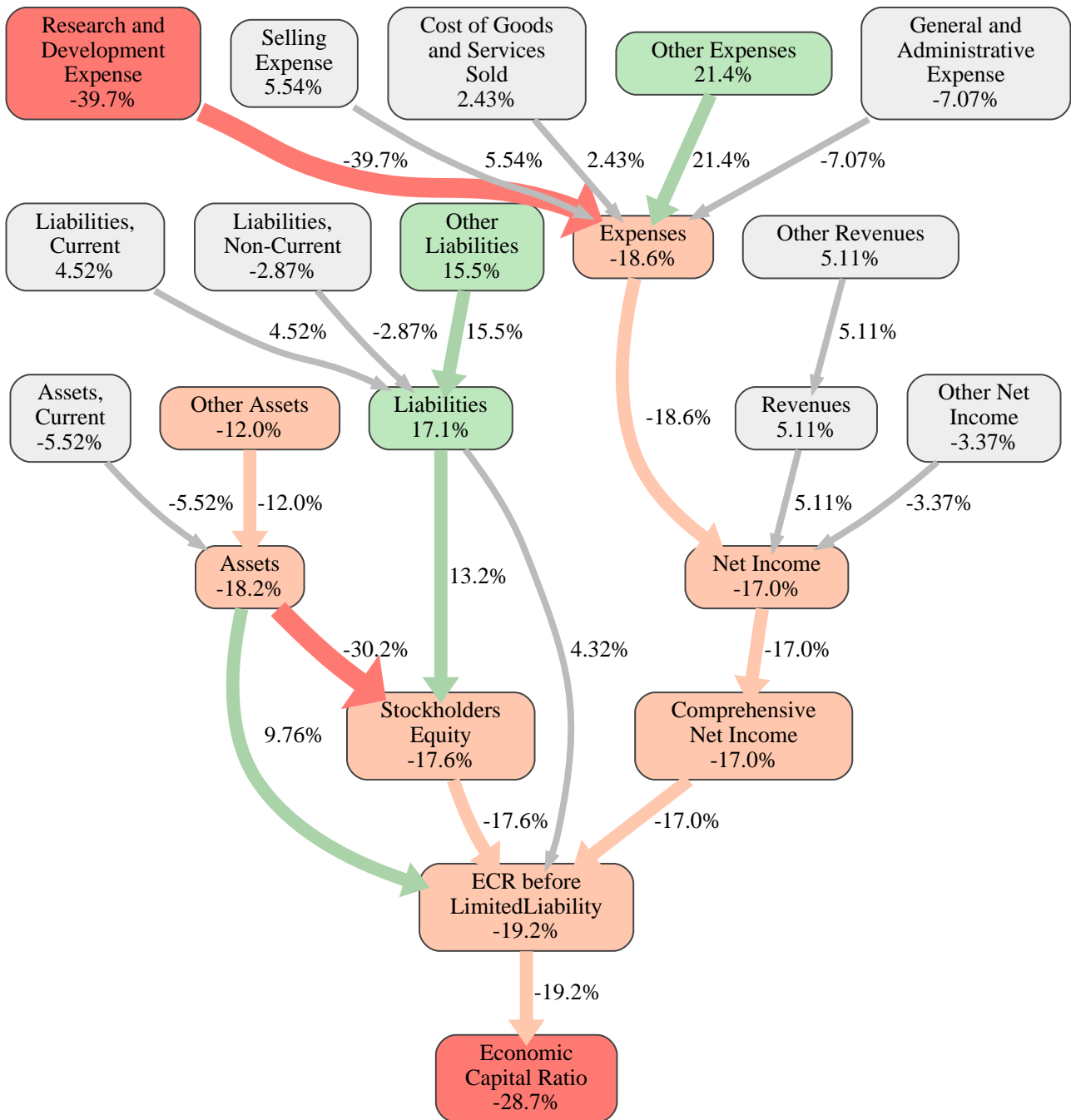




RealRate

# PROGRAMMING 2012

GLU Mobile INC  
Rank 33 of 49





The relative strengths and weaknesses of GLU Mobile 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 GLU Mobile INC compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 21% points. The greatest weakness of GLU Mobile INC is the variable Research and Development Expense, reducing the Economic Capital Ratio by 40% points.

The company's Economic Capital Ratio, given in the ranking table, is 249%, being 29% points below the market average of 278%.

Input Variable	Value in 1000 USD
Assets, Current	46,397
Assets, Non-Current	404
Cost of Goods and Services Sold	18,367
General and Administrative Expense	14,002
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	25,128
Liabilities, Non-Current	8,503
Other Assets	36,003
Other Compr. Net Income	0
Other Expenses	1,984
Other Liabilities	0
Other Net Income	747
Other Revenues	66,185
Property Plant and Equipment	0
Research and Development Expense	39,073
Selling Expense	14,607

Output Variable	Value in 1000 USD
Assets	82,804
Liabilities	33,631
Expenses	88,033
Revenues	66,185
Stockholders Equity	49,173
Net Income	-21,101
Comprehensive Net Income	-21,101
BaseVar	135,700
ECR before LimitedLiability	160%
Economic Capital Ratio	249%