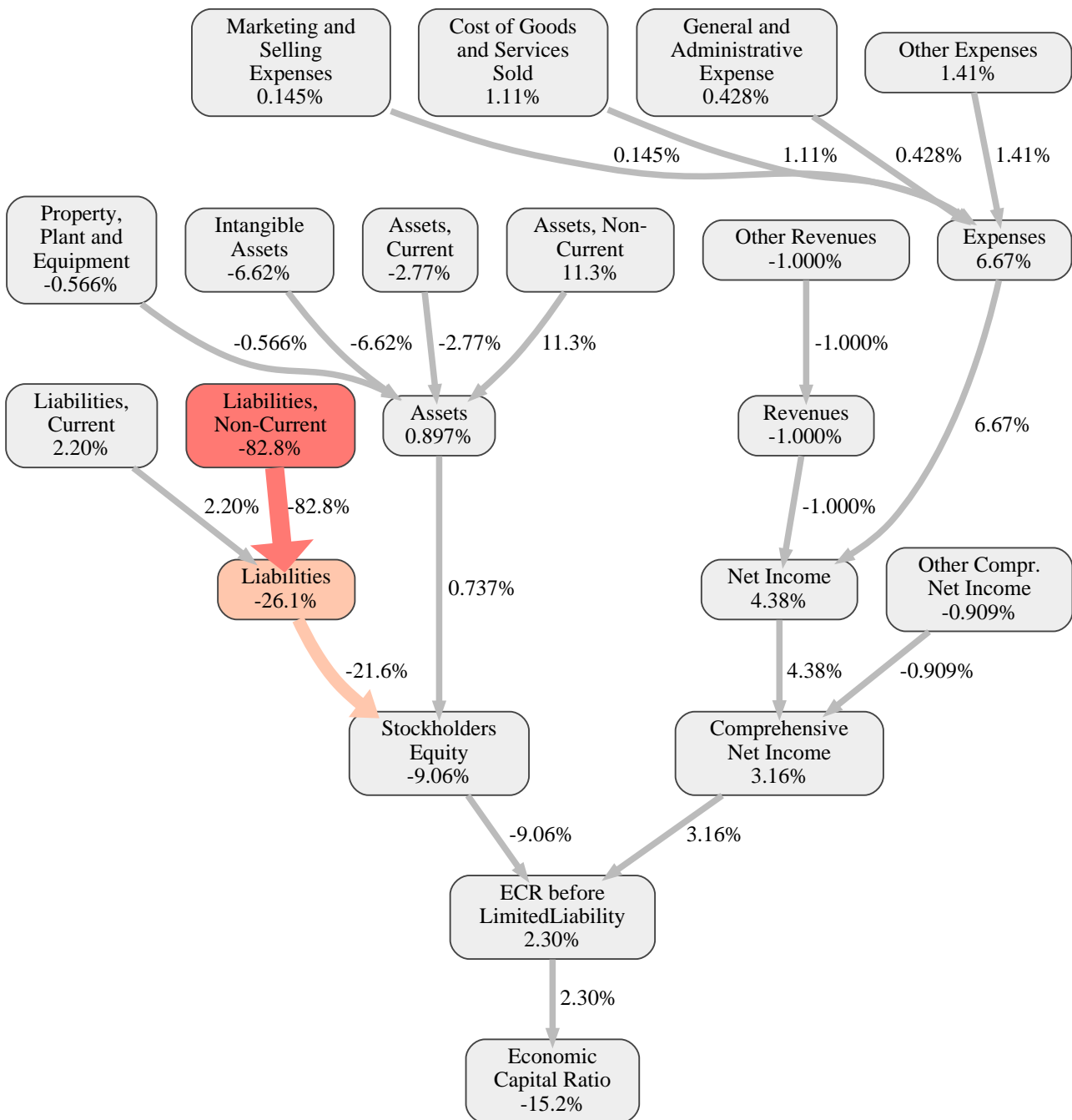




RealRate

## ADVERTISING 2014

National Cinemedia Inc  
Rank 16 of 27



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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 Assets, Non-Current, increasing the Economic Capital Ratio by 11% points. The greatest weakness of National Cinemedia Inc is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 83% points.

The company's Economic Capital Ratio, given in the ranking table, is 74%, being 15% points below the market average of 89%.

Input Variable	Value in 1000 USD
Assets, Current	265,500
Assets, Non-Current	801,800
Cost of Goods and Services Sold	0
General and Administrative Expense	29,400
Intangible Assets	0
Liabilities, Current	131,500
Liabilities, Non-Current	1,081,900
Marketing and Selling Expenses	61,500
Other Assets	-25,600
Other Compr. Net Income	-85,700
Other Expenses	190,100
Other Liabilities	0
Other Net Income	-52,000
Other Revenues	462,800
Property, Plant and Equipment	25,600

Output Variable	Value in 1000 USD
Assets	1,067,300
Liabilities	1,213,400
Expenses	281,000
Revenues	462,800
Stockholders Equity	-146,100
Net Income	129,800
Comprehensive Net Income	44,100
ECR before Limited Liability	-6.1%
Economic Capital Ratio	74%