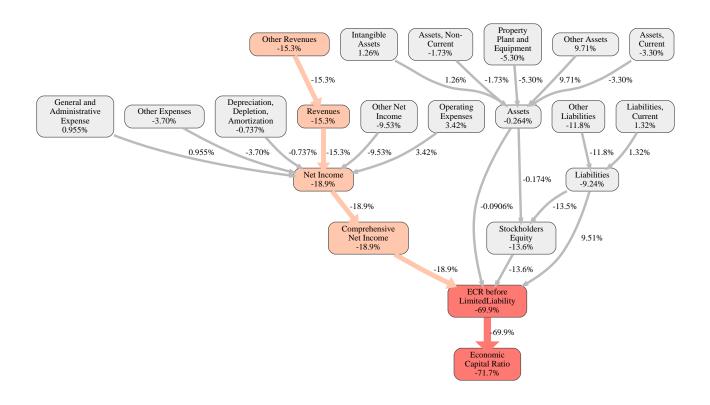


## **HOTELS & MOTELS 2012**

## Morgans Hotel Group Co Rank 30 of 30





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## Morgans Hotel Group Co Rank 30 of 30

The relative strengths and weaknesses of Morgans Hotel Group Co 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 Morgans Hotel Group Co compared to the market average is the variable Other Assets, increasing the Economic Capital Ratio by 9.7% points. The greatest weakness of Morgans Hotel Group Co is the variable Net Income, reducing the Economic Capital Ratio by 19% points.

The company's Economic Capital Ratio, given in the ranking table, is 23%, being 72% points below the market average of 95%.

Input Variable	Value in 1000 USD
Assets, Current	28,855
Assets, Non-Current	0
Cost of Goods and Services Sold	0
Depreciation, Depletion, Amortization	22,219
General and Administrative Expense	43,629
Intangible Assets	69,105
Liabilities, Current	0
Long Term Liabilities	0
Operating Expenses	0
Other Assets	170,527
Other Compr. Net Income	0
Other Expenses	203,565
Other Liabilities	642,125
Other Net Income	-25,876
Other Revenues	207,332
Property Plant and Equipment	289,169

Output Variable	Value in 1000 USD
Assets	557,656
Liabilities	642,125
Expenses	269,413
Revenues	207,332
Stockholders Equity	-84,469
Net Income	-87,957
Comprehensive Net Income	-87,957
ECR before LimitedLiability	-82%
Economic Capital Ratio	23%

