

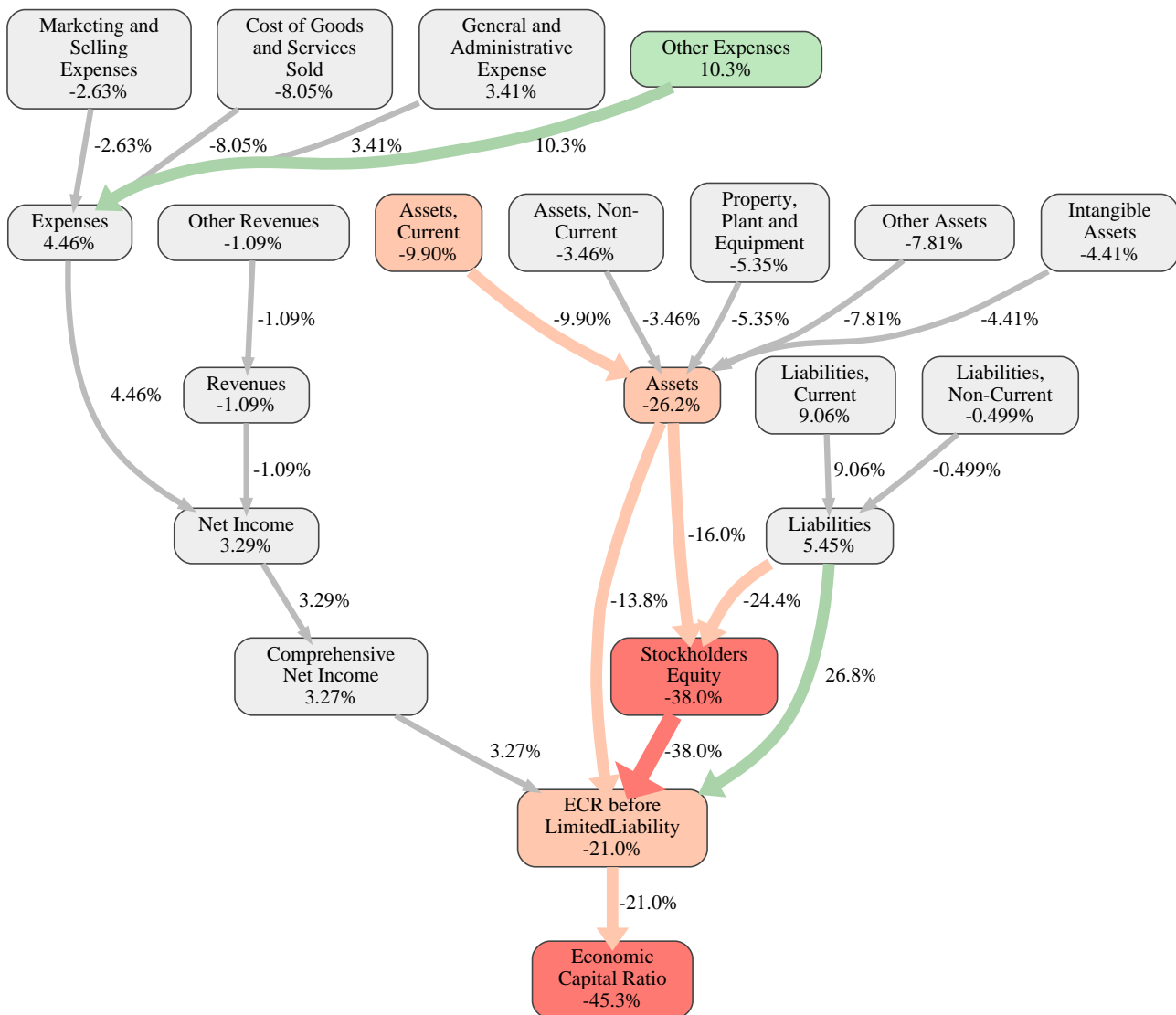


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ADVERTISING 2013

Salon Media Group INC
Rank 16 of 24

salon



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The relative strengths and weaknesses of Salon Media Group 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 Salon Media Group INC compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 10% points. The greatest weakness of Salon Media Group INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 38% points.

The company's Economic Capital Ratio, given in the ranking table, is 30%, being 45% points below the market average of 75%.

Input Variable	Value in 1000 USD
Assets, Current	1,107
Assets, Non-Current	158
Cost of Goods and Services Sold	3,174
General and Administrative Expense	1,638
Intangible Assets	200
Liabilities, Current	14,223
Liabilities, Non-Current	0
Marketing and Selling Expenses	1,517
Other Assets	0
Other Compr. Net Income	0
Other Expenses	1,306
Other Liabilities	123
Other Net Income	60
Other Revenues	3,477
Property, Plant and Equipment	92

Output Variable	Value in 1000 USD
Assets	1,557
Liabilities	14,346
Expenses	7,635
Revenues	3,477
Stockholders Equity	-12,789
Net Income	-4,098
Comprehensive Net Income	-4,098
ECR before Limited Liability	-177%
Economic Capital Ratio	30%