





RealRate

NON-LIFE INSURANCE 2023

MediaAlpha Inc.
Rank 72 of 74



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 414% points. The greatest weakness of MediaAlpha Inc. is the variable Other Expenses, reducing the Economic Capital Ratio by 896% points.

The company's Economic Capital Ratio, given in the ranking table, is -185%, being 175% points below the market average of -9.6%.

Input Variable	Value in 1000 USD
Assets, Current	80,420
Assets, Non-Current	0
Claims Reserve and LAE	0
Deferred Acquisition Costs Amortization	0
Deferred Policy Acquisition Costs	0
General and Administrative Expense	55,556
Insurance Commissions and Fees	0
Intangible Assets	80,671
Investment Income	0
Investments	0
Liabilities Current	76,892
Long Term Debt	179,273
Other Assets	8,990
Other Compr. Net Income	0
Other Expenses	541,811
Other Liabilities	0
Other Net Income	65,849
Other Revenues	0
Policyholder Benefits and Claims	0
Policyholder Contract Deposits	0
Premiums Earned	459,072
Premiums Receivable	0
Reinsurance Payable	0
Reinsurance Recoverables	0
Separate Account Asset	0
Unearned Premiums	0

Output Variable	Value in 1000 USD
Assets	170,081
Liabilities	256,165
Expenses	597,367
Revenues	459,072
Stockholders Equity	-86,084
Net Income	-72,446
Comprehensive Net Income	-72,446
Economic Capital Ratio	-185%