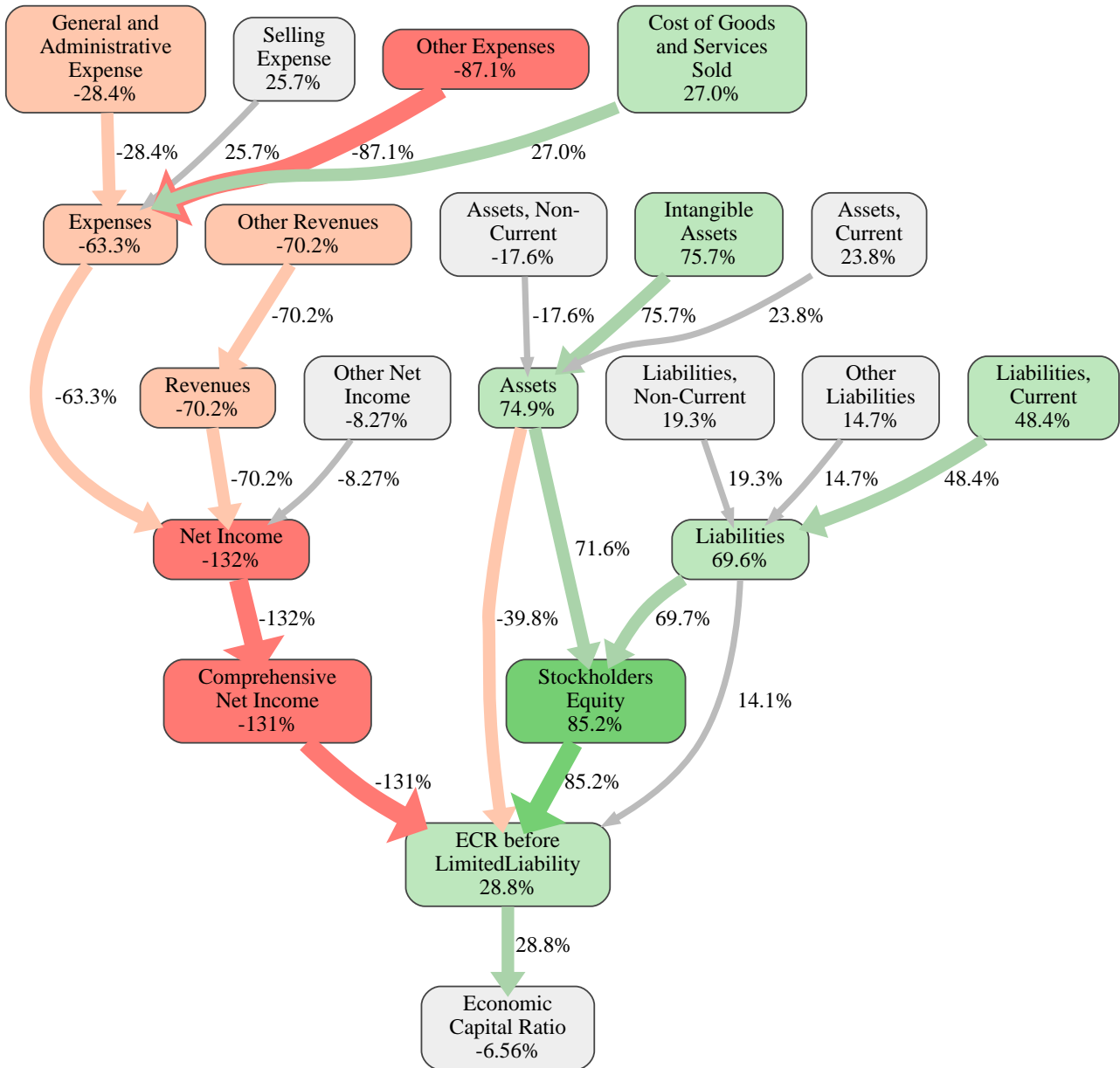




RealRate

DATA PROCESSING 2012

Game Plan Holdings Inc Rank 22 of 38





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The relative strengths and weaknesses of Game Plan Holdings 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 Game Plan Holdings Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 85% points. The greatest weakness of Game Plan Holdings Inc is the variable Net Income, reducing the Economic Capital Ratio by 132% points.

The company's Economic Capital Ratio, given in the ranking table, is 225%, being 6.6% points below the market average of 232%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	151	Assets	390
Assets, Non-Current	6.2	Liabilities	8.8
Cost of Goods and Services Sold	0	Expenses	291
Depreciation, Depletion, Amortization	0	Revenues	6.6
General and Administrative Expense	63	Stockholders Equity	381
Intangible Assets	230	Net Income	-284
Liabilities, Current	8.8	Comprehensive Net Income	-283
Liabilities, Non-Current	0	BaseVar	423
Other Assets	2.3	ECR before LimitedLiability	75%
Other Compr. Net Income	0.34	Economic Capital Ratio	225%
Other Expenses	228		
Other Liabilities	0		
Other Net Income	0.70		
Other Revenues	6.6		
Research and Development Expense	0		
Selling Expense	0		