





# ADVERTISING 2014

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%           |