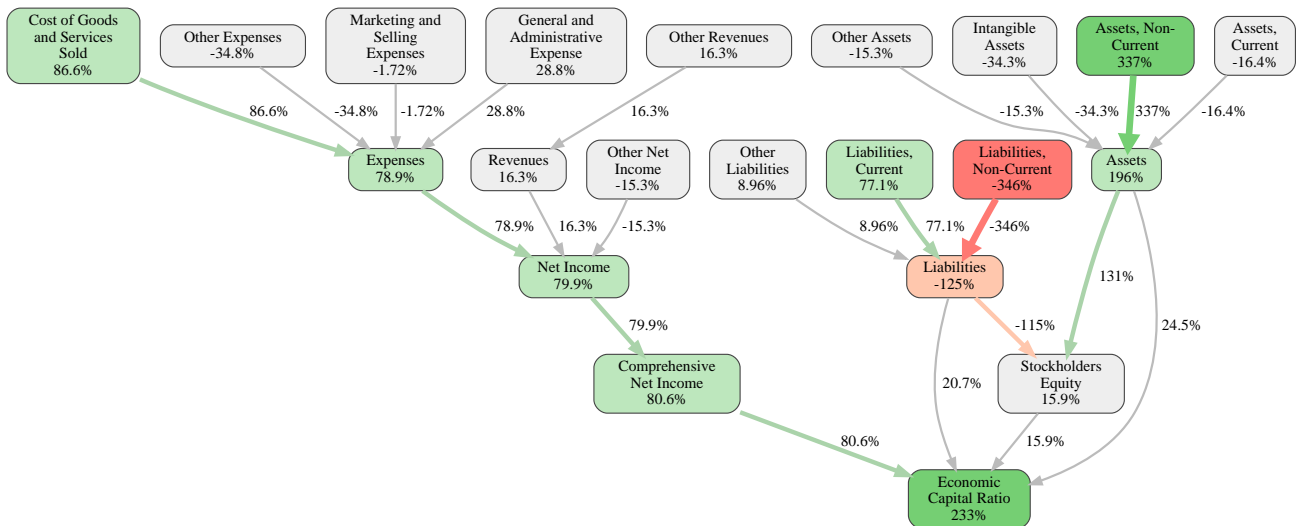




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National CineMedia Inc.  
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The relative strengths and weaknesses of National CineMedia Inc. are analyzed with respect to the market average, including all of its competitors. We analyzed all variables 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 337% points. The greatest weakness of National CineMedia Inc. is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 346% points.

The company's Economic Capital Ratio, given in the ranking table, is -79%, being 233% points above the market average of -312%.

Input Variable	Value in 1000 USD
Assets, Current	230,900
Assets, Non-Current	910,900
Cost of Goods and Services Sold	0
General and Administrative Expense	48,300
Intangible Assets	0
Liabilities, Current	110,500
Liabilities, Non-Current	1,120,500
Marketing and Selling Expenses	66,500
Other Assets	-33,600
Other Compr. Net Income	0
Other Expenses	330,700
Other Liabilities	0
Other Net Income	-101,000
Other Revenues	441,400
Property, Plant and Equipment	33,600

Output Variable	Value in 1000 USD
Assets	1,141,800
Liabilities	1,231,000
Expenses	445,500
Revenues	441,400
Stockholders Equity	-89,200
Net Income	-105,100
Comprehensive Net Income	-105,100
Economic Capital Ratio	-79%