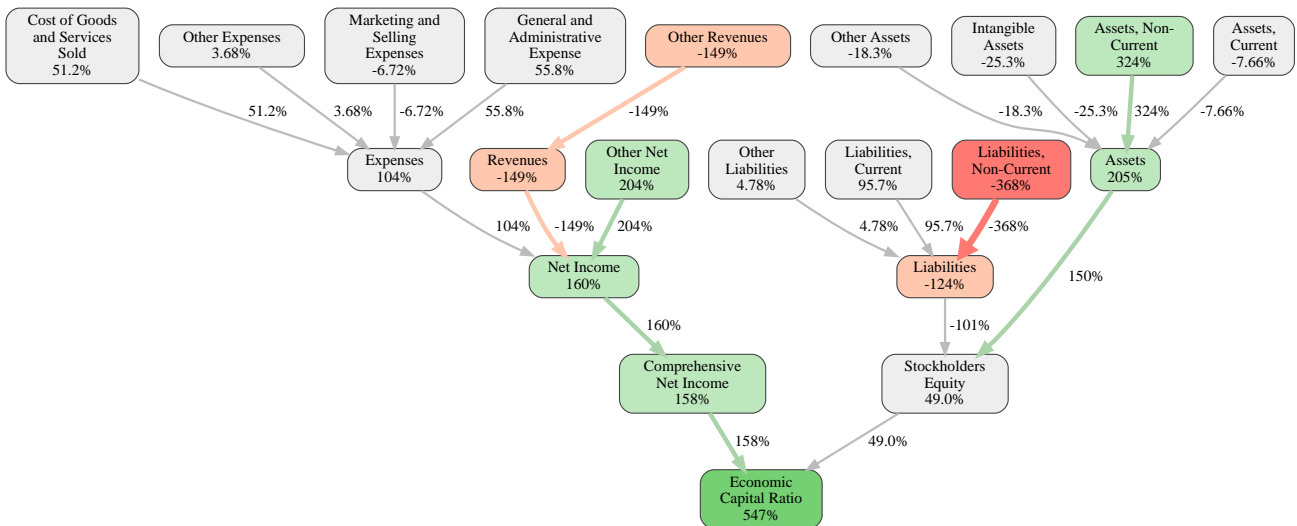




ADVERTISING 2018

National CineMedia Inc.
Rank 15 of 27





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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 324% points. The greatest weakness of National CineMedia Inc. is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 368% points.

The company's Economic Capital Ratio, given in the ranking table, is 1.1%, being 547% points above the market average of -546%.

| Input Variable | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current | 212,600 |
| Assets, Non-Current | 935,500 |
| Cost of Goods and Services Sold | 0 |
| General and Administrative Expense | 37,900 |
| Intangible Assets | 0 |
| Liabilities, Current | 109,700 |
| Liabilities, Non-Current | 1,039,600 |
| Marketing and Selling Expenses | 72,000 |
| Other Assets | -30,700 |
| Other Compr. Net Income | 0 |
| Other Expenses | 291,300 |
| Other Liabilities | 0 |
| Other Net Income | 403,700 |
| Other Revenues | 0 |
| Property, Plant and Equipment | 30,700 |

| Output Variable | Value in 1000 USD |
|--------------------------|-------------------|
| Assets | 1,148,100 |
| Liabilities | 1,149,300 |
| Expenses | 401,200 |
| Revenues | 0 |
| Stockholders Equity | -1,200 |
| Net Income | 2,500 |
| Comprehensive Net Income | 2,500 |
| Economic Capital Ratio | 1.1% |