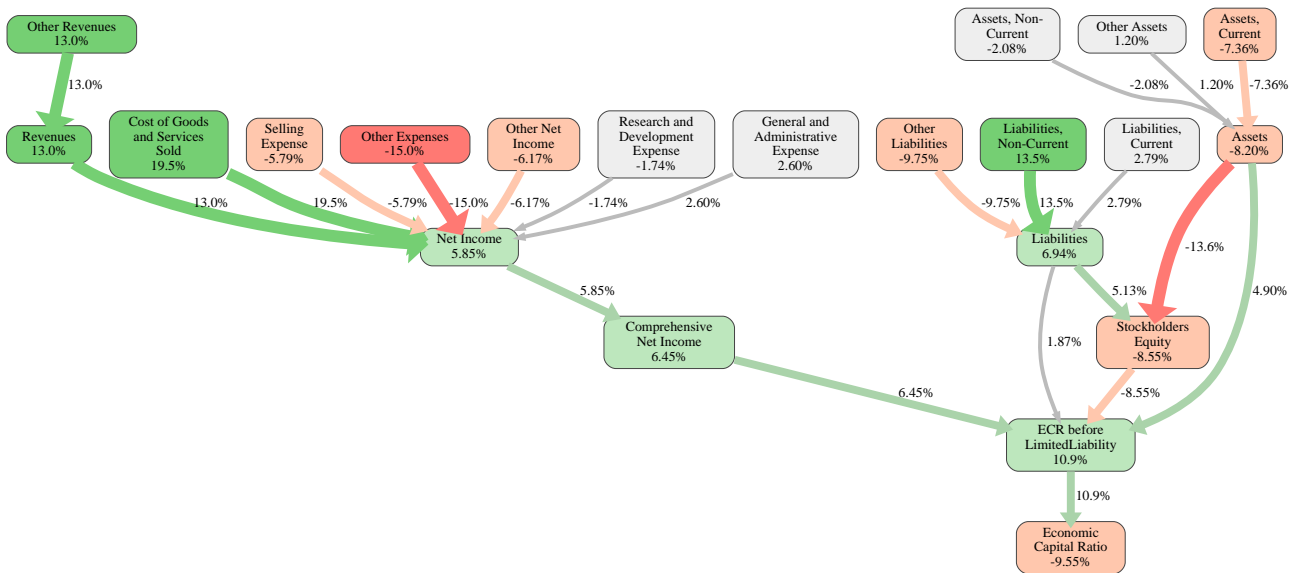




PROGRAMMING 2015

Rocket Fuel Inc
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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 Cost of Goods and Services Sold, increasing the Economic Capital Ratio by 20% points. The greatest weakness of Rocket Fuel Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 15% points.

The company's Economic Capital Ratio, given in the ranking table, is 258%, being 9.5% points below the market average of 267%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	260,401	Assets	539,265
Assets, Non-Current	1,797	Liabilities	226,499
Cost of Goods and Services Sold	0	Expenses	464,593
General and Administrative Expense	60,545	Revenues	408,641
Intangible Assets	0	Stockholders Equity	312,766
Lease Assets	0	Net Income	-64,311
Lease Liability	0	Comprehensive Net Income	-64,416
Liabilities, Current	161,123	BaseVar	823,731
Liabilities, Non-Current	24,149	ECR before LimitedLiability	173%
Other Assets	277,067	Economic Capital Ratio	258%
Other Compr. Net Income	-105		
Other Expenses	217,824		
Other Liabilities	41,227		
Other Net Income	-8,359		
Other Revenues	408,641		
Property Plant and Equipment	0		
Research and Development Expense	39,794		
Selling Expense	146,430		