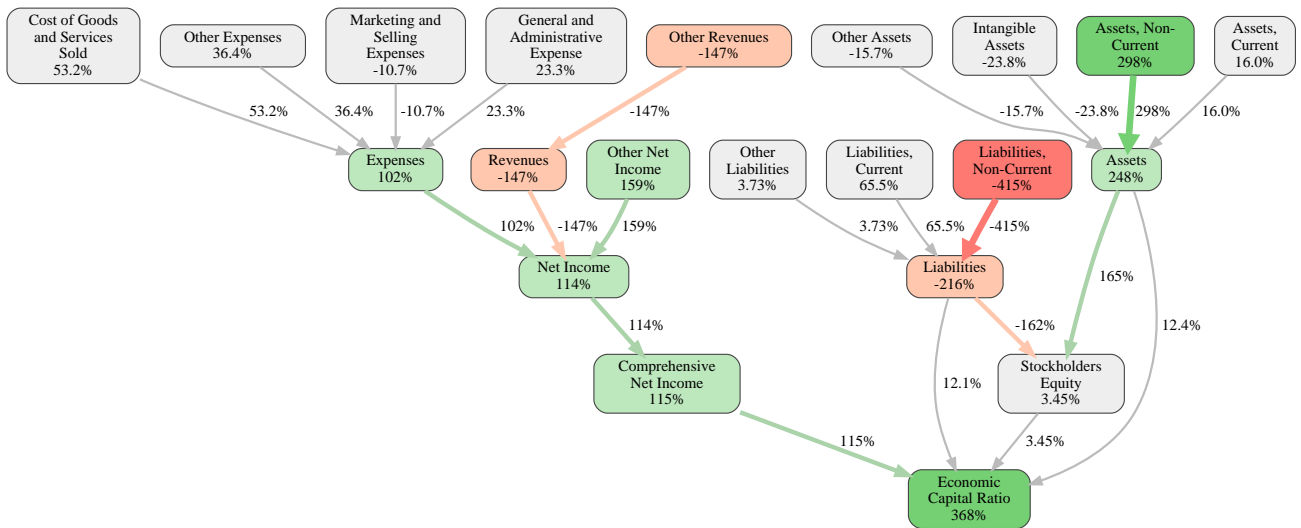




ADVERTISING 2017

National CineMedia Inc.
Rank 15 of 29





RealRate

ADVERTISING 2017

National CineMedia Inc.
Rank 15 of 29



The relative strengths and weaknesses of National CineMedia 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 National CineMedia Inc. compared to the market average is the variable Assets, Non-Current, increasing the Economic Capital Ratio by 298% points. The greatest weakness of National CineMedia Inc. is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 415% points.

The company's Economic Capital Ratio, given in the ranking table, is -29%, being 368% points above the market average of -397%.

Input Variable	Value in 1000 USD
Assets, Current	221,100
Assets, Non-Current	836,300
Cost of Goods and Services Sold	0
General and Administrative Expense	43,800
Intangible Assets	0
Liabilities, Current	120,600
Liabilities, Non-Current	1,118,000
Marketing and Selling Expenses	72,800
Other Assets	-29,600
Other Compr. Net Income	0
Other Expenses	167,200
Other Liabilities	0
Other Net Income	309,200
Other Revenues	0
Property, Plant and Equipment	29,600

Output Variable	Value in 1000 USD
Assets	1,057,400
Liabilities	1,238,600
Expenses	283,800
Revenues	0
Stockholders Equity	-181,200
Net Income	25,400
Comprehensive Net Income	25,400
Economic Capital Ratio	-29%