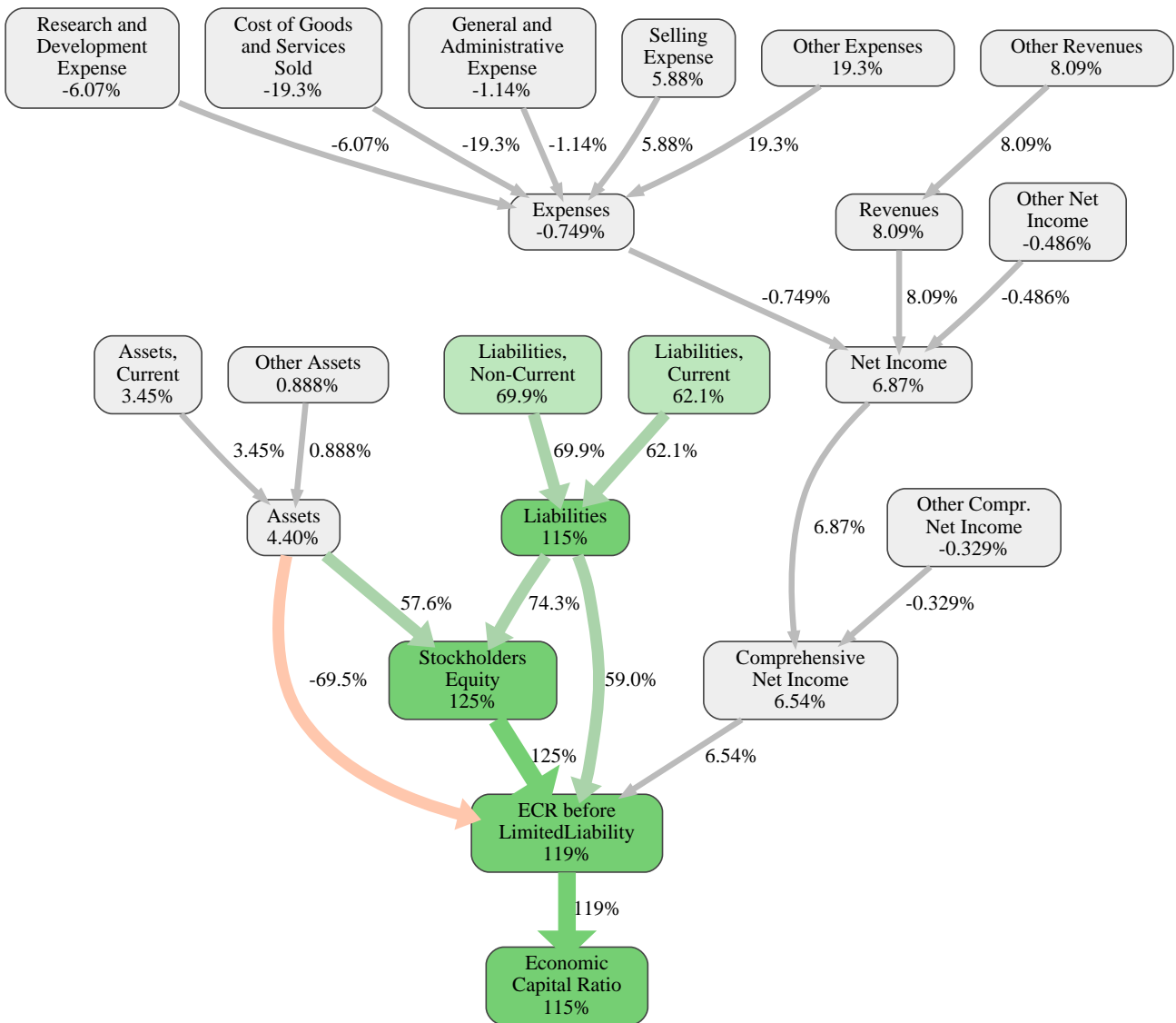




RealRate

PROGRAMMING 2010

Google INC
Rank 1 of 3





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Rank 1 of 3

The relative strengths and weaknesses of Google 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 Google INC compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 125% points. The greatest weakness of Google INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 19% points.

The company's Economic Capital Ratio, given in the ranking table, is 449%, being 115% points above the market average of 335%.

Input Variable	Value in 1000 USD
Assets, Current	29,166,958
Assets, Non-Current	128,977
Cost of Goods and Services Sold	8,844,115
General and Administrative Expense	1,667,294
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	2,747,467
Liabilities, Non-Current	0
Other Assets	11,200,843
Other Compr. Net Income	0
Other Expenses	1,860,741
Other Liabilities	0
Other Net Income	0
Other Revenues	23,719,566
Property Plant and Equipment	0
Research and Development Expense	2,843,027
Selling Expense	1,983,941

Output Variable	Value in 1000 USD
Assets	40,496,778
Liabilities	2,747,467
Expenses	17,199,118
Revenues	23,719,566
Stockholders Equity	37,749,311
Net Income	6,520,448
Comprehensive Net Income	6,520,448
BaseVar	42,081,464
ECR before LimitedLiability	435%
Economic Capital Ratio	449%