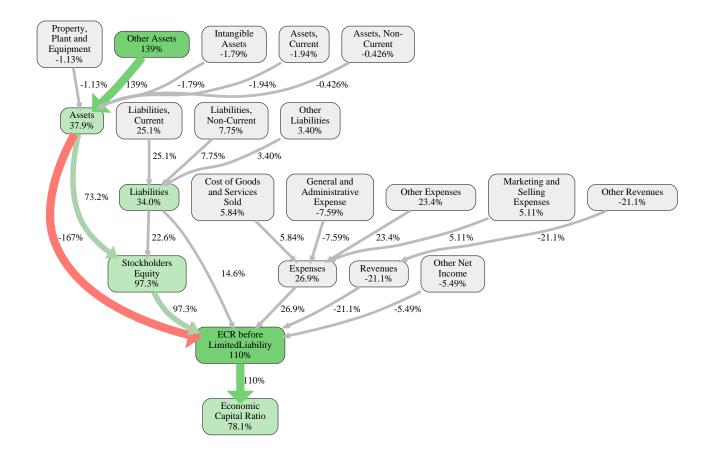


## **ADVERTISING 2012**

## NZCH Corp Rank 2 of 17







## **ADVERTISING 2012**



## NZCH Corp Rank 2 of 17

The relative strengths and weaknesses of NZCH 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 NZCH Corp compared to the market average is the variable Other Assets, increasing the Economic Capital Ratio by 139% points. The greatest weakness of NZCH Corp is the variable Other Revenues, reducing the Economic Capital Ratio by 21% points.

The company's Economic Capital Ratio, given in the ranking table, is 171%, being 78% points above the market average of 93%.

Input Variable	Value in 1000 USD
Assets, Current	0
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	179
Intangible Assets	0
Liabilities, Current	5.4
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	1,153
Other Compr. Net Income	0
Other Expenses	0
Other Liabilities	0
Other Net Income	1.1
Other Revenues	0
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	1,153
Liabilities	5.4
Expenses	179
Revenues	0
Stockholders Equity	1,148
Net Income	-178
Comprehensive Net Income	-178
ECR before LimitedLiability	124%
Economic Capital Ratio	171%

