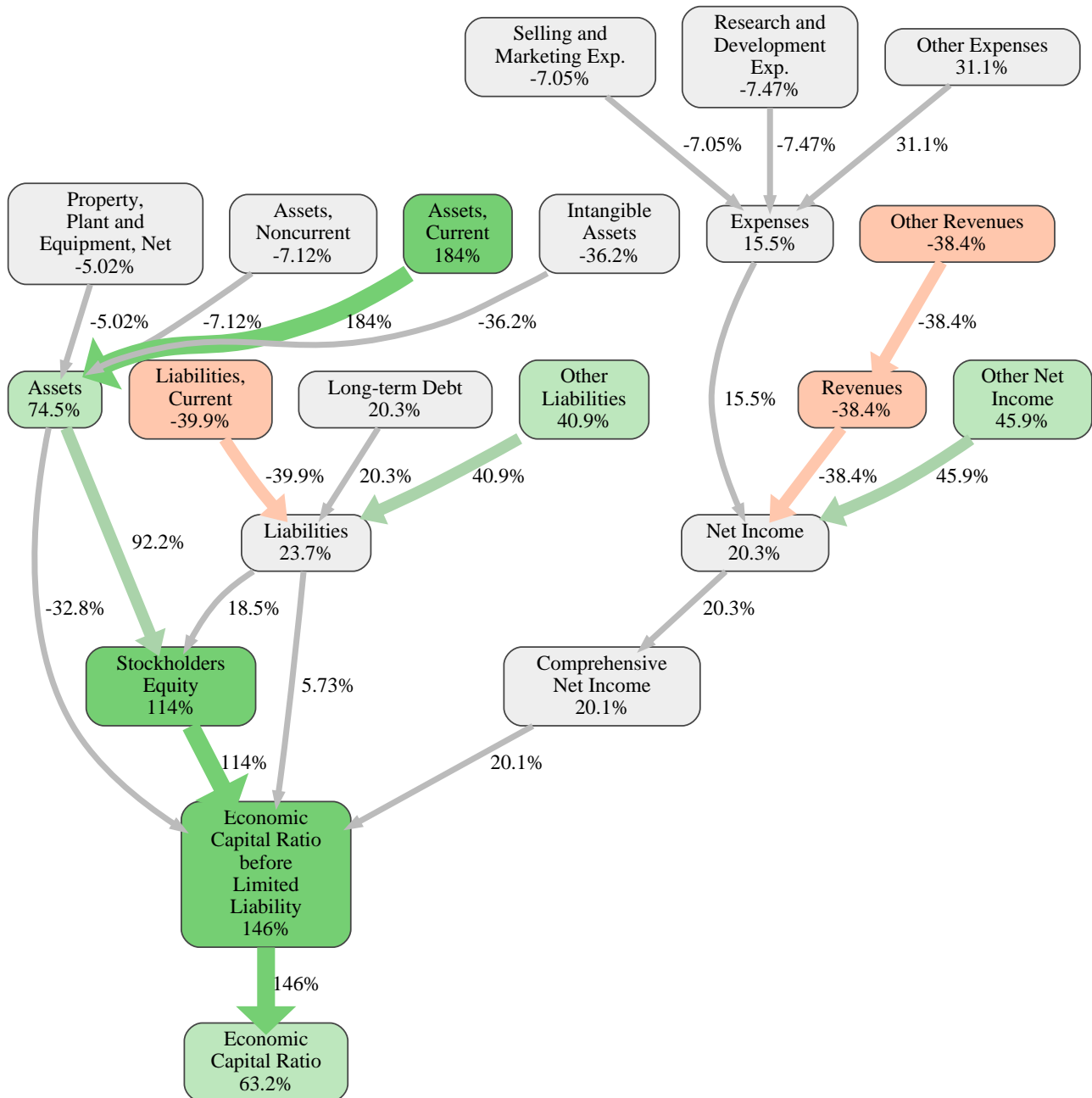




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The relative strengths and weaknesses of Tubemogul INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Tubemogul INC compared to the market average is the variable Assets, Current, increasing the Economic Capital Ratio by 184% points. The greatest weakness of Tubemogul INC is the variable Liabilities, Current, reducing the Economic Capital Ratio by 40% points.

The company's Economic Capital Ratio, given in the ranking table, is 395%, being 63% points above the market average of 332%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	247,090	Liabilities	128,557
Assets, Noncurrent	1,495	Assets	258,733
General and Administrative Exp.	37,000	Expenses	134,001
Intangible Assets	0	Revenues	0
Liabilities, Current	126,024	Stockholders Equity	130,176
Long-term Debt	0	Net Income	-13,731
Other Assets	1,563	Comprehensive Net Income	-13,773
Other Compr. Net Income	-42	Economic Capital Ratio before Limited Liability	215%
Other Expenses	663	Economic Capital Ratio	395%
Other Liabilities	2,533		
Other Net Income	120,270		
Other Revenues	0		
Property, Plant and Equipment, Net	8,585		
Research and Development Exp.	41,007		
Selling and Marketing Exp.	55,331		