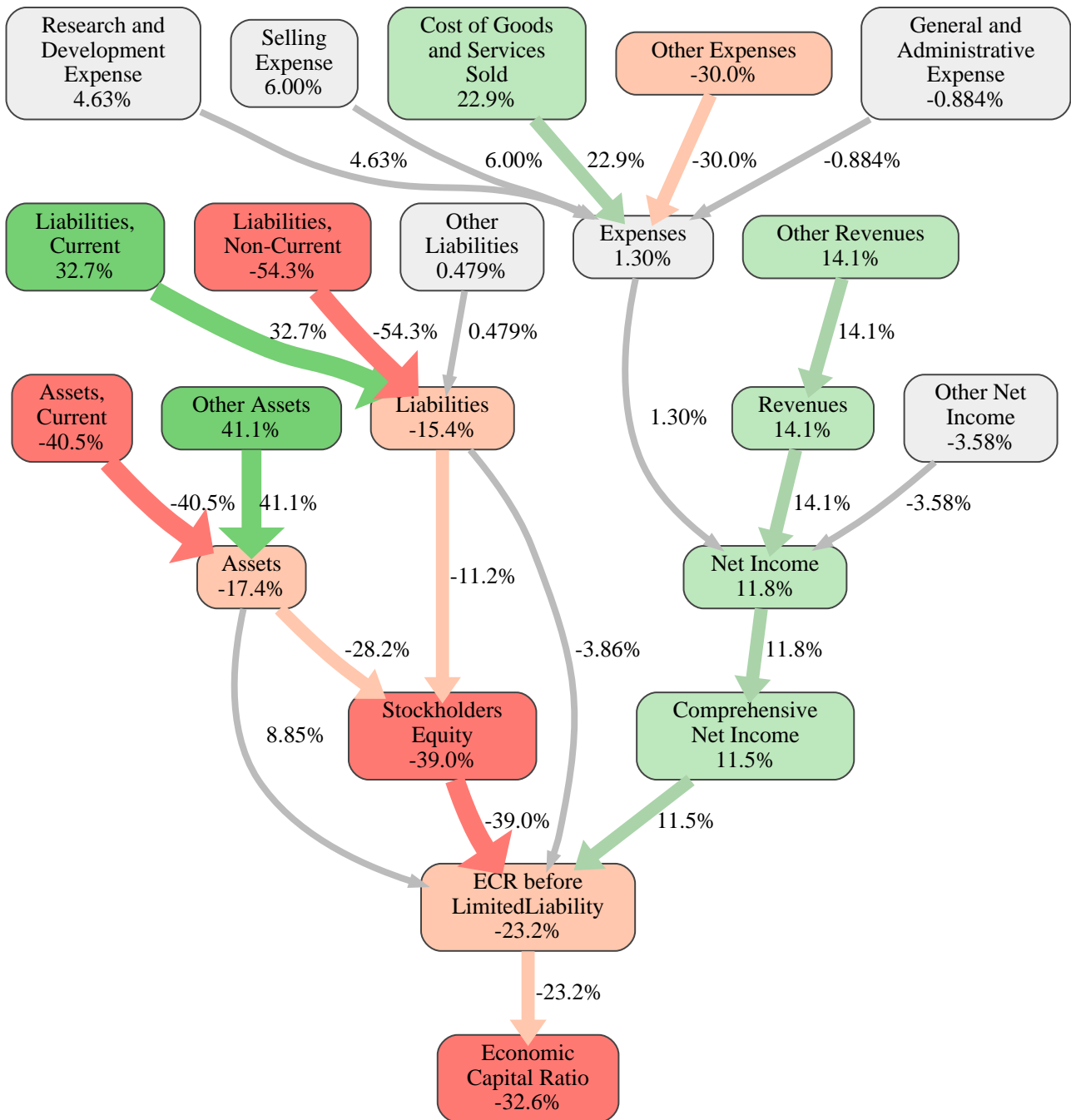




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United Online INC
Rank 35 of 49





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The relative strengths and weaknesses of United Online 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 United Online INC compared to the market average is the variable Other Assets, increasing the Economic Capital Ratio by 41% points. The greatest weakness of United Online INC is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 54% points.

The company's Economic Capital Ratio, given in the ranking table, is 245%, being 33% points below the market average of 278%.

Input Variable	Value in 1000 USD
Assets, Current	227,766
Assets, Non-Current	12,852
Cost of Goods and Services Sold	0
General and Administrative Expense	104,939
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	196,130
Liabilities, Non-Current	269,607
Other Assets	755,739
Other Compr. Net Income	-1,765
Other Expenses	578,435
Other Liabilities	50,485
Other Net Income	4,179
Other Revenues	897,685
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	166,760

Output Variable	Value in 1000 USD
Assets	996,357
Liabilities	516,222
Expenses	850,134
Revenues	897,685
Stockholders Equity	480,135
Net Income	51,730
Comprehensive Net Income	49,965
BaseVar	1,633,171
ECR before LimitedLiability	154%
Economic Capital Ratio	245%