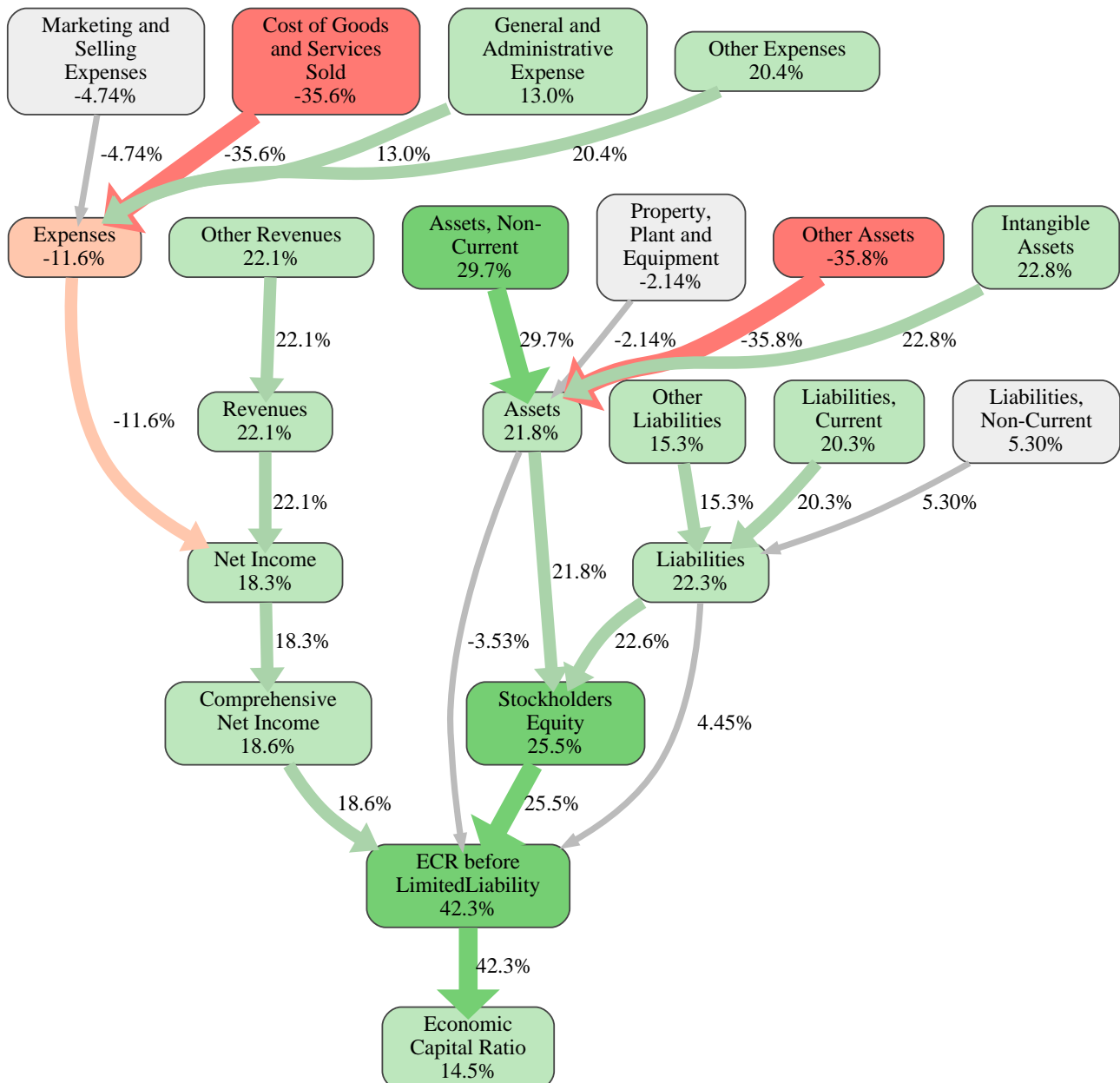




RealRate

# ADVERTISING 2015

Millennial Media Inc  
Rank 15 of 33



The relative strengths and weaknesses of Millennial Media 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 Millennial Media Inc compared to the market average is the variable Assets, Non-Current, increasing the Economic Capital Ratio by 30% points. The greatest weakness of Millennial Media Inc is the variable Other Assets, reducing the Economic Capital Ratio by 36% points.

The company's Economic Capital Ratio, given in the ranking table, is 96%, being 14% points above the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	155,029
Assets, Non-Current	202,611
Cost of Goods and Services Sold	179,758
General and Administrative Expense	88,588
Intangible Assets	172,728
Liabilities, Current	92,921
Liabilities, Non-Current	6,079
Marketing and Selling Expenses	53,621
Other Assets	-199,892
Other Compr. Net Income	-277
Other Expenses	123,139
Other Liabilities	0
Other Net Income	-145
Other Revenues	296,164
Property, Plant and Equipment	27,164

Output Variable	Value in 1000 USD
Assets	357,640
Liabilities	99,000
Expenses	445,106
Revenues	296,164
Stockholders Equity	258,640
Net Income	-149,087
Comprehensive Net Income	-149,364
ECR before Limited Liability	23%
Economic Capital Ratio	96%