

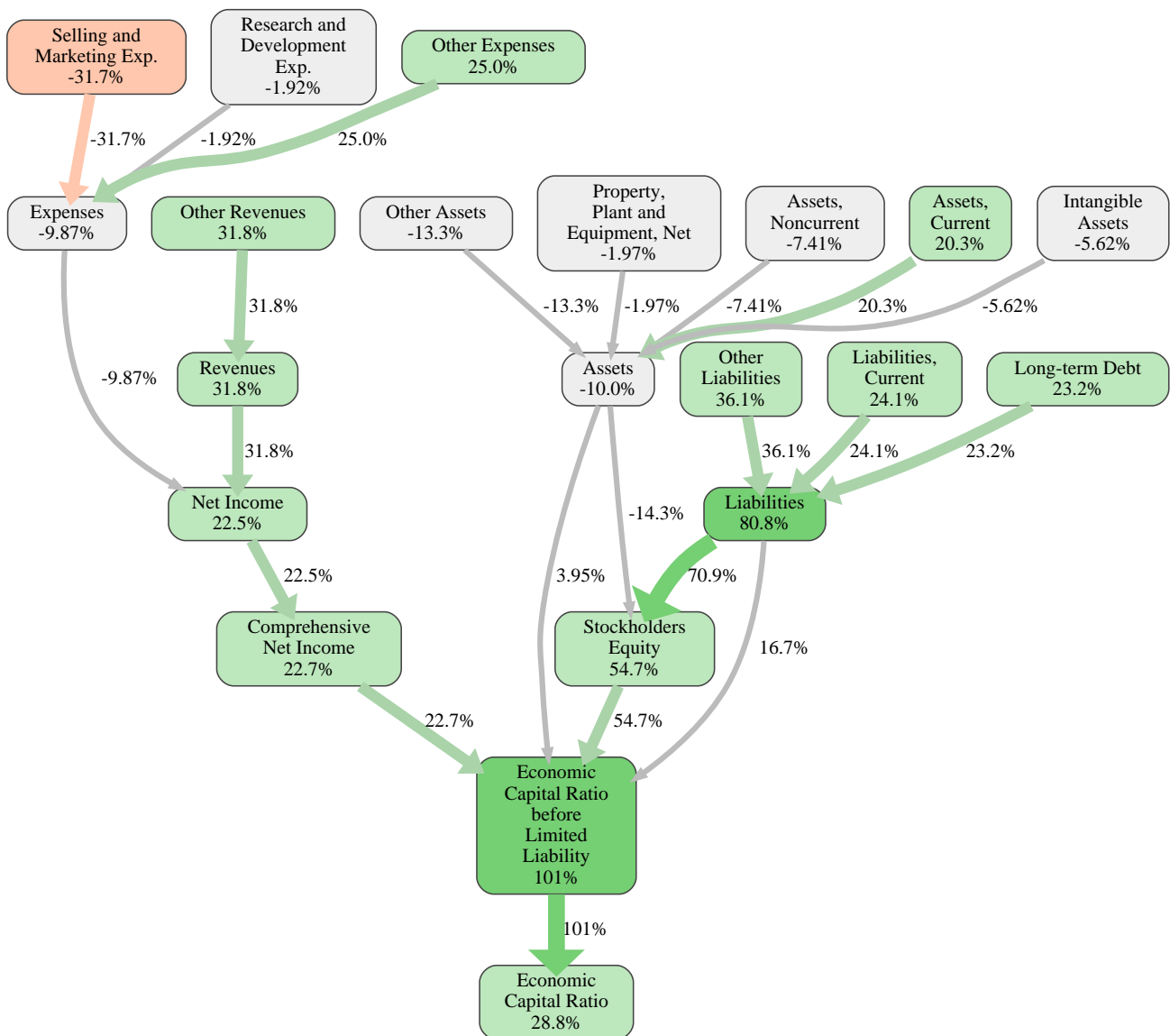


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SERVICES-PREPACKAGED SOFTWARE 2014

Rosetta Stone INC
Rank 84 of 160

Rosetta
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The relative strengths and weaknesses of Rosetta Stone 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 Rosetta Stone INC compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 81% points. The greatest weakness of Rosetta Stone INC is the variable Selling and Marketing Exp., reducing the Economic Capital Ratio by 32% points.

The company's Economic Capital Ratio, given in the ranking table, is 373%, being 29% points above the market average of 344%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	190,721	Liabilities	159,533
Assets, Noncurrent	3,224	Assets	290,776
General and Administrative Exp.	56,432	Expenses	281,203
Intangible Assets	79,065	Revenues	264,645
Liabilities, Current	136,071	Stockholders Equity	131,243
Long-term Debt	2,756	Net Income	-16,134
Other Assets	0	Comprehensive Net Income	-15,946
Other Compr. Net Income	188	Economic Capital Ratio before Limited Liability	185%
Other Expenses	44,672	Economic Capital Ratio	373%
Other Liabilities	20,706		
Other Net Income	424		
Other Revenues	264,645		
Property, Plant and Equipment, Net	17,766		
Research and Development Exp.	33,995		
Selling and Marketing Exp.	146,104		