





RealRate

ADVERTISING 2022

SRAX Inc.
Rank 27 of 31



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 Expenses, increasing the Economic Capital Ratio by 363% points. The greatest weakness of SRAX Inc. is the variable Other Net Income, reducing the Economic Capital Ratio by 878% points.

The company's Economic Capital Ratio, given in the ranking table, is -637%, being 574% points below the market average of -63%.

| Input Variable | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current | 22,985 |
| Assets, Non-Current | 36 |
| Cost of Goods and Services Sold | 6,521 |
| General and Administrative Expense | 5,352 |
| Intangible Assets | 19,606 |
| Liabilities, Current | 22,816 |
| Liabilities, Non-Current | 114 |
| Marketing and Selling Expenses | 6,330 |
| Other Assets | 935 |
| Other Compr. Net Income | 0 |
| Other Expenses | 8,462 |
| Other Liabilities | 0 |
| Other Net Income | -41,269 |
| Other Revenues | 26,707 |
| Property, Plant and Equipment | 114 |

| Output Variable | Value in 1000 USD |
|--------------------------|-------------------|
| Assets | 43,676 |
| Liabilities | 22,930 |
| Expenses | 26,665 |
| Revenues | 26,707 |
| Stockholders Equity | 20,746 |
| Net Income | -41,227 |
| Comprehensive Net Income | -41,227 |
| Economic Capital Ratio | -637% |