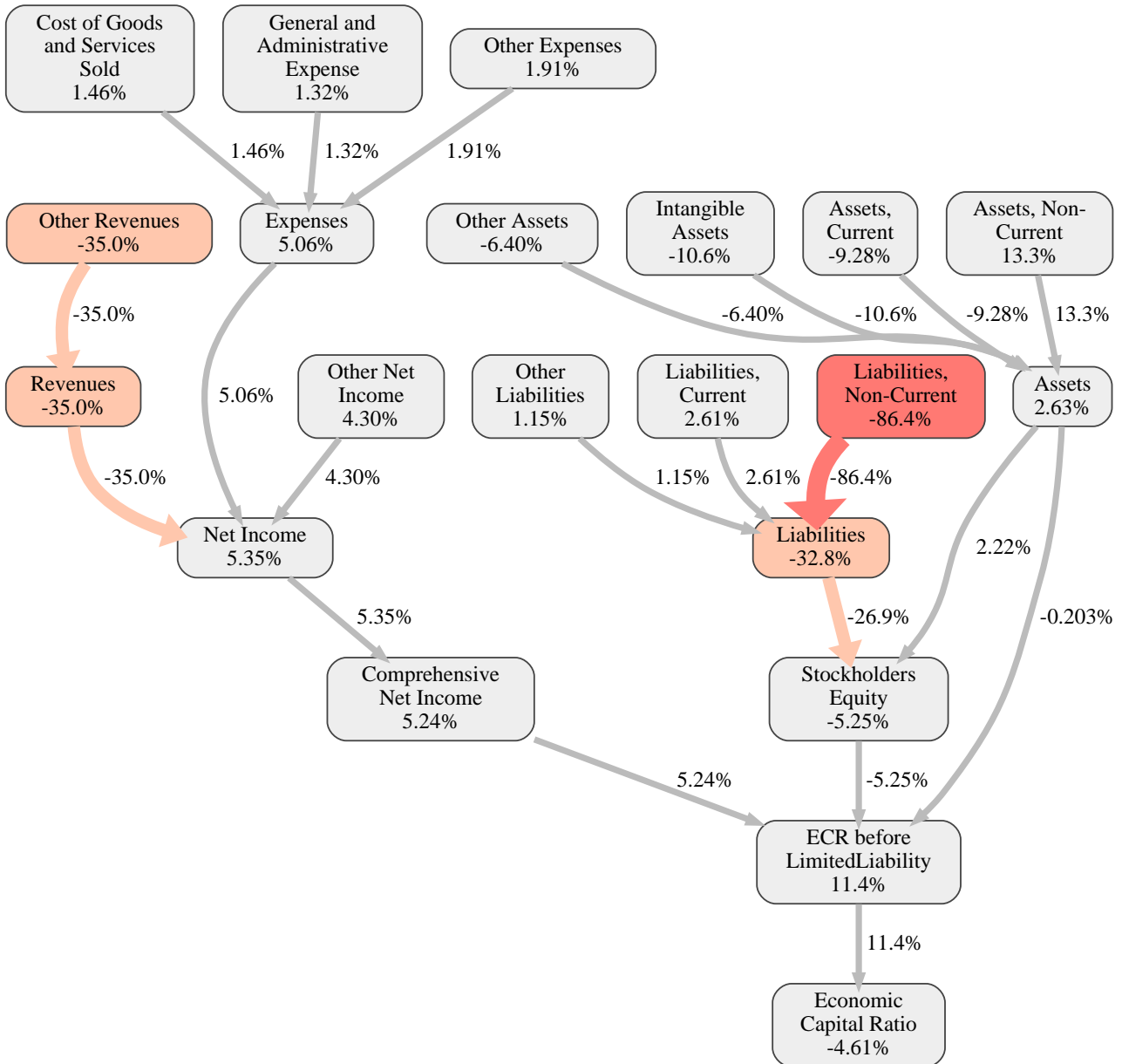




RealRate

ADVERTISING 2018

National Cinemedia LLC
Rank 14 of 26



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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 13% points. The greatest weakness of National Cinemedia LLC is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 86% points.

The company's Economic Capital Ratio, given in the ranking table, is 75%, being 4.6% points below the market average of 80%.

| Input Variable | Value in 1000 USD |
|------------------------------------|----------------------|
| Assets, Current | 174,400 |
| Assets, Non-Current | 758,300 |
| Cost of Goods and Services Sold | 0 |
| General and Administrative Expense | 25,100 |
| Intangible Assets | 0 |
| Liabilities, Current | 123,300 |
| Liabilities, Non-Current | 925,400 |
| Marketing and Selling Expenses | 72,000 |
| Other Assets | -30,700 |
| Other Compr. Net Income | 0 |
| Other Expenses | 175,300 |
| Other Liabilities | 0 |
| Other Net Income | 374,300 |
| Other Revenues | 0 |
| Property, Plant and Equipment | 30,700 |

| Output Variable | Value in 1000 USD |
|------------------------------|----------------------|
| Assets | 932,700 |
| Liabilities | 1,048,700 |
| Expenses | 272,400 |
| Revenues | 0 |
| Stockholders Equity | -116,000 |
| Net Income | 101,900 |
| Comprehensive Net Income | 101,900 |
| ECR before Limited Liability | 1.2% |
| Economic Capital Ratio | 75% |