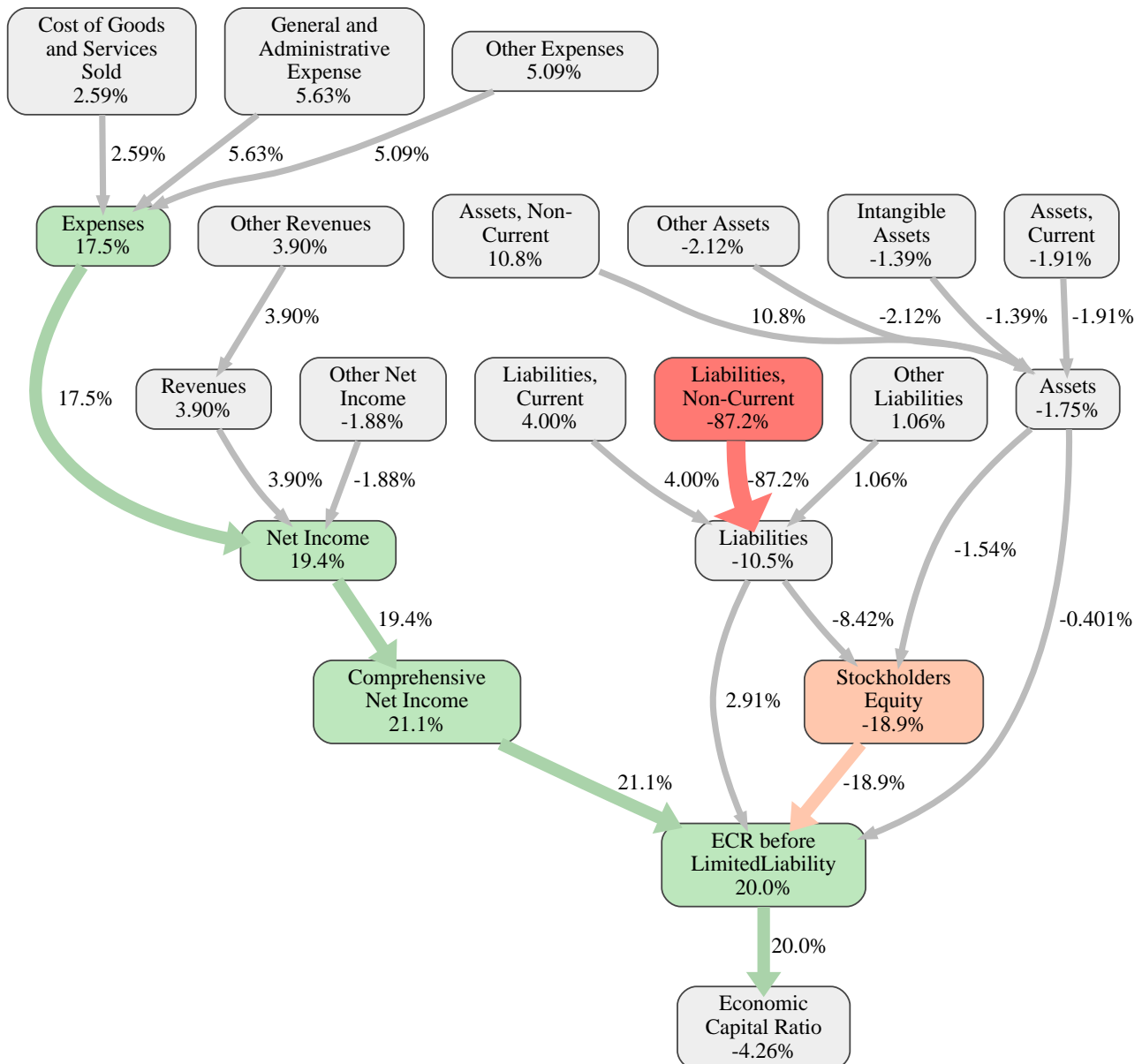




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ADVERTISING 2013

National Cinemedia LLC
Rank 12 of 24





ADVERTISING 2013

National Cinemedia LLC Rank 12 of 24



The relative strengths and weaknesses of National Cinemedia LLC 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 LLC compared to the market average is the variable Comprehensive Net Income, increasing the Economic Capital Ratio by 21% points. The greatest weakness of National Cinemedia LLC is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 87% points.

The company's Economic Capital Ratio, given in the ranking table, is 71%, being 4.3% points below the market average of 75%.

Input Variable	Value in 1000 USD
Assets, Current	112,100
Assets, Non-Current	325,300
Cost of Goods and Services Sold	0
General and Administrative Expense	20,300
Intangible Assets	0
Liabilities, Current	82,600
Liabilities, Non-Current	879,000
Marketing and Selling Expenses	60,500
Other Assets	-25,700
Other Compr. Net Income	35,100
Other Expenses	176,800
Other Liabilities	0
Other Net Income	-90,200
Other Revenues	448,800
Property, Plant and Equipment	25,700

Output Variable	Value in 1000 USD
Assets	437,400
Liabilities	961,600
Expenses	257,600
Revenues	448,800
Stockholders Equity	-524,200
Net Income	101,000
Comprehensive Net Income	136,100
ECR before Limited Liability	-39%
Economic Capital Ratio	71%