





ADVERTISING 2014

Mobiquity Technologies Inc
Rank 23 of 25



The relative strengths and weaknesses of Mobiquity Technologies 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 Mobiquity Technologies Inc compared to the market average is the variable General and Administrative Expense, increasing the Economic Capital Ratio by 7.8% points. The greatest weakness of Mobiquity Technologies Inc is the variable Net Income, reducing the Economic Capital Ratio by 54% points.

The company's Economic Capital Ratio, given in the ranking table, is 21%, being 70% points below the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	2,426
Assets, Non-Current	34
Cost of Goods and Services Sold	2,353
General and Administrative Expense	0
Intangible Assets	0
Liabilities, Current	985
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	302
Other Compr. Net Income	0
Other Expenses	6,665
Other Liabilities	0
Other Net Income	-227
Other Revenues	3,158
Property, Plant and Equipment	467

Output Variable	Value in 1000 USD
Assets	3,229
Liabilities	985
Expenses	9,018
Revenues	3,158
Stockholders Equity	2,243
Net Income	-6,087
Comprehensive Net Income	-6,087
BaseVar	8,308
ECR before LimitedLiability	-206%
Economic Capital Ratio	21%