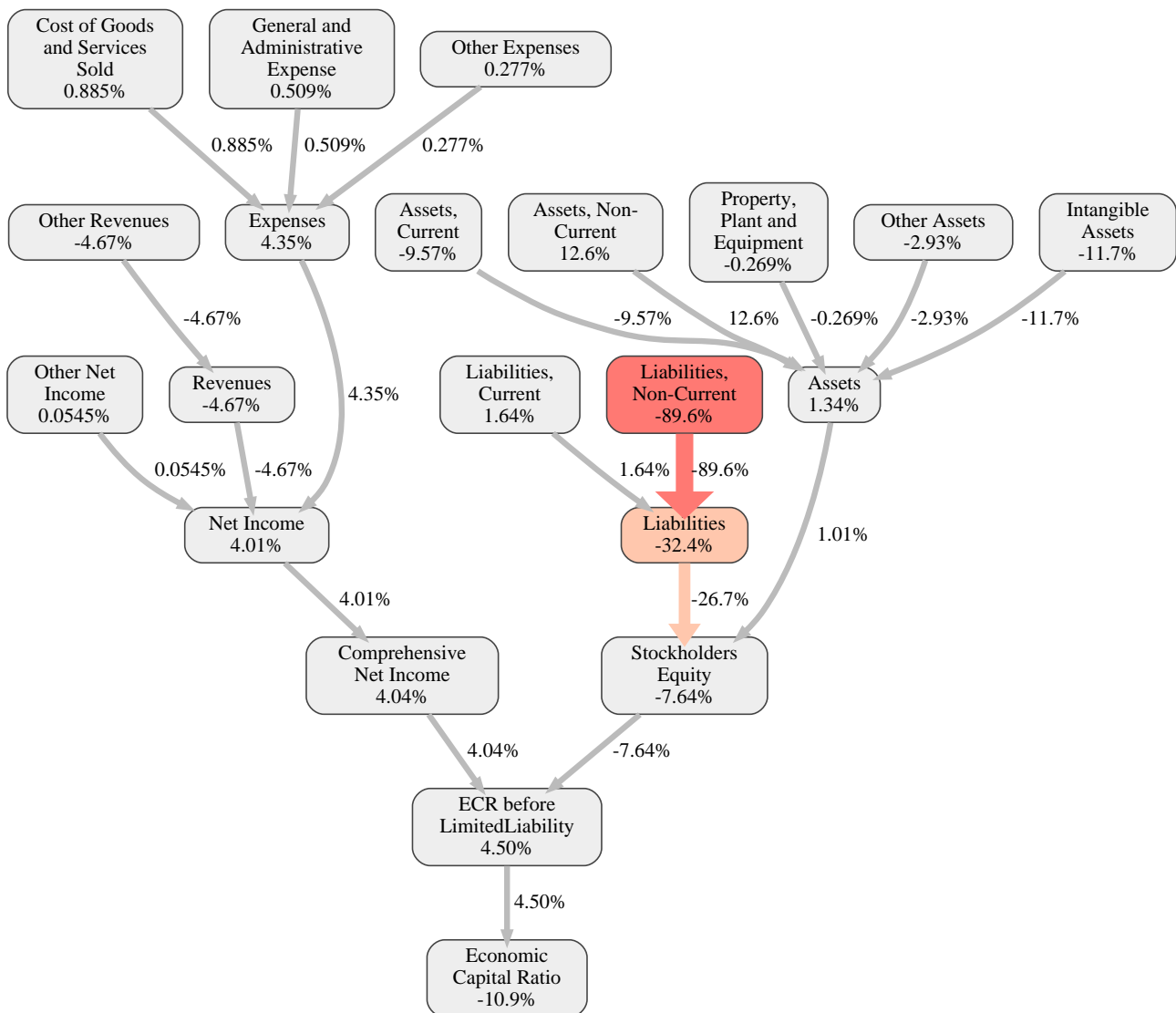




RealRate

ADVERTISING 2019

National Cinemedia LLC
Rank 16 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 13% points. The greatest weakness of National Cinemedia LLC is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 90% points.

The company's Economic Capital Ratio, given in the ranking table, is 74%, being 11% points below the market average of 85%.

Input Variable	Value in 1000 USD
Assets, Current	172,700
Assets, Non-Current	726,800
Cost of Goods and Services Sold	0
General and Administrative Expense	30,500
Intangible Assets	0
Liabilities, Current	115,200
Liabilities, Non-Current	924,900
Marketing and Selling Expenses	66,500
Other Assets	-33,600
Other Compr. Net Income	0
Other Expenses	190,500
Other Liabilities	0
Other Net Income	-55,500
Other Revenues	441,400
Property, Plant and Equipment	33,600

Output Variable	Value in 1000 USD
Assets	899,500
Liabilities	1,040,100
Expenses	287,500
Revenues	441,400
Stockholders Equity	-140,600
Net Income	98,400
Comprehensive Net Income	98,400
ECR before Limited Liability	-1.2%
Economic Capital Ratio	74%