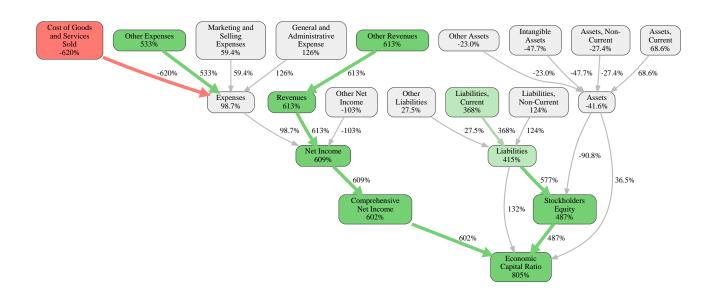


ADVERTISING 2018

INSIGNIA SYSTEMS INC MN Rank 3 of 27







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The relative strengths and weaknesses of INSIGNIA SYSTEMS INC MN 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 INSIGNIA SYSTEMS INC MN compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 613% points. The greatest weakness of INSIGNIA SYSTEMS INC MN is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 620% points.

The company's Economic Capital Ratio, given in the ranking table, is 259%, being 805% points above the market average of -546%.

Input Variable	Value in 1000 USD
Assets, Current	17,635
Assets, Non-Current	1,383
Cost of Goods and Services Sold	18,029
General and Administrative Expense	4,054
Intangible Assets	0
Liabilities, Current	5,802
Liabilities, Non-Current	1,045
Marketing and Selling Expenses	1,716
Other Assets	0
Other Compr. Net Income	0
Other Expenses	3,269
Other Liabilities	0
Other Net Income	-1.0
Other Revenues	26,430
Property, Plant and Equipment	2,670

Output Variable	Value in 1000 USD
Assets	21,688
Liabilities	6,847
Expenses	27,068
Revenues	26,430
Stockholders Equity	14,841
Net Income	-639
Comprehensive Net Income	-639
Economic Capital Ratio	259%

