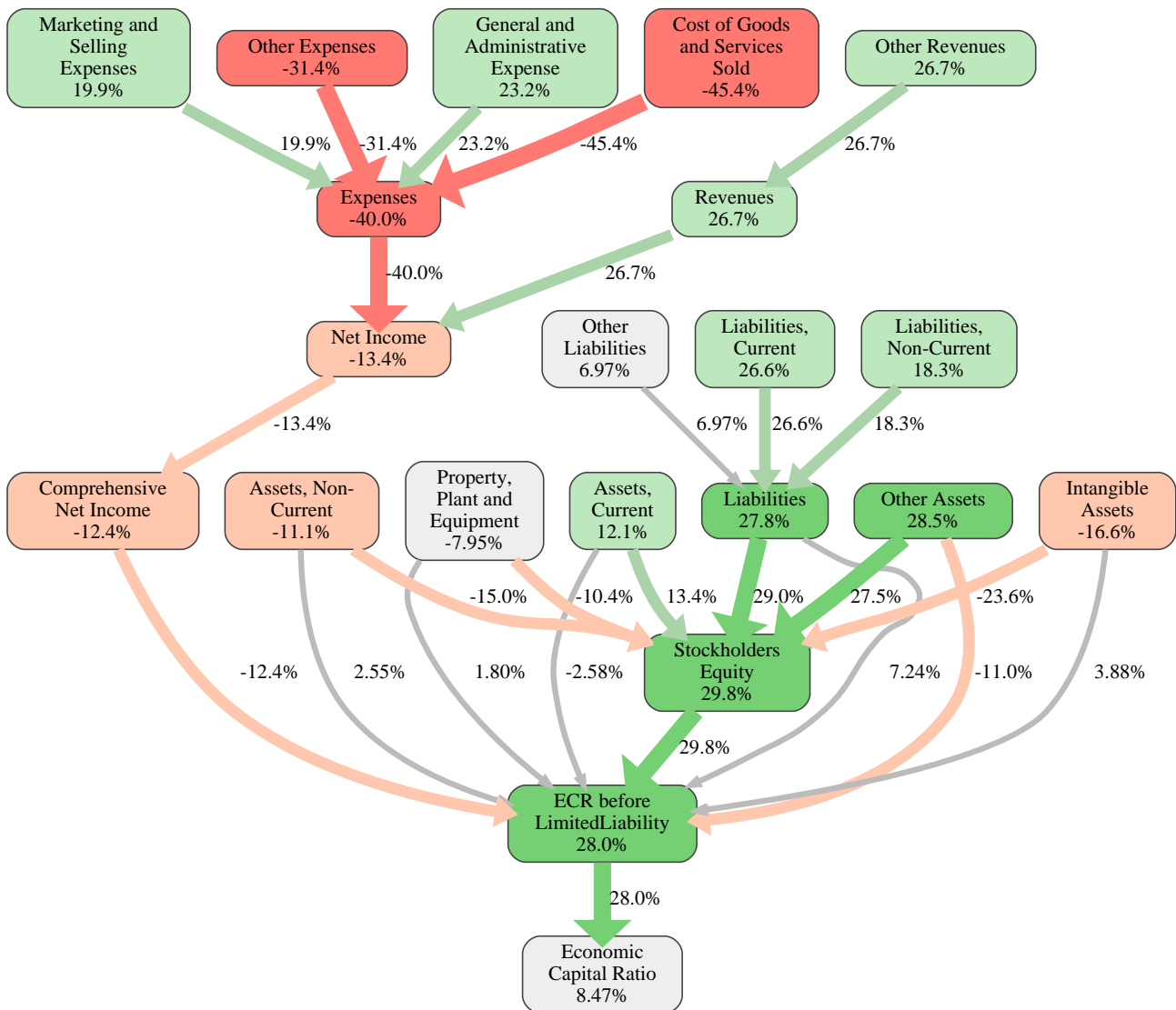




RealRate

# ADVERTISING 2014

SRAX Inc  
Rank 13 of 25





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SRAX Inc  
Rank 13 of 25



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 Stockholders Equity, increasing the Economic Capital Ratio by 30% points. The greatest weakness of SRAX Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 45% points.

The company's Economic Capital Ratio, given in the ranking table, is 100%, being 8.5% points above the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	2,208
Assets, Non-Current	0
Cost of Goods and Services Sold	2,326
General and Administrative Expense	0
Intangible Assets	0
Liabilities, Current	813
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	1,672
Other Compr. Net Income	0
Other Expenses	2,834
Other Liabilities	0
Other Net Income	0
Other Revenues	3,413
Property, Plant and Equipment	28

Output Variable	Value in 1000 USD
Assets	3,908
Liabilities	813
Expenses	5,161
Revenues	3,413
Stockholders Equity	3,095
Net Income	-1,747
Comprehensive Net Income	-1,747
BaseVar	6,647
ECR before LimitedLiability	28%
Economic Capital Ratio	100%