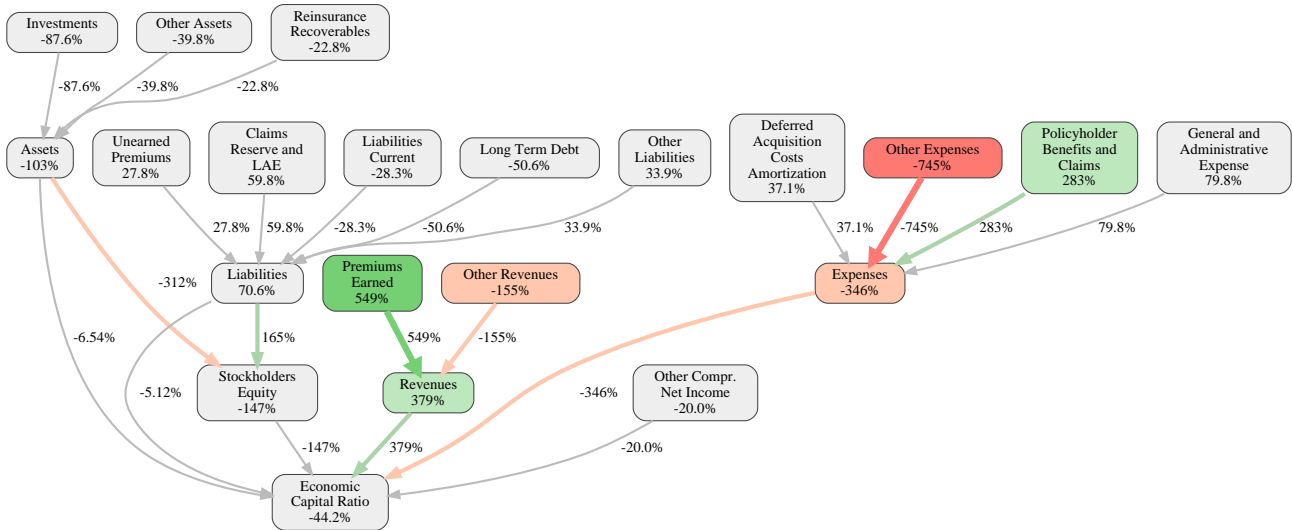




NON-LIFE INSURANCE 2021

MediaAlpha Inc.
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RealRate

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The relative strengths and weaknesses of MediaAlpha 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 MediaAlpha Inc. compared to the market average is the variable Premiums Earned, increasing the Economic Capital Ratio by 549% points. The greatest weakness of MediaAlpha Inc. is the variable Other Expenses, reducing the Economic Capital Ratio by 745% points.

The company's Economic Capital Ratio, given in the ranking table, is -9.5%, being 44% points below the market average of 35%.

Input Variable	Value in 1000 USD
Assets, Current	127,799
Assets, Non-Current	762
Claims Reserve and LAE	0
Deferred Acquisition Costs Amortization	0
Deferred Policy Acquisition Costs	0
General and Administrative Expense	32,913
Insurance Commissions and Fees	0
Intangible Assets	33,953
Investment Income	0
Investments	0
Liabilities Current	107,455
Long Term Debt	185,502
Other Assets	47,823
Other Compr. Net Income	0
Other Expenses	531,099
Other Liabilities	22,498
Other Net Income	-10,240
Other Revenues	0
Policyholder Benefits and Claims	0
Policyholder Contract Deposits	0
Premiums Earned	584,814
Premiums Receivable	0
Reinsurance Payable	0
Reinsurance Recoverables	0
Separate Account Asset	0
Unearned Premiums	0

Output Variable	Value in 1000 USD
Assets	210,337
Liabilities	315,455
Expenses	564,012
Revenues	584,814
Stockholders Equity	-105,118
Net Income	10,562
Comprehensive Net Income	10,562
Economic Capital Ratio	-9.5%