





# ADVERTISING 2016

Mobiquity Technologies Inc  
Rank 25 of 27



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 Liabilities, Current, increasing the Economic Capital Ratio by 3.5% points. The greatest weakness of Mobiquity Technologies Inc is the variable Net Income, reducing the Economic Capital Ratio by 42% points.

The company's Economic Capital Ratio, given in the ranking table, is 11%, being 76% points below the market average of 87%.

Input Variable	Value in 1000 USD
Assets, Current	3,120
Assets, Non-Current	42
Cost of Goods and Services Sold	1,628
General and Administrative Expense	0
Intangible Assets	0
Liabilities, Current	5,865
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	66
Other Compr. Net Income	3.3
Other Expenses	11,549
Other Liabilities	1,572
Other Net Income	226
Other Revenues	2,492
Property, Plant and Equipment	103

Output Variable	Value in 1000 USD
Assets	3,331
Liabilities	7,437
Expenses	13,177
Revenues	2,492
Stockholders Equity	-4,106
Net Income	-10,460
Comprehensive Net Income	-10,456
BaseVar	13,333
ECR before LimitedLiability	-254%
Economic Capital Ratio	11%