Sold    | 70,871               |
| General and Administrative Expense | 63,802               |
| Intangible Assets                  | 0                    |
| Lease Assets                       | 0                    |
| Lease Liability                    | 0                    |
| Liabilities, Current               | 83,285               |
| Liabilities, Non-Current           | 5,766                |
| Other Assets                       | 96,765               |
| Other Compr. Net Income            | -883                 |
| Other Expenses                     | 37,774               |
| Other Liabilities                  | 14,132               |
| Other Net Income                   | 963                  |
| Other Revenues                     | 217,245              |
| Property Plant and Equipment       | 0                    |
| Research and Development Expense   | 0                    |
| Selling Expense                    | 51,190               |

| Output Variable          | Value in<br>1000 USD |
|--------------------------|----------------------|
| Assets                   | 204,896              |
| Liabilities              | 103,183              |
| Expenses                 | 223,637              |
| Revenues                 | 217,245              |
| Stockholders Equity      | 101,713              |
| Net Income               | -5,429               |
| Comprehensive Net Income | -6,312               |
| Economic Capital Ratio   | 153%                 |