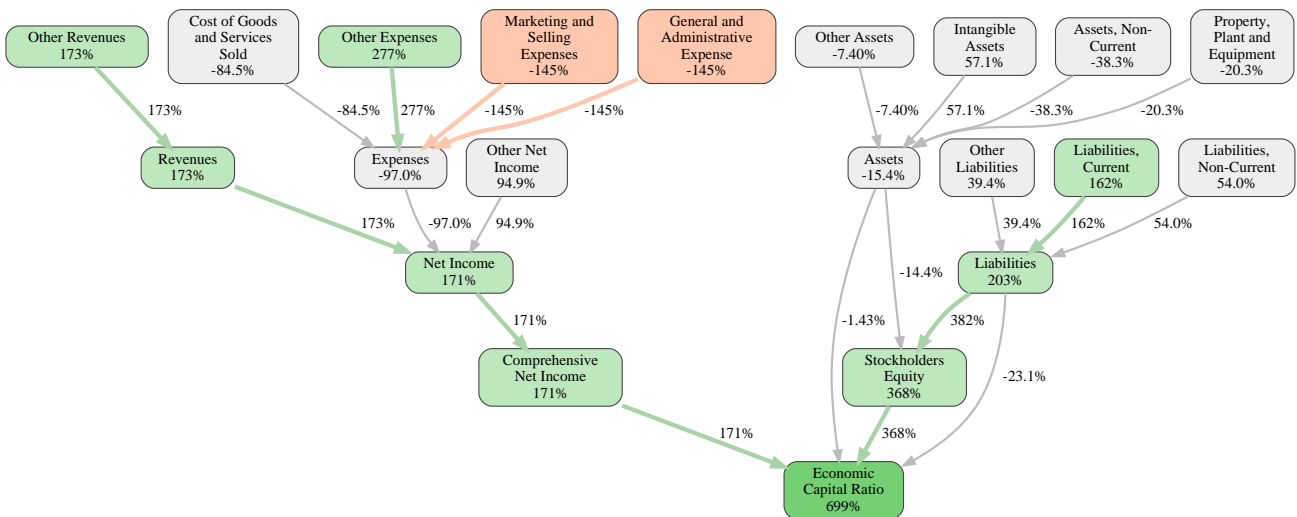




ADVERTISING 2020

IZEA Worldwide Inc.
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The relative strengths and weaknesses of IZEA Worldwide 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 IZEA Worldwide Inc. compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 277% points. The greatest weakness of IZEA Worldwide Inc. is the variable General and Administrative Expense, reducing the Economic Capital Ratio by 145% points.

The company's Economic Capital Ratio, given in the ranking table, is -57%, being 699% points above the market average of -756%.

Input Variable	Value in 1000 USD
Assets, Current	12,035
Assets, Non-Current	0
Cost of Goods and Services Sold	8,521
General and Administrative Expense	9,611
Intangible Assets	9,928
Liabilities, Current	10,181
Liabilities, Non-Current	0
Marketing and Selling Expenses	6,240
Other Assets	1,672
Other Compr. Net Income	0
Other Expenses	1,751
Other Liabilities	46
Other Net Income	-122
Other Revenues	18,956
Property, Plant and Equipment	310

Output Variable	Value in 1000 USD
Assets	23,944
Liabilities	10,226
Expenses	26,123
Revenues	18,956
Stockholders Equity	13,718
Net Income	-7,290
Comprehensive Net Income	-7,290
Economic Capital Ratio	-57%