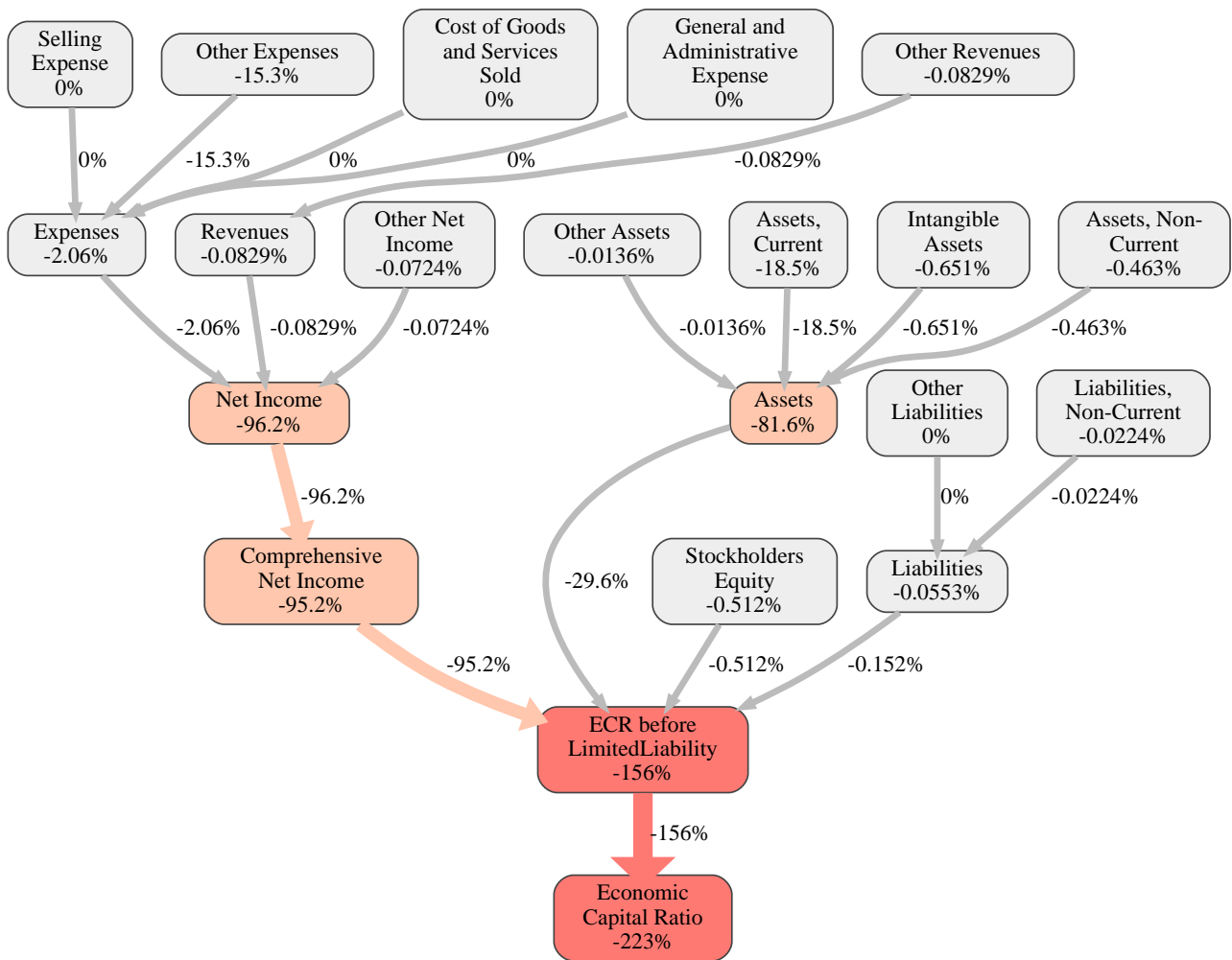




DATA PROCESSING 2014

Discount Coupons Corp
Rank 48 of 49





RealRate

DATA PROCESSING 2014

Discount Coupons Corp Rank 48 of 49

The relative strengths and weaknesses of Discount Coupons Corp 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 Discount Coupons Corp compared to the market average is the variable Selling Expense, increasing the Economic Capital Ratio by 0.00094% points. The greatest weakness of Discount Coupons Corp is the variable Net Income, reducing the Economic Capital Ratio by 96% points.

The company's Economic Capital Ratio, given in the ranking table, is 0.0011%, being 223% points below the market average of 223%.

Input Variable	Value in 1000 USD
Assets, Current	22
Assets, Non-Current	32
Cost of Goods and Services Sold	0
Depreciation, Depletion, Amortization	0
General and Administrative Expense	508
Intangible Assets	374
Liabilities, Current	775
Liabilities, Non-Current	0
Other Assets	0
Other Compr. Net Income	0
Other Expenses	3,635
Other Liabilities	0
Other Net Income	-873
Other Revenues	57
Research and Development Expense	86
Selling Expense	0

Output Variable	Value in 1000 USD
Assets	428
Liabilities	775
Expenses	4,229
Revenues	57
Stockholders Equity	-348
Net Income	-5,046
Comprehensive Net Income	-5,046
BaseVar	4,471
ECR before LimitedLiability	-1,346%
Economic Capital Ratio	0.0011%