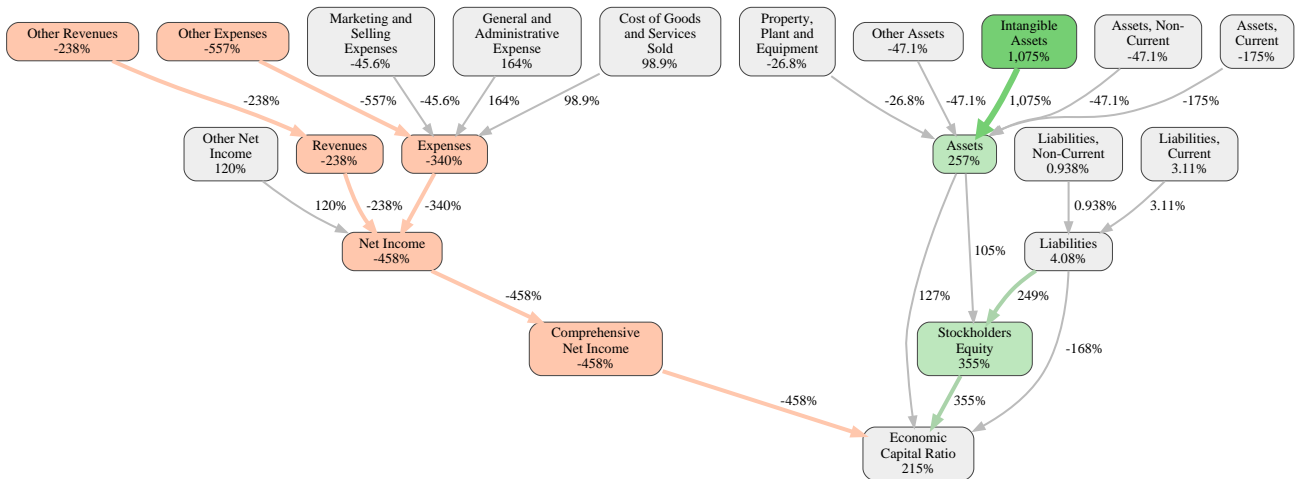




ADVERTISING 2020

SRAX Inc.
Rank 20 of 29





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The relative strengths and weaknesses of SRAX 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 SRAX Inc. compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 1,075% points. The greatest weakness of SRAX Inc. is the variable Other Expenses, reducing the Economic Capital Ratio by 557% points.

The company's Economic Capital Ratio, given in the ranking table, is -541%, being 215% points above the market average of -756%.

Input Variable	Value in 1000 USD
Assets, Current	1,858
Assets, Non-Current	118
Cost of Goods and Services Sold	1,680
General and Administrative Expense	0
Intangible Assets	18,067
Liabilities, Current	7,376
Liabilities, Non-Current	352
Marketing and Selling Expenses	2,454
Other Assets	0
Other Compr. Net Income	0
Other Expenses	17,308
Other Liabilities	0
Other Net Income	999
Other Revenues	3,584
Property, Plant and Equipment	191

Output Variable	Value in 1000 USD
Assets	20,234
Liabilities	7,728
Expenses	21,442
Revenues	3,584
Stockholders Equity	12,506
Net Income	-16,859
Comprehensive Net Income	-16,859
Economic Capital Ratio	-541%