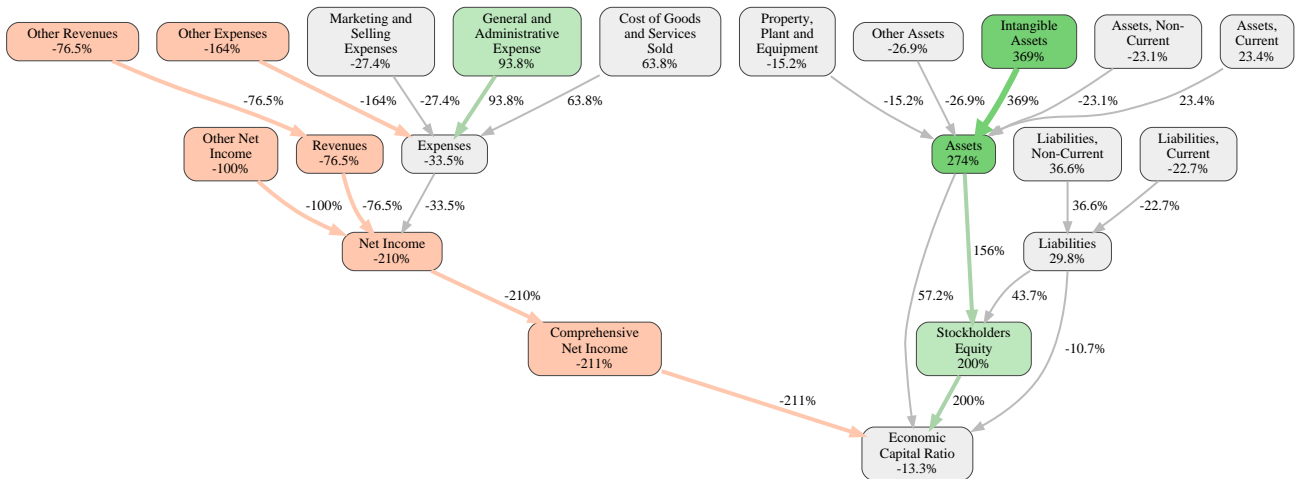




ADVERTISING 2021

SRAX Inc.
Rank 19 of 29





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 369% points. The greatest weakness of SRAX Inc. is the variable Net Income, reducing the Economic Capital Ratio by 210% points.

The company's Economic Capital Ratio, given in the ranking table, is -146%, being 13% points below the market average of -133%.

Input Variable	Value in 1000 USD
Assets, Current	11,873
Assets, Non-Current	3.0
Cost of Goods and Services Sold	2,589
General and Administrative Expense	0
Intangible Assets	26,126
Liabilities, Current	19,166
Liabilities, Non-Current	243
Marketing and Selling Expenses	2,675
Other Assets	893
Other Compr. Net Income	0
Other Expenses	15,006
Other Liabilities	379
Other Net Income	-3,082
Other Revenues	8,647
Property, Plant and Equipment	118

Output Variable	Value in 1000 USD
Assets	39,013
Liabilities	19,788
Expenses	20,270
Revenues	8,647
Stockholders Equity	19,225
Net Income	-14,705
Comprehensive Net Income	-14,705
Economic Capital Ratio	-146%