





The relative strengths and weaknesses of Synacor 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 Synacor Inc. compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 102% points. The greatest weakness of Synacor Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 73% points.

The company's Economic Capital Ratio, given in the ranking table, is 155%, being 118% points above the market average of 36%.

Input Variable	Value in 1000 USD
Assets, Current	58,688
Assets, Non-Current	937
Cost of Goods and Services Sold	70,053
General and Administrative Expense	17,800
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	47,055
Liabilities, Non-Current	63
Other Assets	49,155
Other Compr. Net Income	-12
Other Expenses	11,353
Other Liabilities	7,317
Other Net Income	1,985
Other Revenues	140,027
Property Plant and Equipment	0
Research and Development Expense	27,642
Selling Expense	24,941

Output Variable	Value in 1000 USD
Assets	108,780
Liabilities	54,435
Expenses	151,789
Revenues	140,027
Stockholders Equity	54,345
Net Income	-9,777
Comprehensive Net Income	-9,789
Economic Capital Ratio	155%