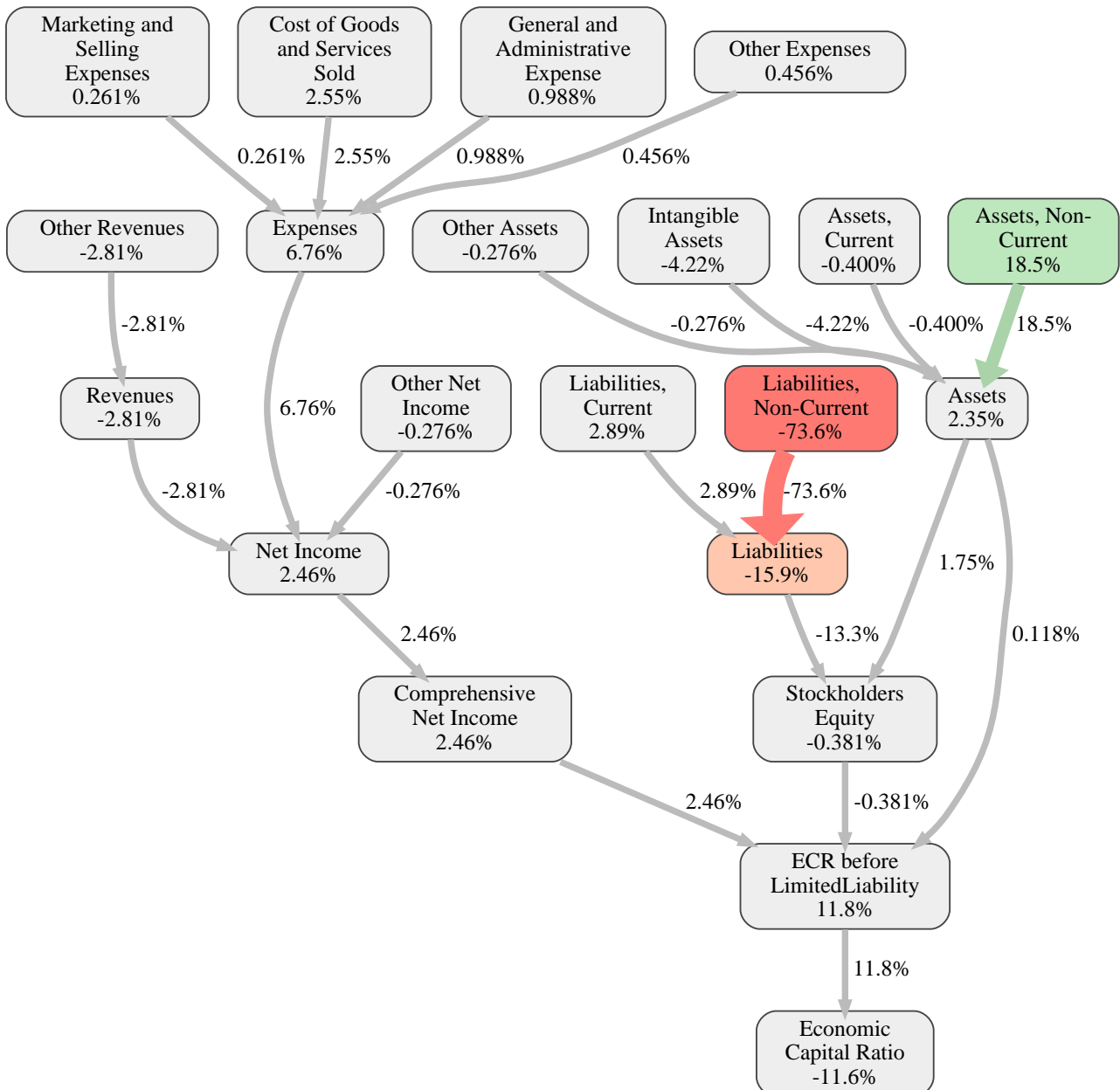




RealRate

## ADVERTISING 2020

National Cinemedia Inc  
Rank 16 of 27



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The relative strengths and weaknesses of National Cinemedia 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 National Cinemedia Inc compared to the market average is the variable Assets, Non-Current, increasing the Economic Capital Ratio by 18% points. The greatest weakness of National Cinemedia Inc is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 74% points.

The company's Economic Capital Ratio, given in the ranking table, is 73%, being 12% points below the market average of 85%.

Input Variable	Value in 1000 USD
Assets, Current	254,300
Assets, Non-Current	875,700
Cost of Goods and Services Sold	0
General and Administrative Expense	43,800
Intangible Assets	0
Liabilities, Current	119,500
Liabilities, Non-Current	1,131,700
Marketing and Selling Expenses	64,900
Other Assets	-33,200
Other Compr. Net Income	0
Other Expenses	297,000
Other Liabilities	0
Other Net Income	-112,800
Other Revenues	444,800
Property, Plant and Equipment	33,200

Output Variable	Value in 1000 USD
Assets	1,130,000
Liabilities	1,251,200
Expenses	405,700
Revenues	444,800
Stockholders Equity	-121,200
Net Income	-73,700
Comprehensive Net Income	-73,700
ECR before Limited Liability	-14%
Economic Capital Ratio	73%