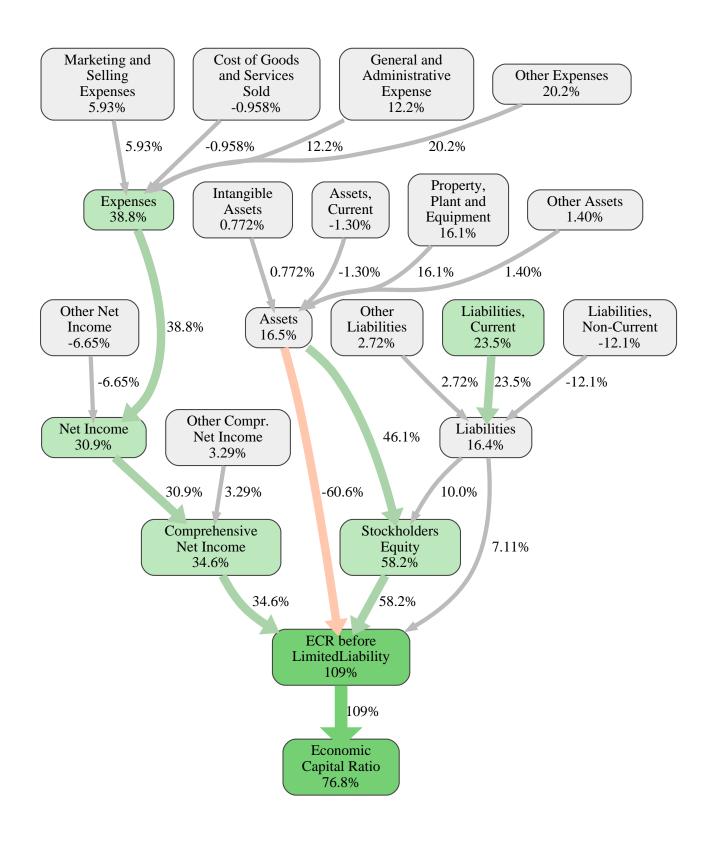


## **ADVERTISING 2012**



## China YIDA Holding CO Rank 3 of 17





## **ADVERTISING 2012**



## China YIDA Holding CO Rank 3 of 17

The relative strengths and weaknesses of China YIDA Holding CO 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 China YIDA Holding CO compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 58% points. The greatest weakness of China YIDA Holding CO is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 12% points.

The company's Economic Capital Ratio, given in the ranking table, is 170%, being 77% points above the market average of 93%.

Input Variable	Value in 1000 USD
Assets, Current	12,844
Assets, Non-Current	104
Cost of Goods and Services Sold	13,514
General and Administrative Expense	4,794
Intangible Assets	32,355
Liabilities, Current	9,085
Liabilities, Non-Current	26,041
Marketing and Selling Expenses	0
Other Assets	38,723
Other Compr. Net Income	5,679
Other Expenses	11,688
Other Liabilities	1,549
Other Net Income	-264
Other Revenues	42,210
Property, Plant and Equipment	110,594

Output Variable	Value in 1000 USD
Assets	194,619
Liabilities	36,675
Expenses	29,996
Revenues	42,210
Stockholders Equity	157,944
Net Income	11,950
Comprehensive Net Income	17,629
ECR before LimitedLiability	122%
Economic Capital Ratio	170%

