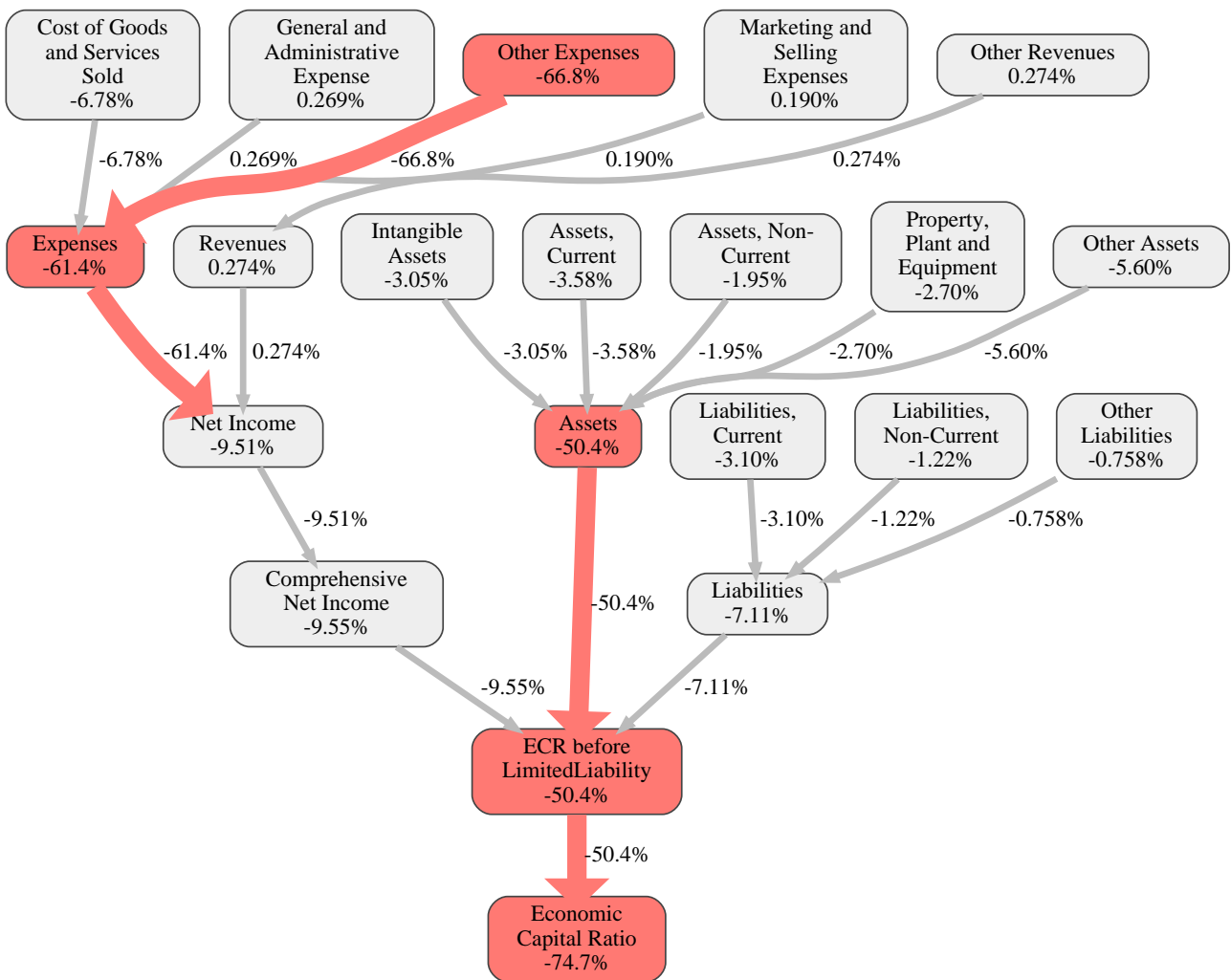




RealRate

ADVERTISING 2013

SRAX Inc
Rank 23 of 24





The relative strengths and weaknesses of SRAX 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 SRAX Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 0.27% points. The greatest weakness of SRAX Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 67% points.

The company's Economic Capital Ratio, given in the ranking table, is 0.27%, being 75% points below the market average of 75%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	262	Assets	280
Assets, Non-Current	0	Liabilities	302
Cost of Goods and Services Sold	627	Expenses	2,378
General and Administrative Expense	0	Revenues	1,119
Intangible Assets	0	Stockholders Equity	-22
Liabilities, Current	302	Net Income	-1,259
Liabilities, Non-Current	0	Comprehensive Net Income	-1,259
Marketing and Selling Expenses	0	ECR before LimitedLiability	-438%
Other Assets	3.6	Economic Capital Ratio	0.27%
Other Compr. Net Income	0		
Other Expenses	1,751		
Other Liabilities	0		
Other Net Income	0		
Other Revenues	1,119		
Property, Plant and Equipment	15		