

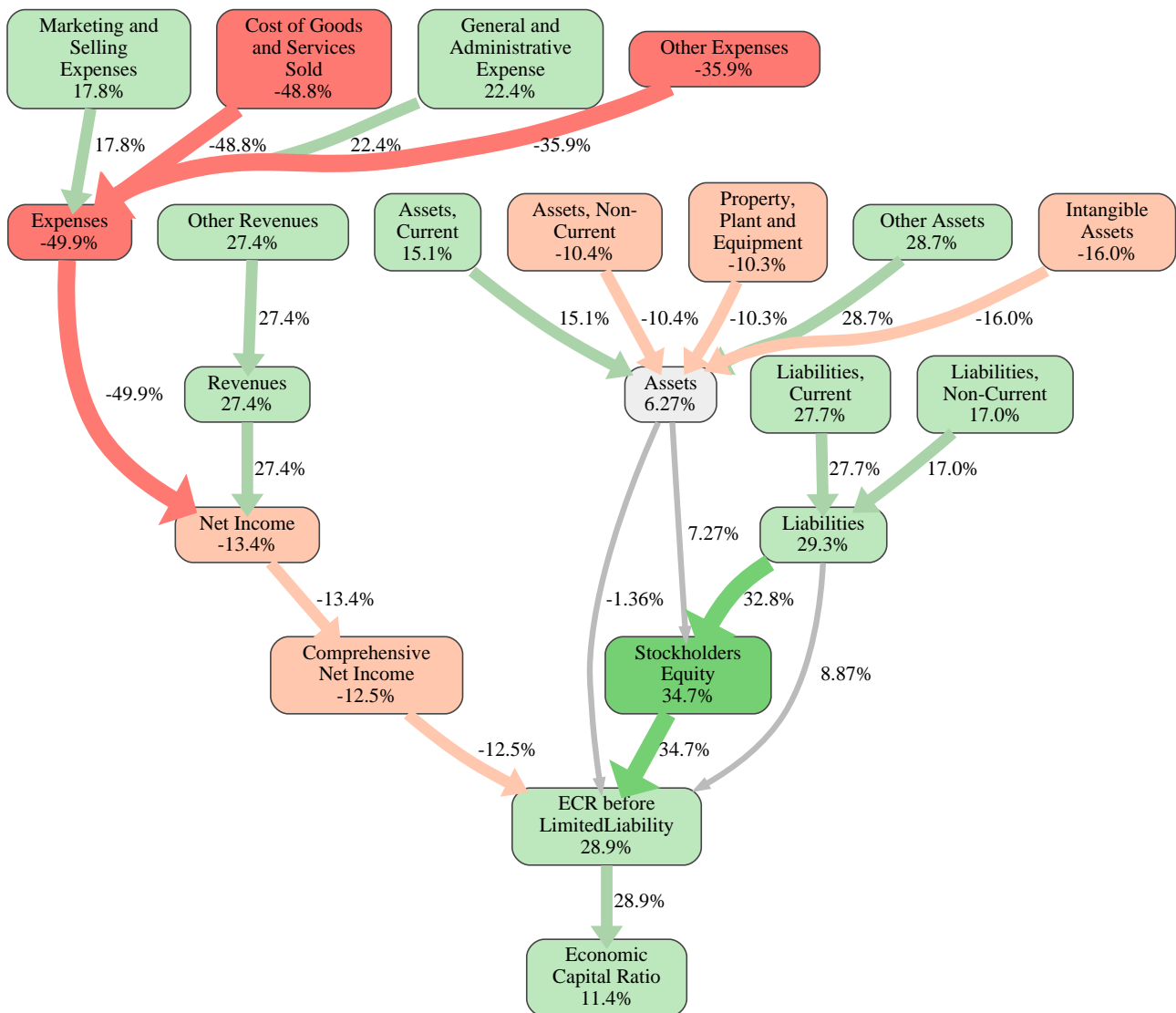


RealRate

# ADVERTISING 2014

SRAX Inc  
Rank 13 of 27

SRAX



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The relative strengths and weaknesses of SRAX 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 SRAX Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 35% points. The greatest weakness of SRAX Inc is the variable Expenses, reducing the Economic Capital Ratio by 50% points.

The company's Economic Capital Ratio, given in the ranking table, is 100%, being 11% points above the market average of 89%.

| Input Variable                     | Value in<br>1000 USD |
|------------------------------------|----------------------|
| Assets, Current                    | 2,208                |
| Assets, Non-Current                | 0                    |
| Cost of Goods and Services Sold    | 2,326                |
| General and Administrative Expense | 0                    |
| Intangible Assets                  | 0                    |
| Liabilities, Current               | 813                  |
| Liabilities, Non-Current           | 0                    |
| Marketing and Selling Expenses     | 0                    |
| Other Assets                       | 1,672                |
| Other Compr. Net Income            | 0                    |
| Other Expenses                     | 2,834                |
| Other Liabilities                  | 0                    |
| Other Net Income                   | 0                    |
| Other Revenues                     | 3,413                |
| Property, Plant and Equipment      | 28                   |

| Output Variable              | Value in<br>1000 USD |
|------------------------------|----------------------|
| Assets                       | 3,908                |
| Liabilities                  | 813                  |
| Expenses                     | 5,161                |
| Revenues                     | 3,413                |
| Stockholders Equity          | 3,095                |
| Net Income                   | -1,747               |
| Comprehensive Net Income     | -1,747               |
| ECR before Limited Liability | 28%                  |
| Economic Capital Ratio       | 100%                 |