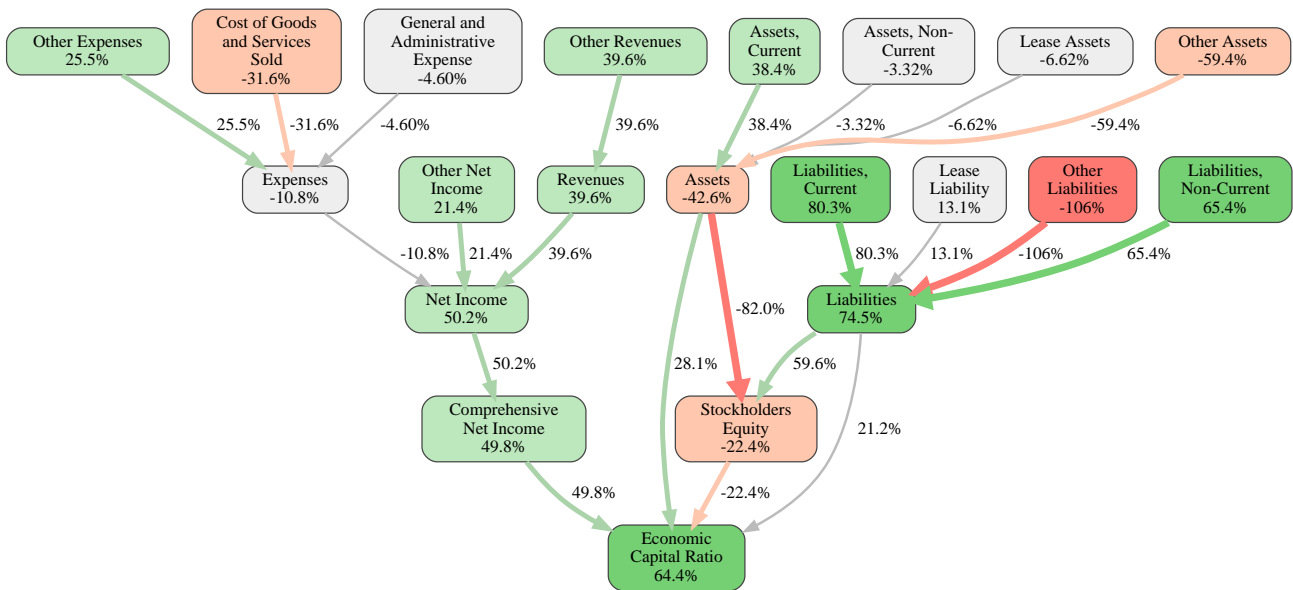




PROGRAMMING 2022

AdTheorent Holding Company Inc.
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The relative strengths and weaknesses of AdTheorent Holding Company 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 AdTheorent Holding Company Inc. compared to the market average is the variable Liabilities, Current, increasing the Economic Capital Ratio by 80% points. The greatest weakness of AdTheorent Holding Company Inc. is the variable Other Liabilities, reducing the Economic Capital Ratio by 106% points.

The company's Economic Capital Ratio, given in the ranking table, is 203%, being 64% points above the market average of 139%.

Input Variable	Value in 1000 USD
Assets, Current	160,359
Assets, Non-Current	402
Cost of Goods and Services Sold	77,770
General and Administrative Expense	35,424
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	27,576
Liabilities, Non-Current	0
Other Assets	52,781
Other Compr. Net Income	0
Other Expenses	3,360
Other Liabilities	74,083
Other Net Income	27,800
Other Revenues	165,365
Property Plant and Equipment	0
Research and Development Expense	12,393
Selling Expense	38,799

Output Variable	Value in 1000 USD
Assets	213,542
Liabilities	101,659
Expenses	167,746
Revenues	165,365
Stockholders Equity	111,883
Net Income	25,419
Comprehensive Net Income	25,419
Economic Capital Ratio	203%