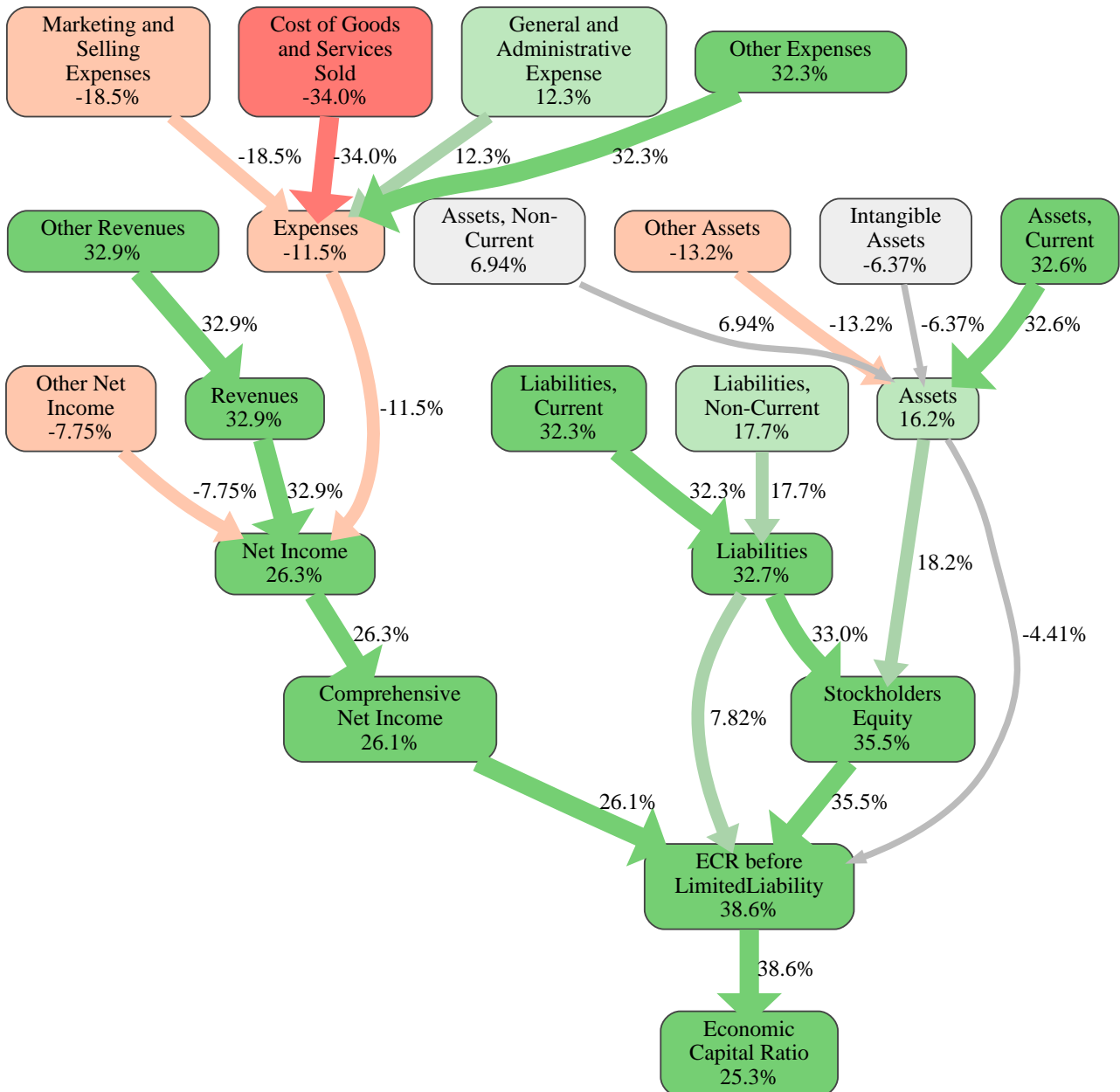




RealRate

ADVERTISING 2017

Telaria Inc
Rank 11 of 28



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 36% points. The greatest weakness of Telaria Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 34% points.

The company's Economic Capital Ratio, given in the ranking table, is 106%, being 25% points above the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	124,592
Assets, Non-Current	29,633
Cost of Goods and Services Sold	90,488
General and Administrative Expense	17,010
Intangible Assets	17,680
Liabilities, Current	68,424
Liabilities, Non-Current	0
Marketing and Selling Expenses	48,361
Other Assets	-27,336
Other Compr. Net Income	-276
Other Expenses	31,597
Other Liabilities	7,279
Other Net Income	-252
Other Revenues	166,761
Property, Plant and Equipment	9,656

Output Variable	Value in 1000 USD
Assets	154,225
Liabilities	75,703
Expenses	187,456
Revenues	166,761
Stockholders Equity	78,522
Net Income	-20,947
Comprehensive Net Income	-21,223
ECR before Limited Liability	35%
Economic Capital Ratio	106%