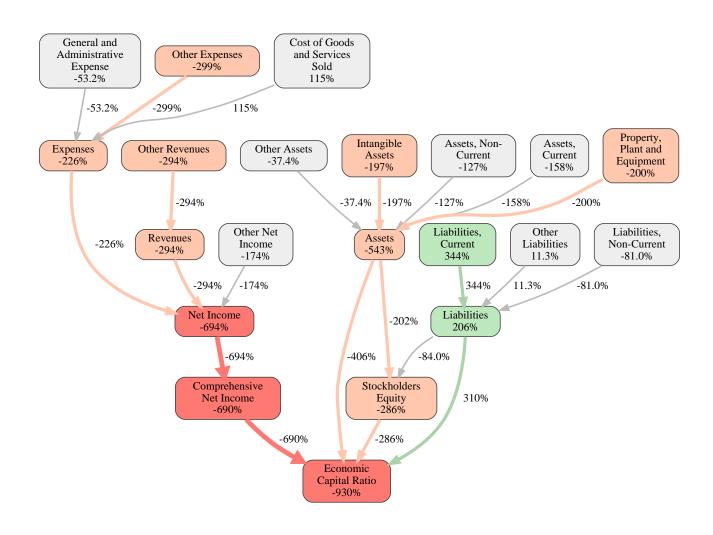


## **ADVERTISING 2014**

## DNA Brands INC Rank 24 of 28







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## DNA Brands INC Rank 24 of 28



The relative strengths and weaknesses of DNA Brands 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 DNA Brands INC compared to the market average is the variable Liabilities, Current, increasing the Economic Capital Ratio by 344% points. The greatest weakness of DNA Brands INC is the variable Net Income, reducing the Economic Capital Ratio by 694% points.

The company's Economic Capital Ratio, given in the ranking table, is -1,264%, being 930% points below the market average of -334%.

Input Variable	Value in 1000 USD
Assets, Current	512
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	464
Intangible Assets	0
Liabilities, Current	2,847
Liabilities, Non-Current	0
Marketing and Selling Expenses	174
Other Assets	0
Other Compr. Net Income	0
Other Expenses	1,981
Other Liabilities	241
Other Net Income	-638
Other Revenues	157
Property, Plant and Equipment	12

Output Variable	Value in 1000 USD
Assets	524
Liabilities	3,088
Expenses	2,619
Revenues	157
Stockholders Equity	-2,565
Net Income	-3,101
Comprehensive Net Income	-3,101
Economic Capital Ratio	-1,264%

