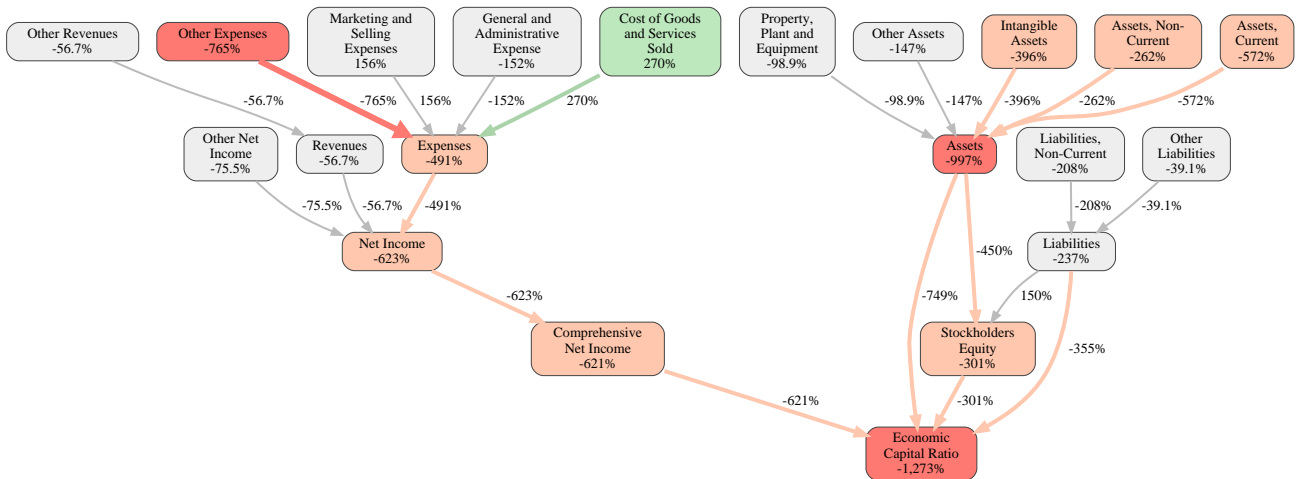




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# ADVERTISING 2017

Starco Brands Inc.  
Rank 26 of 29





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The relative strengths and weaknesses of Starco Brands 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 Starco Brands Inc. compared to the market average is the variable Cost of Goods and Services Sold, increasing the Economic Capital Ratio by 270% points. The greatest weakness of Starco Brands Inc. is the variable Other Expenses, reducing the Economic Capital Ratio by 765% points.

The company's Economic Capital Ratio, given in the ranking table, is -1,671%, being 1,273% points below the market average of -397%.

Input Variable	Value in 1000 USD
Assets, Current	6.6
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	246
Intangible Assets	0
Liabilities, Current	799
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	3.5
Other Compr. Net Income	0
Other Expenses	887
Other Liabilities	0
Other Net Income	7.4
Other Revenues	426
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	10
Liabilities	799
Expenses	1,133
Revenues	426
Stockholders Equity	-789
Net Income	-699
Comprehensive Net Income	-699
Economic Capital Ratio	-1,671%