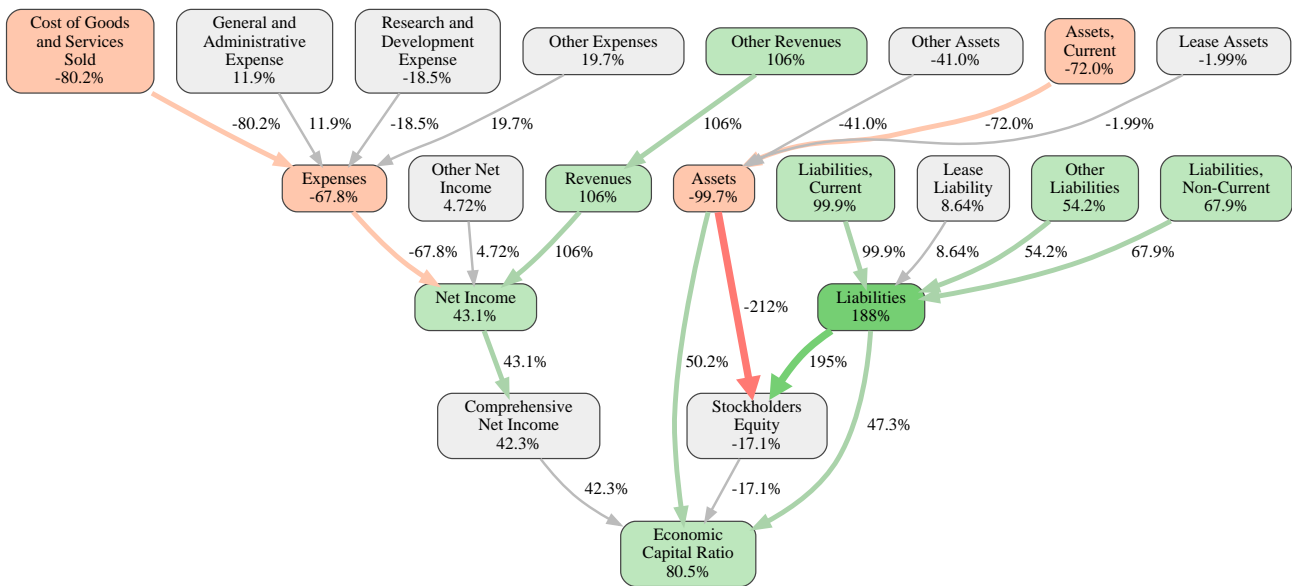




RealRate

PROGRAMMING 2020

Synacor Inc.
Rank 29 of 60





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 106% points. The greatest weakness of Synacor Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 80% points.

The company's Economic Capital Ratio, given in the ranking table, is 171%, being 80% points above the market average of 91%.

Input Variable	Value in 1000 USD
Assets, Current	34,487
Assets, Non-Current	1,319
Cost of Goods and Services Sold	61,990
General and Administrative Expense	17,734
Intangible Assets	0
Lease Assets	4,765
Lease Liability	2,846
Liabilities, Current	29,939
Liabilities, Non-Current	1,063
Other Assets	39,307
Other Compr. Net Income	-177
Other Expenses	11,062
Other Liabilities	2,366
Other Net Income	-17
Other Revenues	121,845
Property Plant and Equipment	0
Research and Development Expense	18,273
Selling Expense	21,790

Output Variable	Value in 1000 USD
Assets	79,878
Liabilities	36,214
Expenses	130,849
Revenues	121,845
Stockholders Equity	43,664
Net Income	-9,021
Comprehensive Net Income	-9,198
Economic Capital Ratio	171%