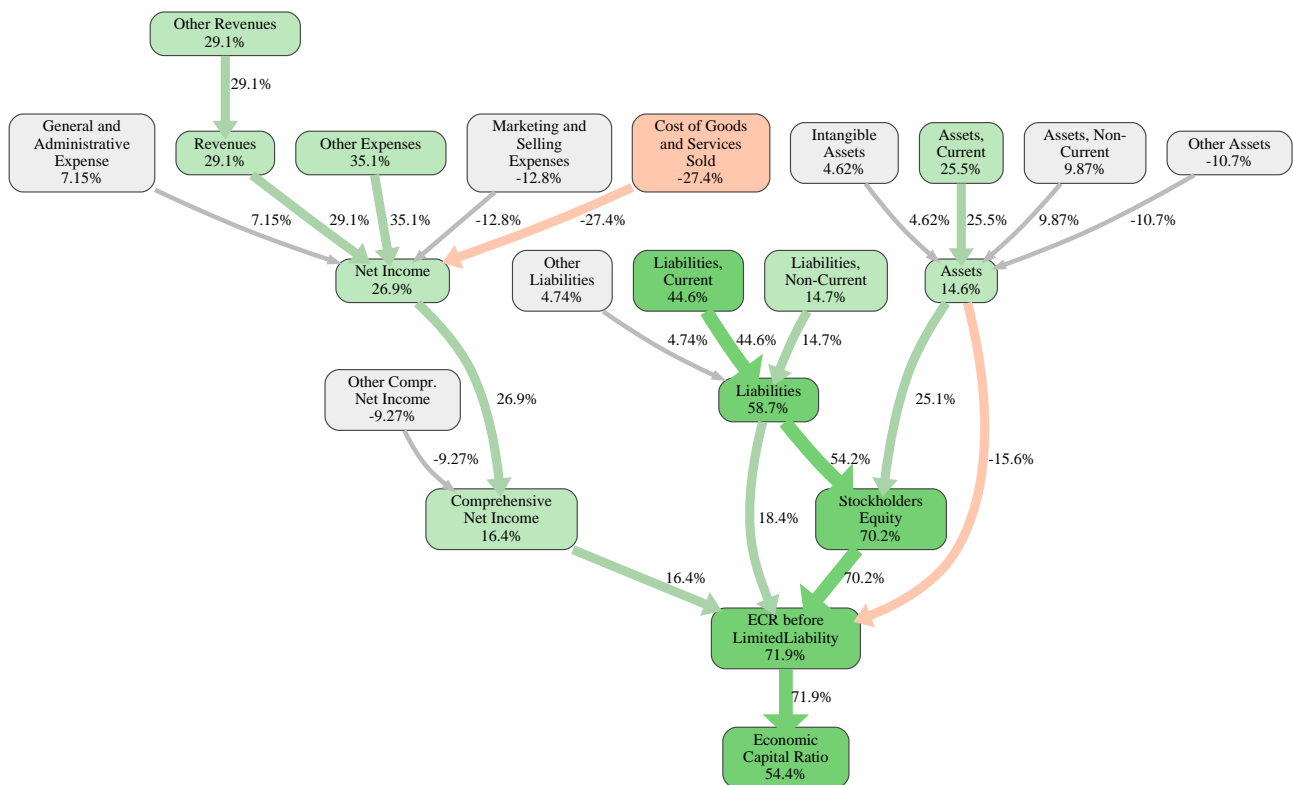




RealRate

# ADVERTISING 2014

Telaria Inc  
Rank 8 of 27



The relative strengths and weaknesses of Telaria 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 Telaria Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 70% points. The greatest weakness of Telaria Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 27% points.

The company's Economic Capital Ratio, given in the ranking table, is 143%, being 54% points above the market average of 89%.

Input Variable	Value in 1000 USD
Assets, Current	136,061
Assets, Non-Current	54,499
Cost of Goods and Services Sold	77,925
General and Administrative Expense	10,950
Intangible Assets	50,106
Liabilities, Current	32,786
Liabilities, Non-Current	0
Marketing and Selling Expenses	38,496
Other Assets	-53,494
Other Compr. Net Income	-15,999
Other Expenses	17,941
Other Liabilities	742
Other Net Income	0
Other Revenues	131,796
Property, Plant and Equipment	3,388

Output Variable	Value in 1000 USD
Assets	190,560
Liabilities	33,528
Expenses	145,312
Revenues	131,796
Stockholders Equity	157,032
Net Income	-13,516
Comprehensive Net Income	-29,515
ECR before Limited Liability	83%
Economic Capital Ratio	143%