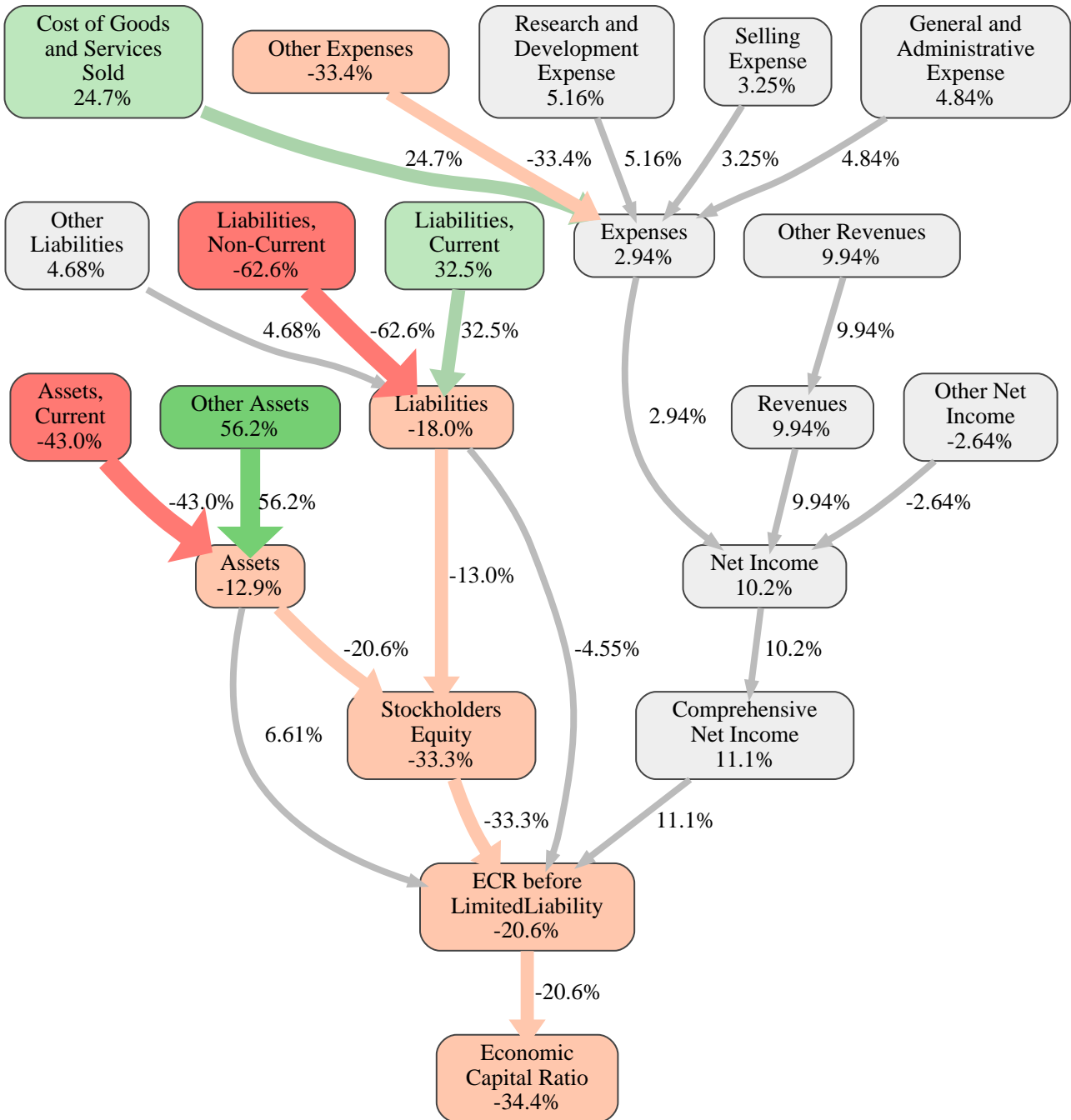




RealRate

PROGRAMMING 2013

United Online INC
Rank 35 of 50





PROGRAMMING 2013

United Online INC
Rank 35 of 50

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 56% points. The greatest weakness of United Online INC is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 63% points.

The company's Economic Capital Ratio, given in the ranking table, is 246%, being 34% points below the market average of 280%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	223,043	Assets	962,984
Assets, Non-Current	13,585	Liabilities	487,233
Cost of Goods and Services Sold	0	Expenses	860,537
General and Administrative Expense	97,615	Revenues	870,883
Intangible Assets	0	Stockholders Equity	475,751
Lease Assets	0	Net Income	12,542
Lease Liability	0	Comprehensive Net Income	19,802
Liabilities, Current	201,667	BaseVar	1,595,546
Liabilities, Non-Current	247,323	ECR before LimitedLiability	155%
Other Assets	726,356	Economic Capital Ratio	246%
Other Compr. Net Income	7,260		
Other Expenses	590,529		
Other Liabilities	38,243		
Other Net Income	2,196		
Other Revenues	870,883		
Property Plant and Equipment	0		
Research and Development Expense	0		
Selling Expense	172,393		