

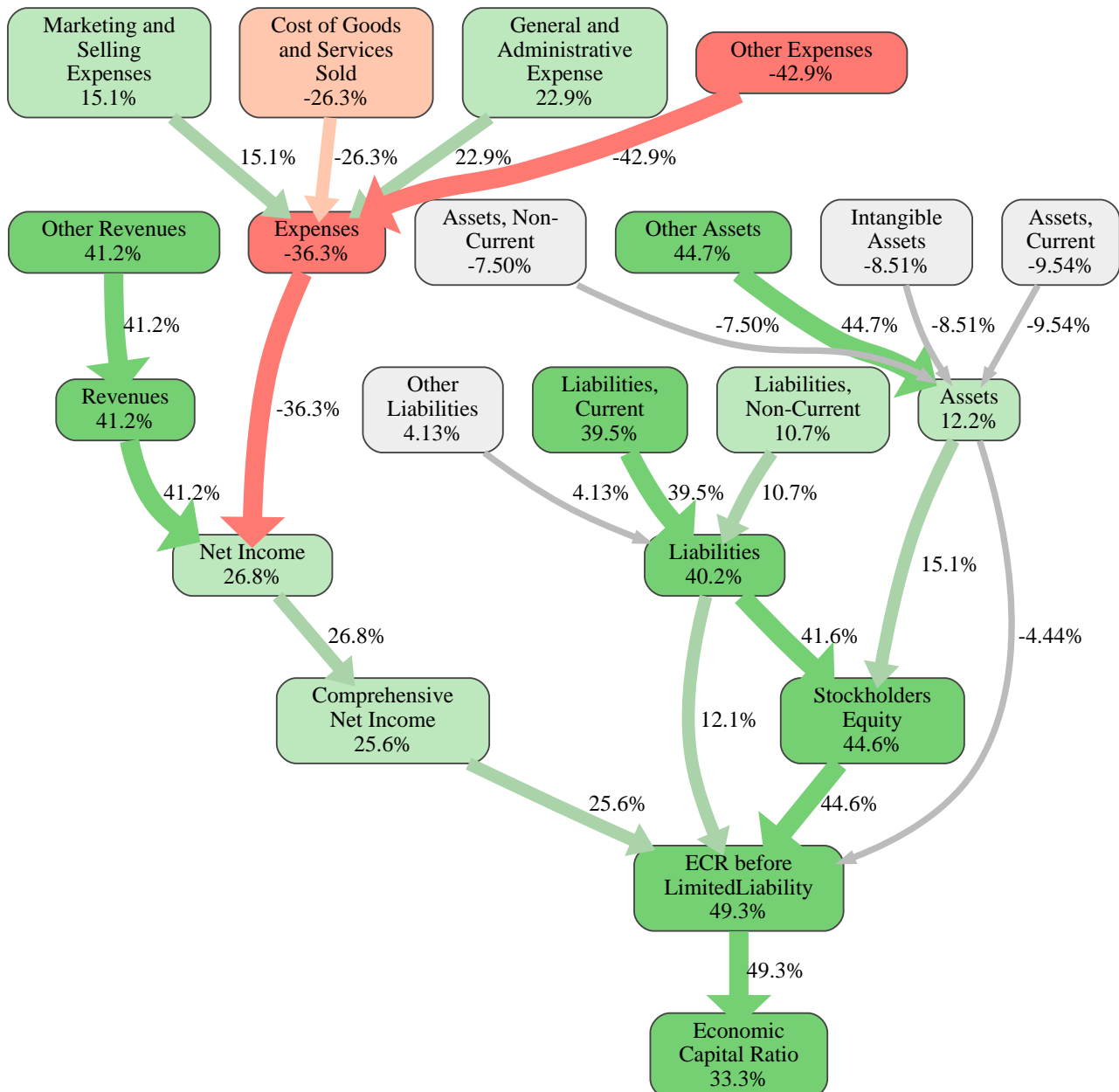


RealRate

## ADVERTISING 2018

SRAX Inc  
Rank 10 of 26

SRAX



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The relative strengths and weaknesses of SRAX 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 SRAX Inc compared to the market average is the variable Other Assets, increasing the Economic Capital Ratio by 45% points. The greatest weakness of SRAX Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 43% points.

The company's Economic Capital Ratio, given in the ranking table, is 113%, being 33% points above the market average of 80%.

Input Variable	Value in 1000 USD
Assets, Current	6,135
Assets, Non-Current	29
Cost of Goods and Services Sold	9,329
General and Administrative Expense	0
Intangible Assets	1,643
Liabilities, Current	5,011
Liabilities, Non-Current	1,711
Marketing and Selling Expenses	0
Other Assets	15,645
Other Compr. Net Income	0
Other Expenses	20,679
Other Liabilities	0
Other Net Income	0
Other Revenues	23,349
Property, Plant and Equipment	155

Output Variable	Value in 1000 USD
Assets	23,606
Liabilities	6,722
Expenses	30,008
Revenues	23,349
Stockholders Equity	16,884
Net Income	-6,659
Comprehensive Net Income	-6,659
ECR before Limited Liability	43%
Economic Capital Ratio	113%