





FOOD 2012

Boulder Brands INC  
Rank 22 of 47

The relative strengths and weaknesses of Boulder Brands 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 Boulder Brands INC compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 144% points. The greatest weakness of Boulder Brands INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 27% points.

The company's Economic Capital Ratio, given in the ranking table, is 126%, being 32% points above the market average of 95%.

| Input Variable                     | Value in<br>1000 USD |
|------------------------------------|----------------------|
| Assets, Current                    | 53,240               |
| General and administrative Expense | 49,648               |
| Intangible Assets                  | 450,420              |
| Liabilities, Current               | 49,725               |
| Liabilities, Long Term             | 94,692               |
| Other Assets                       | 4,168                |
| Other Compr. Net Income            | -1,260               |
| Other Expenses                     | 188,976              |
| Other Liabilities                  | 55,599               |
| Other Net Income                   | -2,845               |
| Other Revenues                     | 274,337              |
| Property and equipment             | 13,804               |
| Selling and Marketing Expense      | 23,208               |

| Output Variable          | Value in<br>1000 USD |
|--------------------------|----------------------|
| Assets                   | 521,632              |
| Liabilities              | 200,016              |
| Expenses                 | 261,832              |
| Revenues                 | 274,337              |
| Stockholders Equity      | 321,616              |
| Net Income               | 9,660                |
| Comprehensive Net Income | 9,005                |
| Economic Capital Ratio   | 126%                 |