





ADVERTISING 2015

SRAX Inc
Rank 17 of 29



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 Other Assets, increasing the Economic Capital Ratio by 22% points. The greatest weakness of SRAX Inc is the variable Liabilities, reducing the Economic Capital Ratio by 39% points.

The company's Economic Capital Ratio, given in the ranking table, is 74%, being 18% points below the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	5,948
Assets, Non-Current	4.8
Cost of Goods and Services Sold	2,792
General and Administrative Expense	0
Intangible Assets	0
Liabilities, Current	10,344
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	22,235
Other Compr. Net Income	0
Other Expenses	6,067
Other Liabilities	12,118
Other Net Income	-673
Other Revenues	5,120
Property, Plant and Equipment	28

Output Variable	Value in 1000 USD
Assets	28,215
Liabilities	22,463
Expenses	8,859
Revenues	5,120
Stockholders Equity	5,752
Net Income	-4,412
Comprehensive Net Income	-4,412
BaseVar	32,665
ECR before LimitedLiability	0.30%
Economic Capital Ratio	74%