



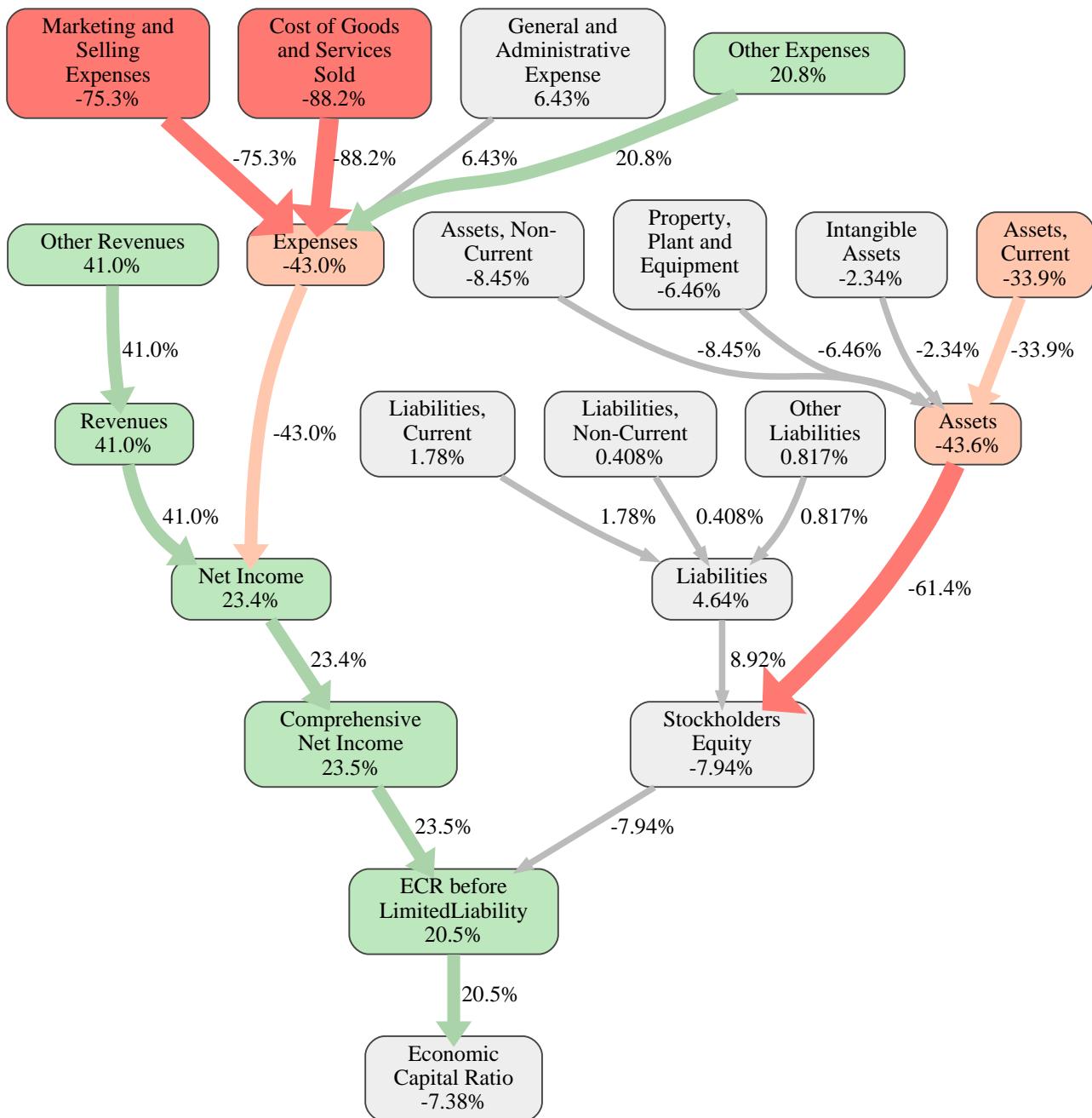
RealRate

ADVERTISING 2015



Reachlocal Inc

Rank 18 of 33



The First AI Rating Agency

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The relative strengths and weaknesses of Reachlocal 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 Reachlocal Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 41% points. The greatest weakness of Reachlocal Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 88% points.

The company's Economic Capital Ratio, given in the ranking table, is 74%, being 7.4% points below the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	62,088
Assets, Non-Current	3,518
Cost of Goods and Services Sold	252,721
General and Administrative Expense	52,155
Intangible Assets	53,681
Liabilities, Current	106,848
Liabilities, Non-Current	0
Marketing and Selling Expenses	182,720
Other Assets	34,144
Other Compr. Net Income	-588
Other Expenses	33,921
Other Liabilities	13,298
Other Net Income	1,586
Other Revenues	474,921
Property, Plant and Equipment	19,639

Output Variable	Value in 1000 USD
Assets	173,070
Liabilities	120,146
Expenses	521,517
Revenues	474,921
Stockholders Equity	52,924
Net Income	-45,010
Comprehensive Net Income	-45,598
ECR before Limited Liability	-2.9%
Economic Capital Ratio	74%