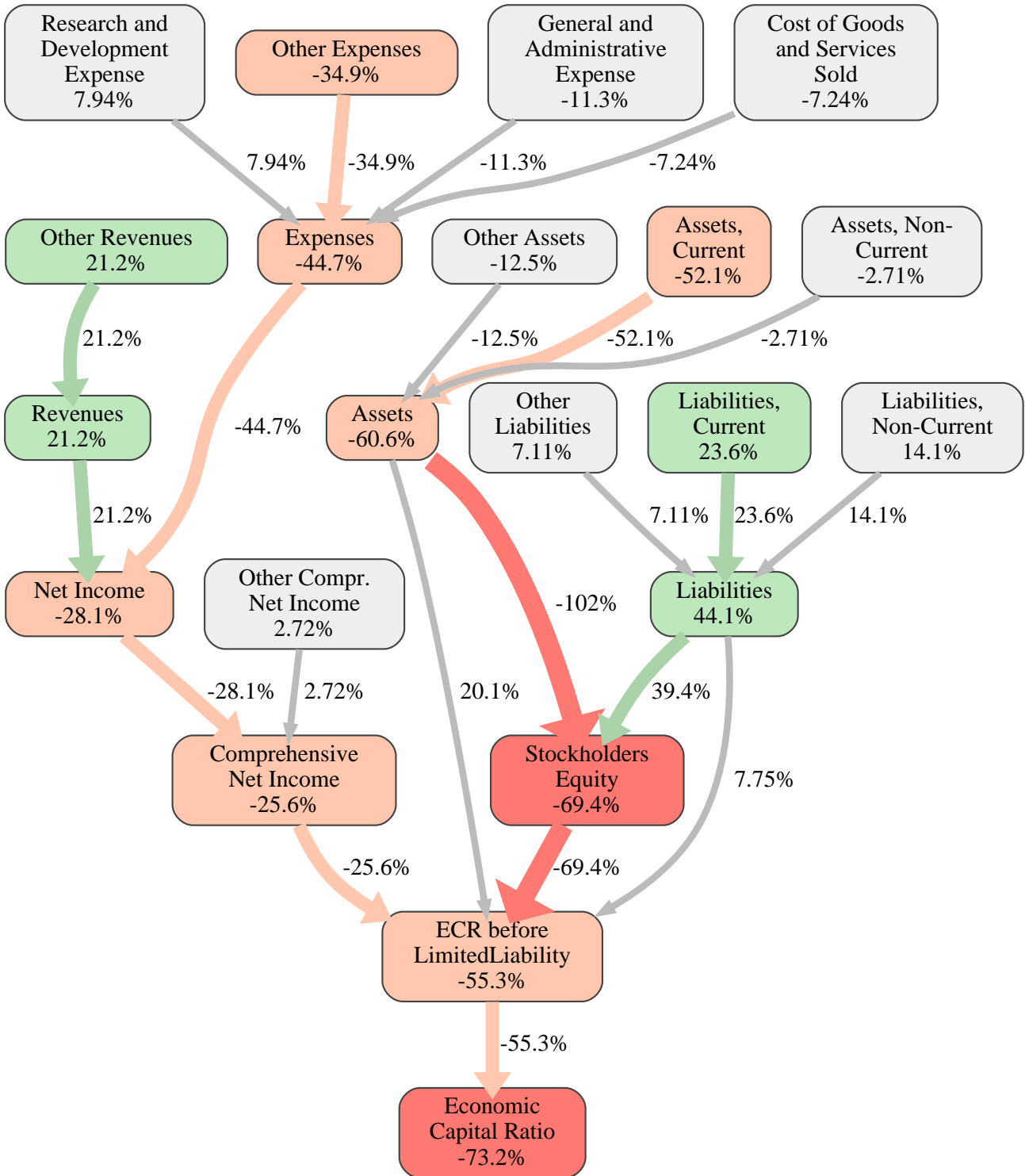




RealRate

PROGRAMMING 2014

United Online INC
Rank 45 of 56





PROGRAMMING 2014

United Online INC
Rank 45 of 56

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 Liabilities, increasing the Economic Capital Ratio by 44% points. The greatest weakness of United Online INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 69% points.

The company's Economic Capital Ratio, given in the ranking table, is 211%, being 73% points below the market average of 284%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	105,685	Assets	211,360
Assets, Non-Current	1,156	Liabilities	104,786
Cost of Goods and Services Sold	75,480	Expenses	329,086
General and Administrative Expense	66,347	Revenues	233,614
Intangible Assets	0	Stockholders Equity	106,574
Lease Assets	0	Net Income	-82,167
Lease Liability	0	Comprehensive Net Income	-79,125
Liabilities, Current	89,556	BaseVar	447,596
Liabilities, Non-Current	5,671	ECR before LimitedLiability	106%
Other Assets	104,519	Economic Capital Ratio	211%
Other Compr. Net Income	3,042		
Other Expenses	130,193		
Other Liabilities	9,559		
Other Net Income	13,305		
Other Revenues	233,614		
Property Plant and Equipment	0		
Research and Development Expense	0		
Selling Expense	57,066		