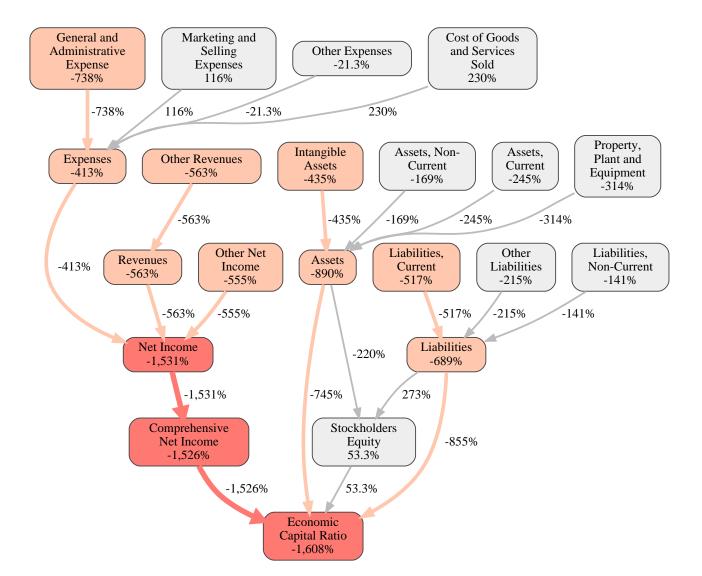


ADVERTISING 2015

Starco Brands Inc Rank 34 of 37









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The relative strengths and weaknesses of Starco 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 Starco Brands Inc compared to the market average is the variable Cost of Goods and Services Sold, increasing the Economic Capital Ratio by 230% points. The greatest weakness of Starco Brands Inc is the variable Net Income, reducing the Economic Capital Ratio by 1,531% points.

The company's Economic Capital Ratio, given in the ranking table, is -2,189%, being 1,608% points below the market average of -580%.

Input Variable	Value in 1000 USD
Assets, Current	296
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	858
Intangible Assets	0
Liabilities, Current	401
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	81
Other Compr. Net Income	0
Other Expenses	479
Other Liabilities	0
Other Net Income	-437
Other Revenues	49
Property, Plant and Equipment	91

Output Variable	Value in 1000 USD
Assets	468
Liabilities	401
Expenses	1,337
Revenues	49
Stockholders Equity	67
Net Income	-1,724
Comprehensive Net Income	-1,724
Economic Capital Ratio	-2,189%

