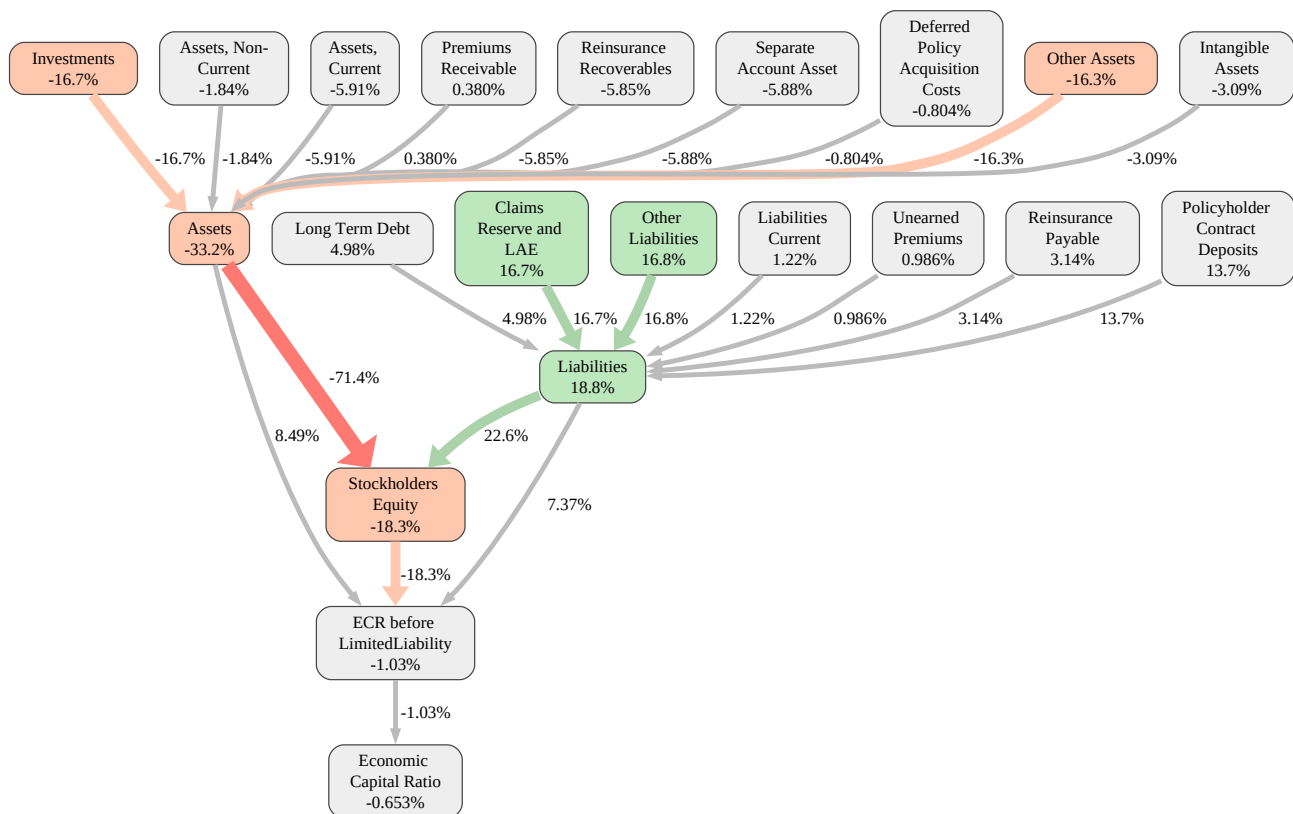




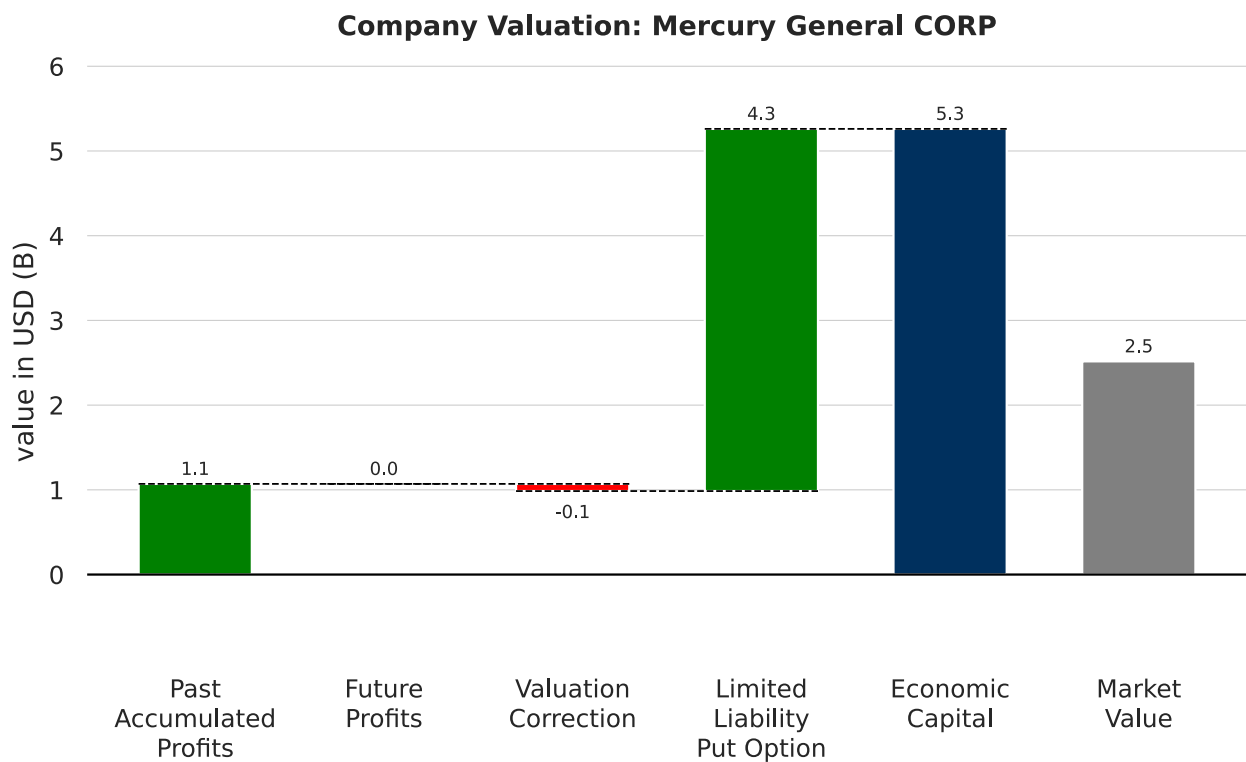
The relative strengths and weaknesses of Mercury General CORP are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Mercury General CORP compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 19% points. The greatest weakness of Mercury General CORP is the variable Assets, reducing the Economic Capital Ratio by 33% points.

The company's Economic Capital Ratio, given in the ranking table, is 92%, being 0.65% points below the market average of 93%.

Input Variable	Value in 1000 USD
Assets, Current	0
Assets, Non-Current	219,302
Claims Reserve and LAE	2,226,430
Deferred Acquisition Costs Amortization	633,385
Deferred Policy Acquisition Costs	258,259
General and Administrative Expense	283,397
Insurance Commissions and Fees	0
Intangible Assets	53,051
Investment Income	111,658
Investments	5,142,589
Liabilities Current	0
Long Term Debt	0
Other Assets	432,632
Other Compr. Net Income	0
Other Expenses	68,483
Other Liabilities	885,962
Other Net Income	0
Other Revenues	139,751
Policyholder Benefits and Claims	2,760,155
Policyholder Contract Deposits	0
Premiums Earned	3,741,948
Premiums Receivable	666,639
Reinsurance Payable	0
Reinsurance Recoverables	0
Revenues Y+1	0
Revenues Y+2	0
Revenues Y+3	0
Revenues Y+4	0
Revenues Y+5	0
Separate Account Asset	0
Unearned Premiums	1,519,799

Output Variable	Value in 1000 USD
Assets	6,772,472
Liabilities	4,632,191
Expenses	3,745,420
Revenues	3,993,357
Stockholders Equity	2,140,281
Net Income	247,937
Comprehensive Net Income	247,937
BaseVar	268,926,039
ECR before LimitedLiability	17%
Economic Capital Ratio	92%



The RealRate Economic Capital of a company is its Past Accumulated Profits plus its Future Profits plus its Valuation Correction plus its Limited Liability Put Option. Past Accumulated Profits and Future Profits can be negative. The Limited Liability Put Option accounts for the limited liability of the shareholders, so the Economic Capital never falls below zero. Where the company is listed, its market value is shown next to it.