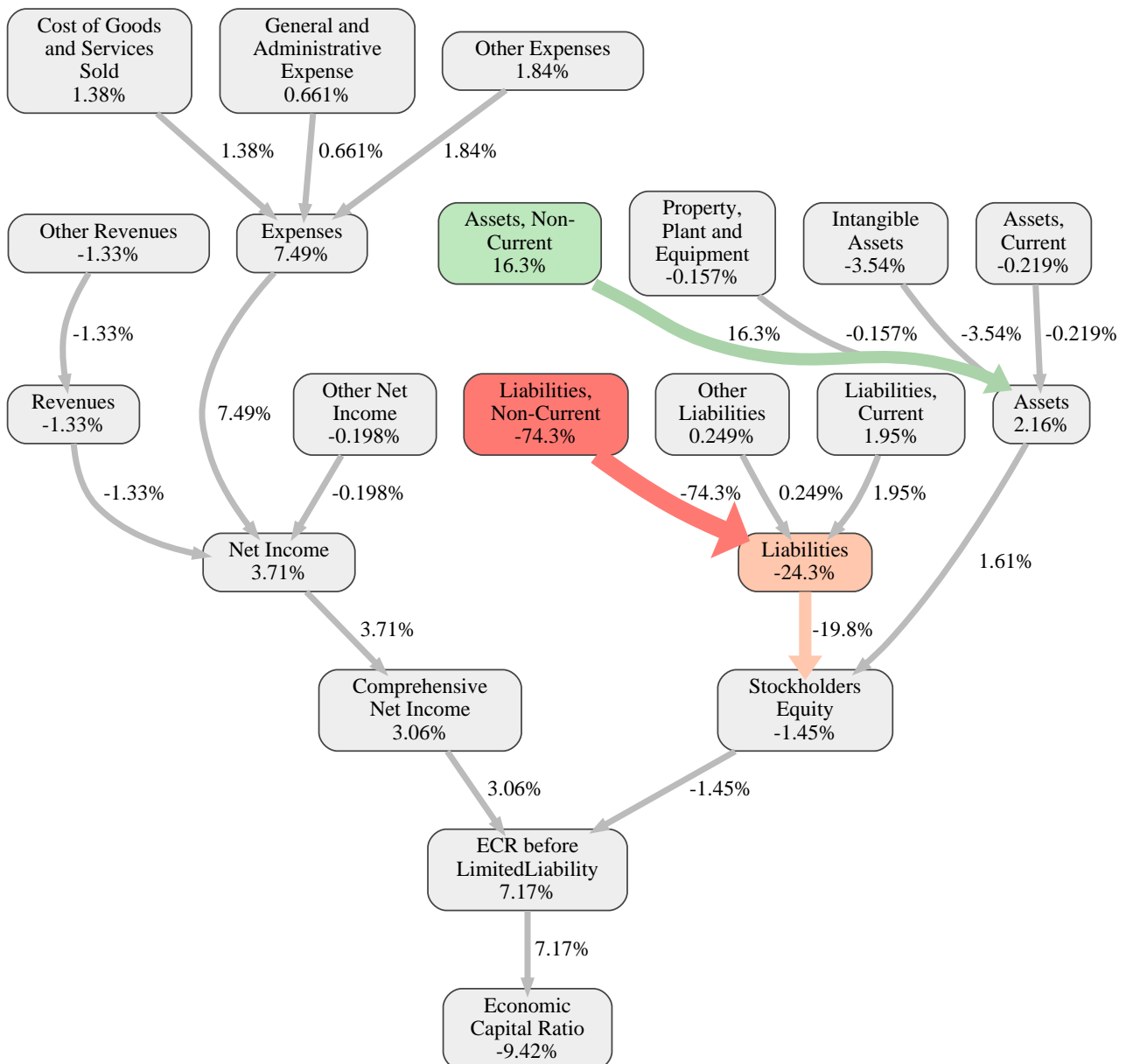




RealRate

# ADVERTISING 2016

National Cinemedia Inc  
Rank 16 of 29



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 16% points. The greatest weakness of National Cinemedia Inc is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 74% points.

The company's Economic Capital Ratio, given in the ranking table, is 74%, being 9.4% points below the market average of 83%.

Input Variable	Value in 1000 USD
Assets, Current	209,800
Assets, Non-Current	874,500
Cost of Goods and Services Sold	0
General and Administrative Expense	38,600
Intangible Assets	0
Liabilities, Current	125,200
Liabilities, Non-Current	1,130,800
Marketing and Selling Expenses	72,300
Other Assets	-25,100
Other Compr. Net Income	-47,900
Other Expenses	205,400
Other Liabilities	0
Other Net Income	-66,500
Other Revenues	446,500
Property, Plant and Equipment	25,100

Output Variable	Value in 1000 USD
Assets	1,084,300
Liabilities	1,256,000
Expenses	316,300
Revenues	446,500
Stockholders Equity	-171,700
Net Income	63,700
Comprehensive Net Income	15,800
ECR before Limited Liability	-10%
Economic Capital Ratio	74%