* Non-GAAP Financial Measures

Return on Capital (ROC)

(Dollars in thousands)	Year ended December 31, 2009	2010	2011	2012	2013
Income from operations	$ 55,241	$ 79,602	$ 123,471	$ 172,741	$ 133,136
Effective tax rate	35.1%	35.1%	34.4%	37.3%	33.7%
Net operating profit after tax (NOPAT)	$ 35,851	$ 51,662	$ 80,997	$ 108,309	$ 88,269
Net income	$ 30,218	$ 46,358	$ 76,411	$ 105,418	$ 86,737
Total assets at period end	$ 668,645	$ 761,577	$ 1,026,482	$ 1,295,551	$ 1,491,797
Less: Excess cash	(105,083)	(79,174)	(125,865)	(249,712)	(210,761)
Less: Accounts payable and accrued expenses, accrued compensation and benefits, and income and other taxes payable	(89,773)	(111,645)	(156,004)	(175,128)	(195,894)
Less: Deferred revenue (current and non-current)	(19,444)	(18,749)	(18,281)	(20,960)	(26,530)
Less: Other non-current liabilities, deferred income taxes, and deferred rent	(42,615)	(60,593)	(113,648)	(130,444)	(149,043)
Capital base	$ 411,730	$ 491,416	$ 612,684	$ 719,307	$ 909,569
Average total assets	$ 647,493	$ 720,521	$ 895,545	$ 1,158,384	$ 1,393,079
Average capital base	$ 390,472	$ 445,179	$ 552,328	$ 679,125	$ 804,173
Return on assets (Net income/Average total assets)	4.7%	6.4%	8.5%	9.1%	6.2%
Return on capital (NOPAT/Average capital base)	9.2%	11.6%	14.7%	15.9%	11.0%

We define Return on Capital (ROC) as follows: ROC = Net operating profit after tax (NOPAT) / Average capital base

NOPAT = Income from operations x (1 – effective tax rate)

Average capital base = Average of (interest bearing debt + stockholders’ equity - excess cash) = Average of (total assets - excess cash - accounts payable and accrued expenses, accrued compensation and benefits, and income and other taxes payable - deferred revenue - other non-current liabilities, deferred income taxes, and deferred rent).

Year-to-date average balances are based on an average calculated using the quarter-end balances at the beginning of the period and all other quarter ending balances included in the period.

We define excess cash as the amount of cash and cash equivalents that exceeds our operating cash requirements, which is calculated as three percent of our annualized net revenue for the three months prior to the period end. We believe that ROC is an important metric for investors in evaluating our company’s performance. ROC relates after-tax operating profits with the capital that is placed into service. It is therefore a performance metric that incorporates both the Statement of Comprehensive Income and the Balance Sheet. ROC measures how successfully capital is deployed within a company. Note that ROC is not a measure of financial performance under accounting principles generally accepted in the United States (GAAP) and should not be considered a substitute for return on assets, which we calculate directly from amounts on the Statement of Comprehensive Income and the Balance Sheet. ROC has limitations as an analytical tool, and when assessing our operating performance, you should not consider ROC in isolation or as a substitute for other financial data prepared in accordance with GAAP. Other companies may calculate ROC differently than we do, limiting its usefulness as a comparative measure.

Adjusted EBITDA and Adjusted EBITDA Margin

(Dollars in thousands)	Year Ended December 31, 2009	2010	2011	2012	2013
Net revenue	$ 628,987	$ 780,555	$ 1,025,064	$ 1,309,239	$ 1,534,786
Income from operations	$ 55,241	$ 79,602	$ 123,471	$ 172,741	$ 133,136
Net income	$ 30,218	$ 46,358	$ 76,411	$ 105,418	$ 86,737
Plus: Income taxes	16,328	25,053	40,018	62,589	44,022
Plus: Total other (income) expense	8,695	8,191	7,042	4,734	2,377
Plus: Depreciation and amortization	125,229	155,895	195,412	249,845	313,007
Plus: Share-based compensation expense	20,124	26,624	28,773	41,546	59,645
Adjusted EBITDA	$ 200,594	$ 262,121	$ 347,656	$ 464,132	$ 505,788
Operating income margin	8.8%	10.2%	12.0%	13.2%	8.7%
Adjusted EBITDA margin	31.9%	33.6%	33.9%	35.5%	33.0%

We define Adjusted EBITDA as net income, plus income taxes, total other (income) expense, depreciation and amortization, and non-cash charges for share-based compensation. Adjusted EBITDA is a metric that is used in our industry by the investment community for comparative and valuation purposes. We disclose this metric in order to support and facilitate the dialogue with research analysts and investors. Note that Adjusted EBITDA is not a measure of financial performance under GAAP and should not be considered a substitute for operating income, which we consider to be the most directly comparable GAAP measure. Adjusted EBITDA has limitations as an analytical tool, and when assessing our operating performance, you should not consider Adjusted EBITDA in isolation or as a substitute for net income or other consolidated income statement data prepared in accordance with GAAP. Other companies may calculate Adjusted EBITDA differently than we do, limiting its usefulness as a comparative measure.