





# ADVERTISING 2015

Mobiquity Technologies Inc  
Rank 28 of 29



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 Other Liabilities, increasing the Economic Capital Ratio by 2.2% points. The greatest weakness of Mobiquity Technologies Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 52% points.

The company's Economic Capital Ratio, given in the ranking table, is 2.7%, being 89% points below the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	2,443
Assets, Non-Current	34
Cost of Goods and Services Sold	2,104
General and Administrative Expense	0
Intangible Assets	0
Liabilities, Current	1,301
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	94
Other Compr. Net Income	-3.5
Other Expenses	11,087
Other Liabilities	2,574
Other Net Income	-573
Other Revenues	3,258
Property, Plant and Equipment	262

Output Variable	Value in 1000 USD
Assets	2,834
Liabilities	3,875
Expenses	13,191
Revenues	3,258
Stockholders Equity	-1,041
Net Income	-10,506
Comprehensive Net Income	-10,510
BaseVar	11,867
ECR before LimitedLiability	-337%
Economic Capital Ratio	2.7%