





PROGRAMMING 2014

Rocket Fuel Inc
Rank 40 of 56

The relative strengths and weaknesses of Rocket Fuel 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 Rocket Fuel Inc compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 42% points. The greatest weakness of Rocket Fuel Inc is the variable Other Assets, reducing the Economic Capital Ratio by 38% points.

The company's Economic Capital Ratio, given in the ranking table, is 268%, being 17% points below the market average of 284%.

Input Variable	Value in 1000 USD
Assets, Current	210,708
Assets, Non-Current	1,006
Cost of Goods and Services Sold	125,520
General and Administrative Expense	28,708
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	69,858
Liabilities, Non-Current	19,955
Other Assets	25,794
Other Compr. Net Income	69
Other Expenses	285
Other Liabilities	4,528
Other Net Income	-5,965
Other Revenues	240,605
Property Plant and Equipment	0
Research and Development Expense	17,714
Selling Expense	83,345

Output Variable	Value in 1000 USD
Assets	237,508
Liabilities	94,341
Expenses	255,572
Revenues	240,605
Stockholders Equity	143,167
Net Income	-20,932
Comprehensive Net Income	-20,863
BaseVar	417,030
ECR before LimitedLiability	188%
Economic Capital Ratio	268%