

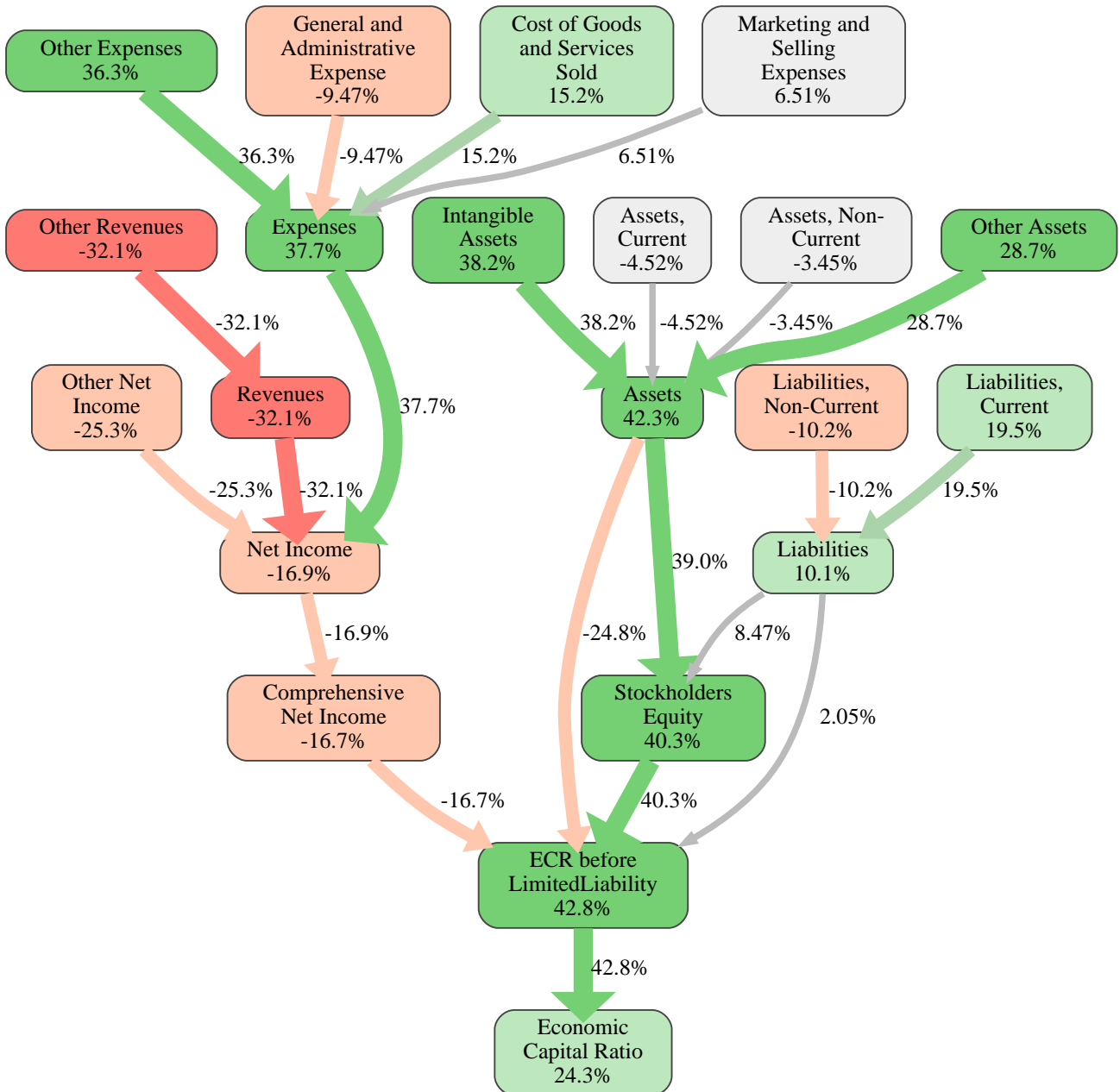


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ADVERTISING 2016

Fluent Inc
Rank 9 of 27

FLUENT





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The relative strengths and weaknesses of Fluent 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 Fluent Inc compared to the market average is the variable Assets, increasing the Economic Capital Ratio by 42% points. The greatest weakness of Fluent Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 32% points.

The company's Economic Capital Ratio, given in the ranking table, is 111%, being 24% points above the market average of 87%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	37,617	Assets	289,192
Assets, Non-Current	1,315	Liabilities	83,297
Cost of Goods and Services Sold	0	Expenses	41,908
General and Administrative Expense	44,472	Revenues	14,091
Intangible Assets	161,753	Stockholders Equity	205,895
Liabilities, Current	21,056	Net Income	-84,535
Liabilities, Non-Current	48,668	Comprehensive Net Income	-84,535
Marketing and Selling Expenses	2,925	BaseVar	242,603
Other Assets	87,445	ECR before LimitedLiability	41%
Other Compr. Net Income	0	Economic Capital Ratio	111%
Other Expenses	-5,489		
Other Liabilities	13,573		
Other Net Income	-56,718		
Other Revenues	14,091		
Property, Plant and Equipment	1,062		