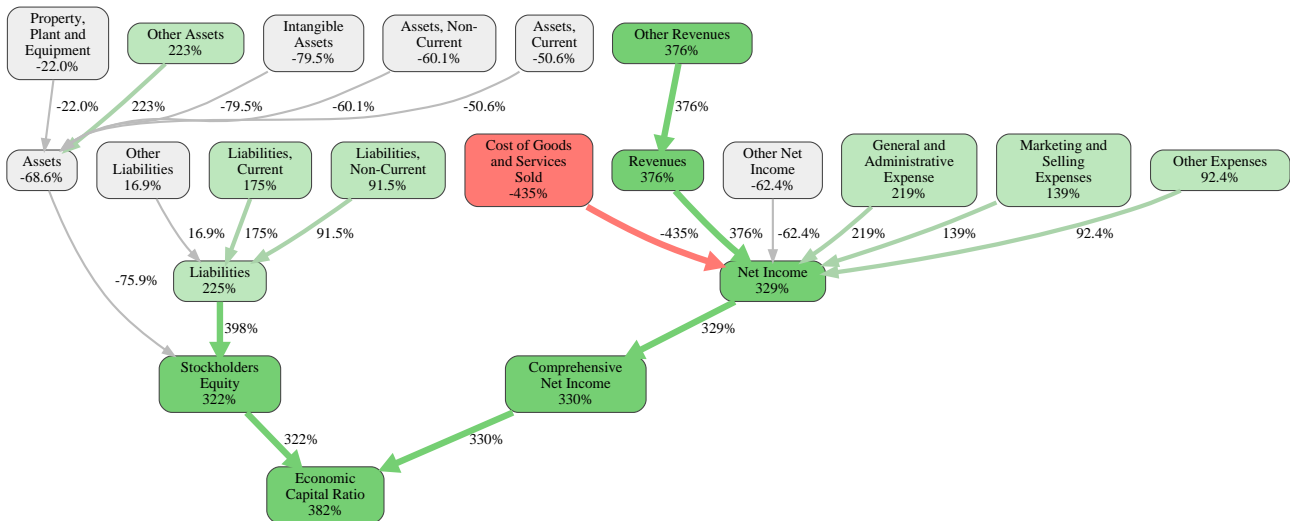




RealRate

ADVERTISING 2017

SRAX Inc.
Rank 13 of 29





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 Revenues, increasing the Economic Capital Ratio by 376% points. The greatest weakness of SRAX Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 435% points.

The company's Economic Capital Ratio, given in the ranking table, is -15%, being 382% points above the market average of -397%.

Input Variable	Value in 1000 USD
Assets, Current	9,799
Assets, Non-Current	35
Cost of Goods and Services Sold	23,227
General and Administrative Expense	0
Intangible Assets	1,365
Liabilities, Current	18,075
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	15,645
Other Compr. Net Income	0
Other Expenses	17,319
Other Liabilities	0
Other Net Income	534
Other Revenues	35,763
Property, Plant and Equipment	55

Output Variable	Value in 1000 USD
Assets	26,899
Liabilities	18,075
Expenses	40,546
Revenues	35,763
Stockholders Equity	8,824
Net Income	-4,248
Comprehensive Net Income	-4,248
Economic Capital Ratio	-15%