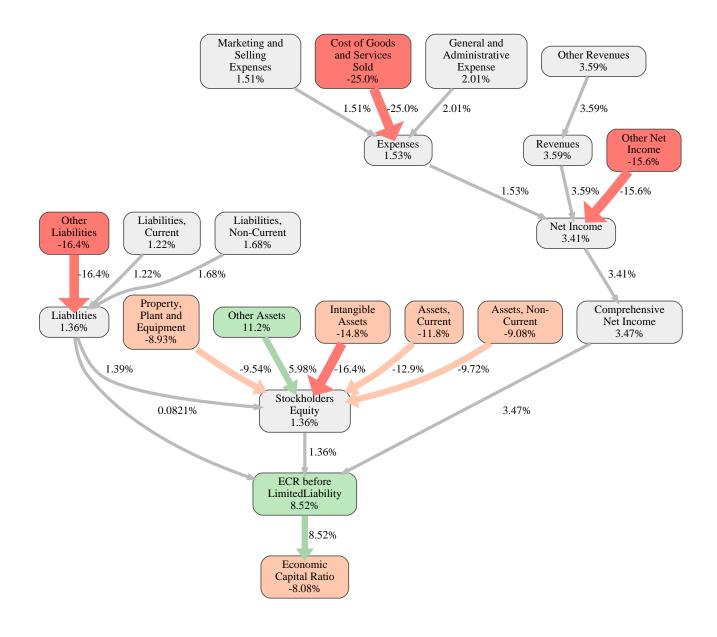
RealRate

ADVERTISING 2016

SRAX Inc Rank 14 of 29









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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 Other Assets, increasing the Economic Capital Ratio by 11% points. The greatest weakness of SRAX Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 25% points.

The company's Economic Capital Ratio, given in the ranking table, is 75%, being 8.1% points below the market average of 83%.

Input Variable	Value in 1000 USD
Assets, Current	8,493
Assets, Non-Current	35
Cost of Goods and Services Sold	14,407
General and Administrative Expense	0
Intangible Assets	1,612
Liabilities, Current	16,617
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	18,343
Other Compr. Net Income	0
Other Expenses	14,835
Other Liabilities	8,034
Other Net Income	-3,776
Other Revenues	30,294
Property, Plant and Equipment	44

Output Variable	Value in 1000 USD
Assets	28,527
Liabilities	24,651
Expenses	29,242
Revenues	30,294
Stockholders Equity	3,876
Net Income	-2,724
Comprehensive Net Income	-2,724
ECR before LimitedLiability	1.1%
Economic Capital Ratio	75%

