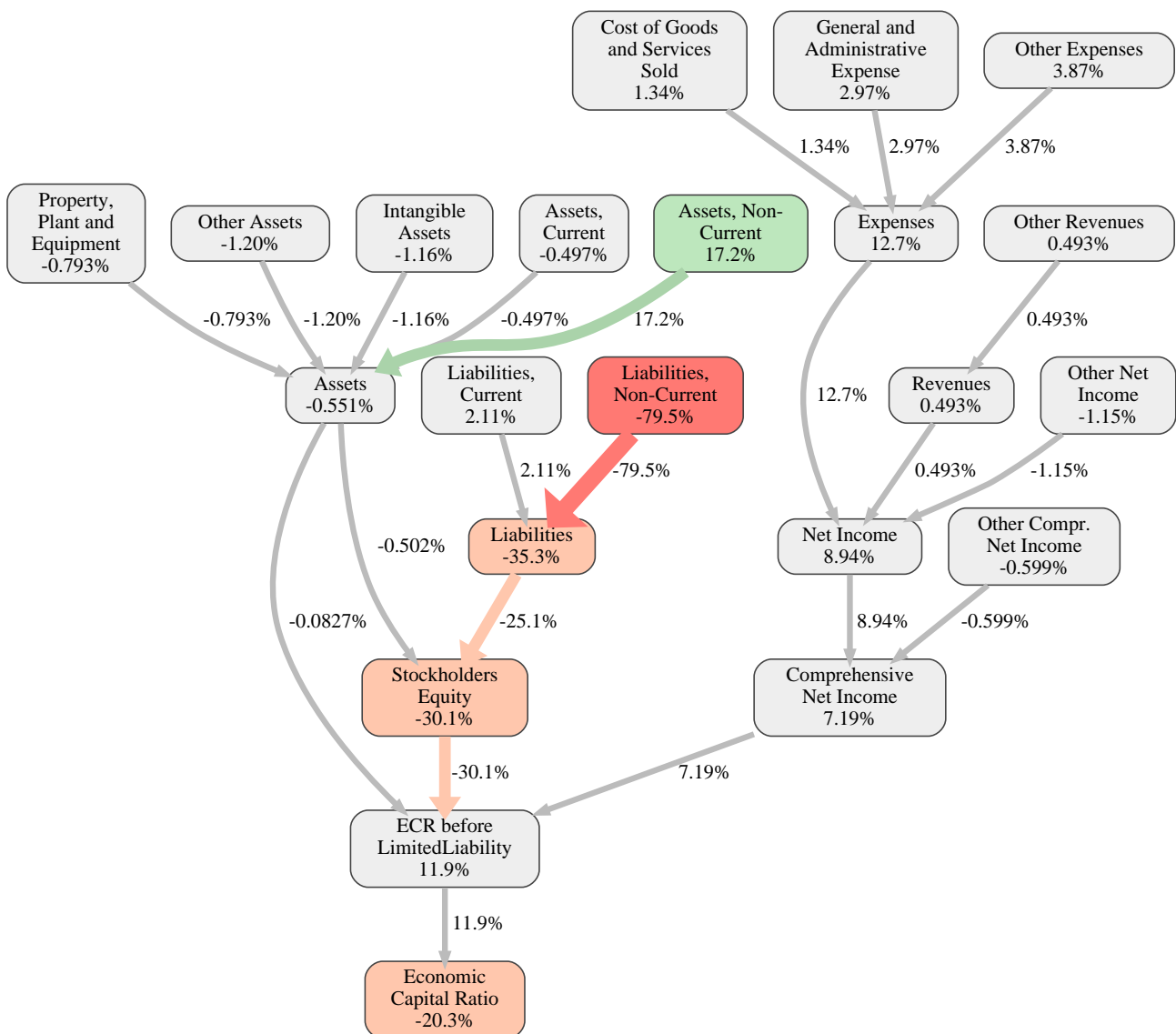




RealRate

ADVERTISING 2012

National Cinemedia Inc
Rank 11 of 17



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The relative strengths and weaknesses of National Cinemedia 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 National Cinemedia Inc compared to the market average is the variable Assets, Non-Current, increasing the Economic Capital Ratio by 17% points. The greatest weakness of National Cinemedia Inc is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 80% points.

The company's Economic Capital Ratio, given in the ranking table, is 73%, being 20% points below the market average of 93%.

Input Variable	Value in 1000 USD
Assets, Current	184,000
Assets, Non-Current	636,200
Cost of Goods and Services Sold	0
General and Administrative Expense	30,400
Intangible Assets	0
Liabilities, Current	115,600
Liabilities, Non-Current	1,051,400
Marketing and Selling Expenses	59,800
Other Assets	-24,600
Other Compr. Net Income	-68,700
Other Expenses	170,900
Other Liabilities	0
Other Net Income	-73,700
Other Revenues	435,400
Property, Plant and Equipment	24,600

Output Variable	Value in 1000 USD
Assets	820,200
Liabilities	1,167,000
Expenses	261,100
Revenues	435,400
Stockholders Equity	-346,800
Net Income	100,600
Comprehensive Net Income	31,900
ECR before Limited Liability	-24%
Economic Capital Ratio	73%