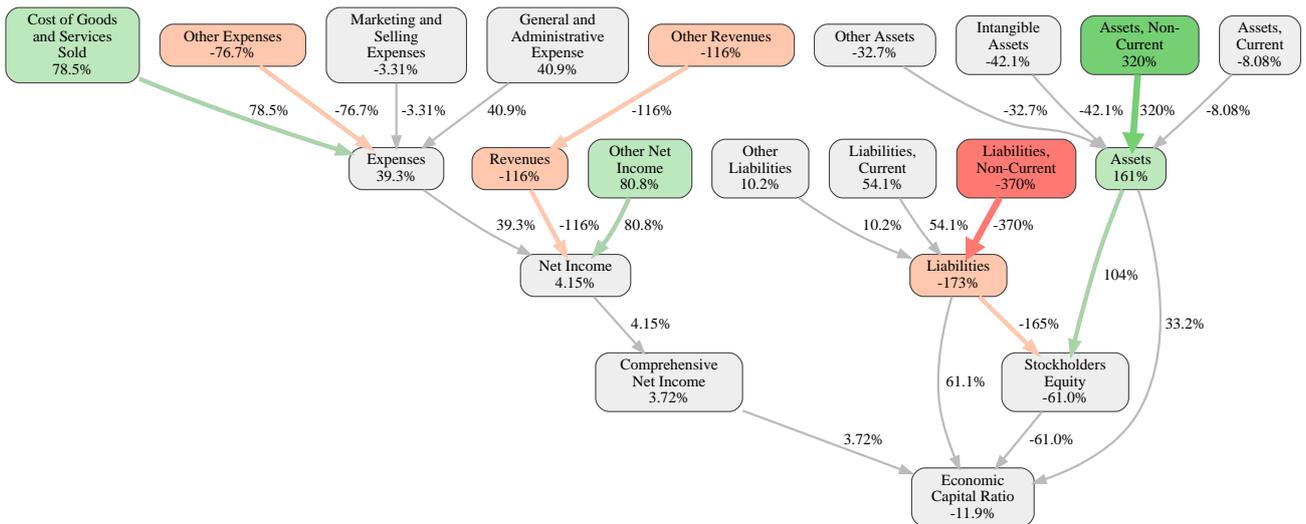




ADVERTISING 2021

National CineMedia Inc.
Rank 18 of 29





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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 320% points. The greatest weakness of National CineMedia Inc. is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 370% points.

The company's Economic Capital Ratio, given in the ranking table, is -144%, being 12% points below the market average of -133%.

Input Variable	Value in 1000 USD
Assets, Current	199,900
Assets, Non-Current	686,300
Cost of Goods and Services Sold	0
General and Administrative Expense	30,900
Intangible Assets	0
Liabilities, Current	50,000
Liabilities, Non-Current	1,104,800
Marketing and Selling Expenses	37,600
Other Assets	-27,500
Other Compr. Net Income	0
Other Expenses	291,400
Other Liabilities	0
Other Net Income	157,800
Other Revenues	90,400
Property, Plant and Equipment	27,500

Output Variable	Value in 1000 USD
Assets	886,200
Liabilities	1,154,800
Expenses	359,900
Revenues	90,400
Stockholders Equity	-268,600
Net Income	-111,700
Comprehensive Net Income	-111,700
Economic Capital Ratio	-144%