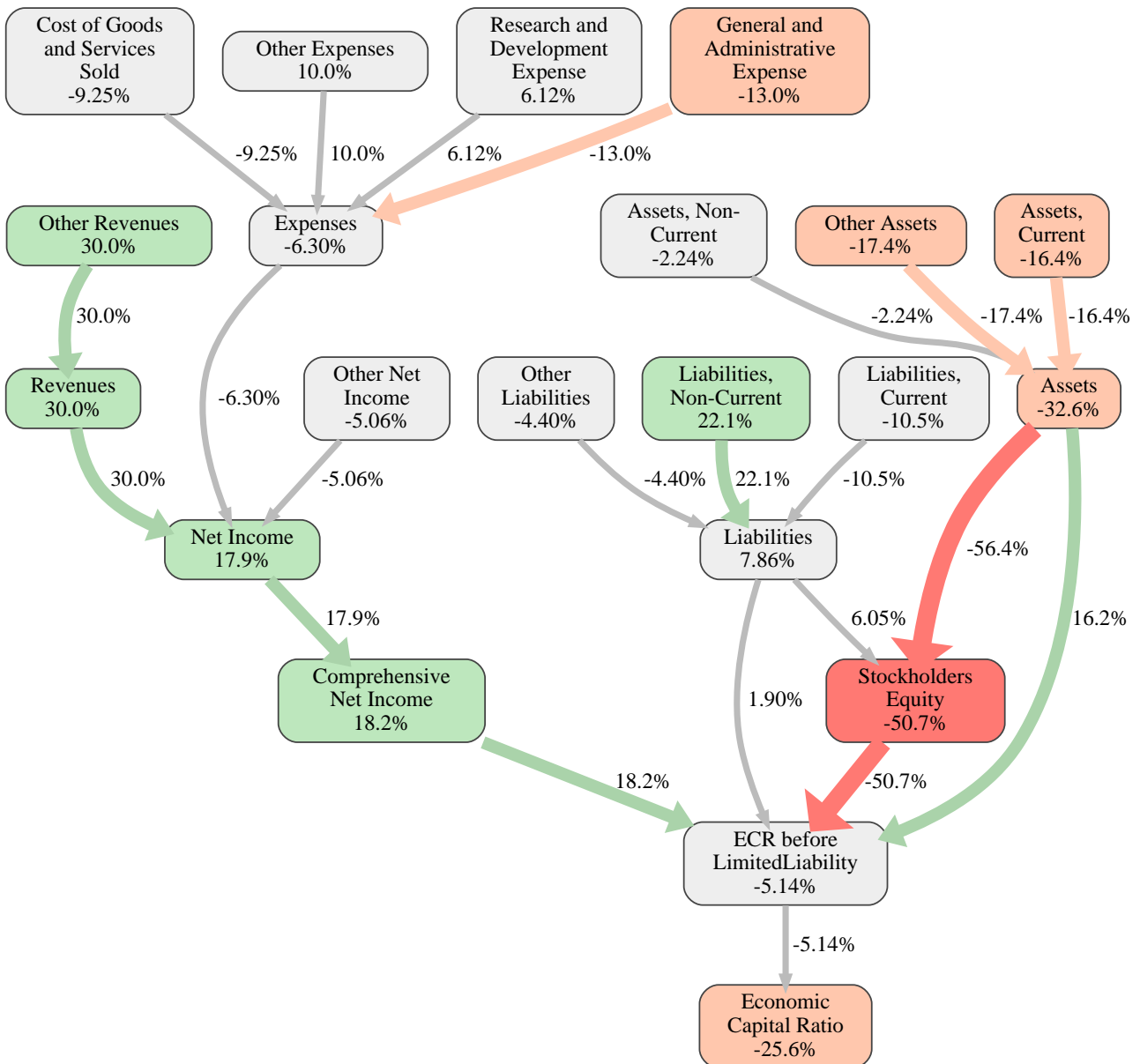




RealRate

# PROGRAMMING 2015

United Online INC  
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United Online INC  
Rank 42 of 61

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 Revenues, increasing the Economic Capital Ratio by 30% points. The greatest weakness of United Online INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 51% points.

The company's Economic Capital Ratio, given in the ranking table, is 242%, being 26% points below the market average of 267%.

| Input Variable                     | Value in 1000 USD | Output Variable             | Value in 1000 USD |
|------------------------------------|-------------------|-----------------------------|-------------------|
| Assets, Current                    | 106,765           | Assets                      | 204,896           |
| Assets, Non-Current                | 1,366             | Liabilities                 | 103,183           |
| Cost of Goods and Services Sold    | 70,871            | Expenses                    | 223,637           |
| General and Administrative Expense | 63,802            | Revenues                    | 217,245           |
| Intangible Assets                  | 0                 | Stockholders Equity         | 101,713           |
| Lease Assets                       | 0                 | Net Income                  | -5,429            |
| Lease Liability                    | 0                 | Comprehensive Net Income    | -6,312            |
| Liabilities, Current               | 83,285            | BaseVar                     | 375,404           |
| Liabilities, Non-Current           | 5,766             | ECR before LimitedLiability | 149%              |
| Other Assets                       | 96,765            | Economic Capital Ratio      | 242%              |
| Other Compr. Net Income            | -883              |                             |                   |
| Other Expenses                     | 37,774            |                             |                   |
| Other Liabilities                  | 14,132            |                             |                   |
| Other Net Income                   | 963               |                             |                   |
| Other Revenues                     | 217,245           |                             |                   |
| Property Plant and Equipment       | 0                 |                             |                   |
| Research and Development Expense   | 0                 |                             |                   |
| Selling Expense                    | 51,190            |                             |                   |