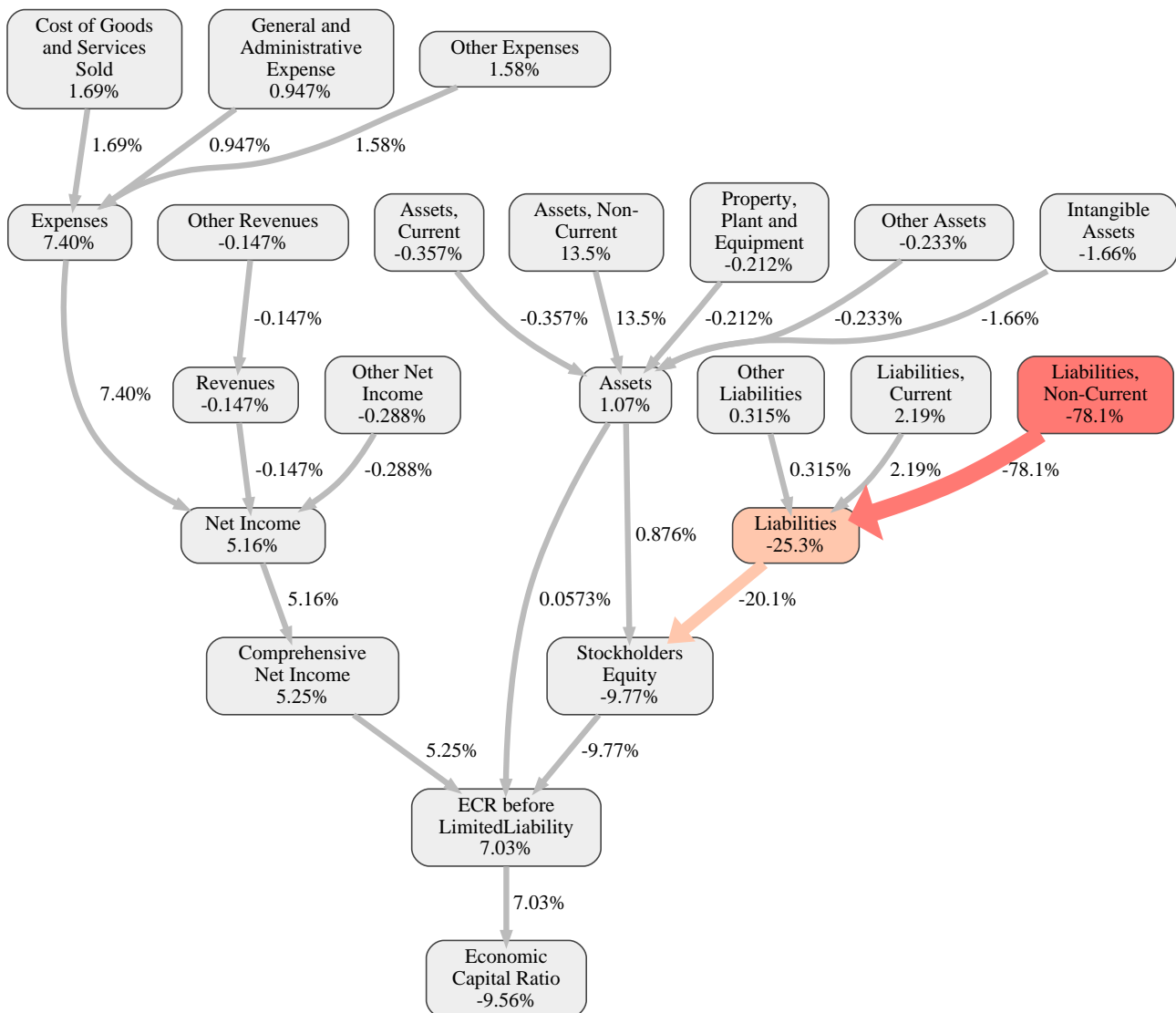




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# ADVERTISING 2016

National Cinemedia LLC  
Rank 17 of 29



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The relative strengths and weaknesses of National Cinemedia LLC 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 LLC compared to the market average is the variable Assets, Non-Current, increasing the Economic Capital Ratio by 14% points. The greatest weakness of National Cinemedia LLC is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 78% points.

The company's Economic Capital Ratio, given in the ranking table, is 74%, being 9.6% points below the market average of 83%.

Input Variable	Value in 1000 USD
Assets, Current	159,500
Assets, Non-Current	623,100
Cost of Goods and Services Sold	0
General and Administrative Expense	21,400
Intangible Assets	0
Liabilities, Current	113,100
Liabilities, Non-Current	936,000
Marketing and Selling Expenses	72,300
Other Assets	-25,100
Other Compr. Net Income	1,600
Other Expenses	212,400
Other Liabilities	0
Other Net Income	-52,900
Other Revenues	446,500
Property, Plant and Equipment	25,100

Output Variable	Value in 1000 USD
Assets	782,600
Liabilities	1,049,100
Expenses	306,100
Revenues	446,500
Stockholders Equity	-266,500
Net Income	87,500
Comprehensive Net Income	89,100
ECR before Limited Liability	-13%
Economic Capital Ratio	74%