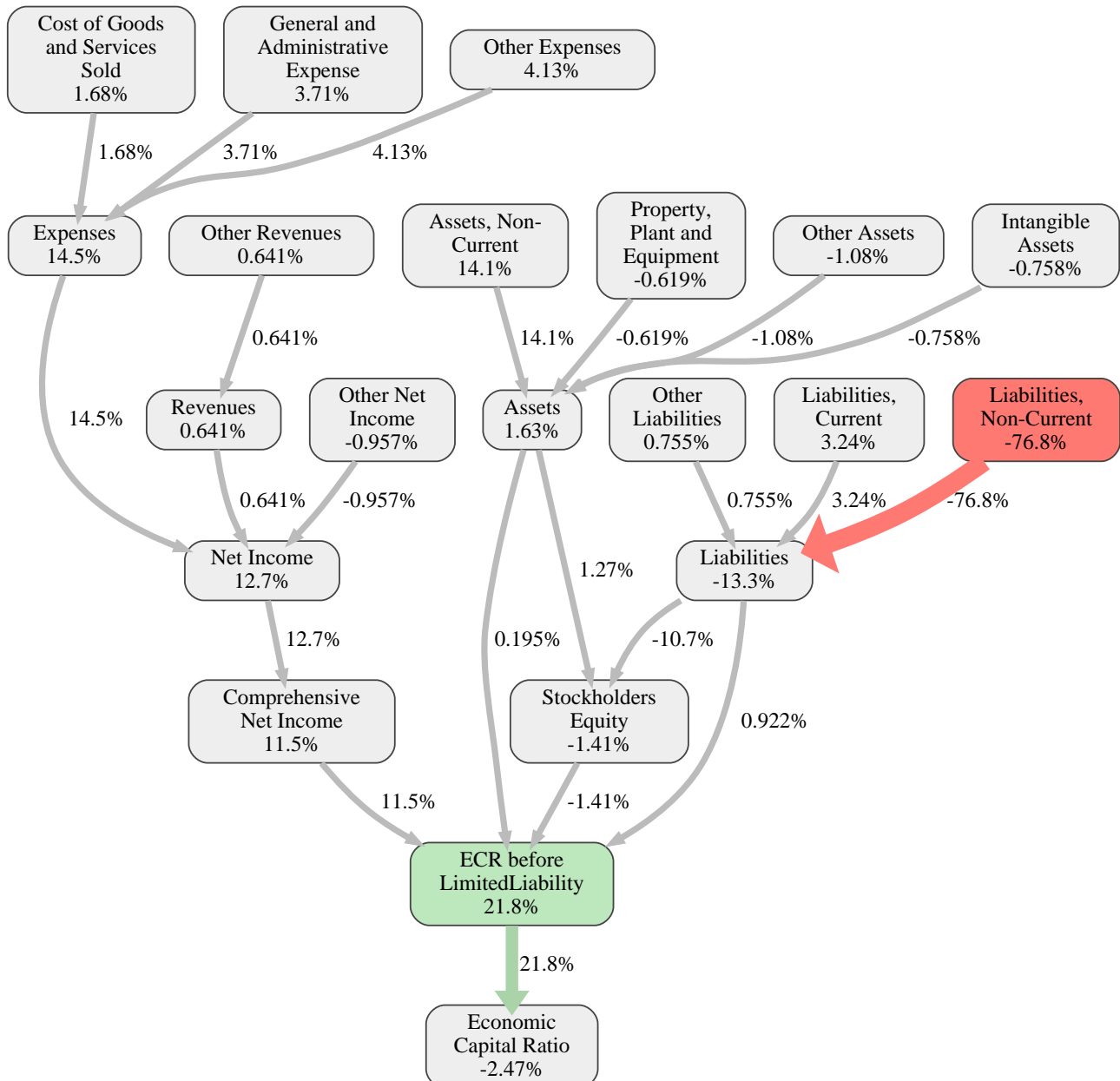




RealRate

# ADVERTISING 2013

National Cinemedia Inc  
Rank 11 of 24



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 Expenses, increasing the Economic Capital Ratio by 14% points. The greatest weakness of National Cinemedia Inc is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 77% points.

The company's Economic Capital Ratio, given in the ranking table, is 73%, being 2.5% points below the market average of 75%.

Input Variable	Value in 1000 USD
Assets, Current	220,700
Assets, Non-Current	589,800
Cost of Goods and Services Sold	0
General and Administrative Expense	31,500
Intangible Assets	0
Liabilities, Current	91,100
Liabilities, Non-Current	1,075,800
Marketing and Selling Expenses	60,500
Other Assets	-25,700
Other Compr. Net Income	-41,300
Other Expenses	191,700
Other Liabilities	0
Other Net Income	-99,800
Other Revenues	448,800
Property, Plant and Equipment	25,700

Output Variable	Value in 1000 USD
Assets	810,500
Liabilities	1,166,900
Expenses	283,700
Revenues	448,800
Stockholders Equity	-356,400
Net Income	65,300
Comprehensive Net Income	24,000
ECR before Limited Liability	-26%
Economic Capital Ratio	73%