





RealRate

# ADVERTISING 2019

Starco Brands Inc.  
Rank 24 of 28



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 Liabilities, Current, increasing the Economic Capital Ratio by 654% points. The greatest weakness of Starco Brands Inc. is the variable Net Income, reducing the Economic Capital Ratio by 376% points.

The company's Economic Capital Ratio, given in the ranking table, is -1,109%, being 797% points below the market average of -312%.

Input Variable	Value in 1000 USD
Assets, Current	44
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	251
Intangible Assets	0
Liabilities, Current	899
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	3.5
Other Compr. Net Income	0
Other Expenses	356
Other Liabilities	0
Other Net Income	39
Other Revenues	126
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	48
Liabilities	899
Expenses	607
Revenues	126
Stockholders Equity	-851
Net Income	-442
Comprehensive Net Income	-442
Economic Capital Ratio	-1,109%