





# ADVERTISING 2017

Mobiquity Technologies Inc  
Rank 25 of 26



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 6.0% points. The greatest weakness of Mobiquity Technologies Inc is the variable Stockholders Equity, reducing the Economic Capital Ratio by 30% points.

The company's Economic Capital Ratio, given in the ranking table, is 6.0%, being 80% points below the market average of 86%.

Input Variable	Value in 1000 USD
Assets, Current	630
Assets, Non-Current	43
Cost of Goods and Services Sold	1,604
General and Administrative Expense	0
Intangible Assets	0
Liabilities, Current	13,259
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	37
Other Compr. Net Income	-14
Other Expenses	8,950
Other Liabilities	0
Other Net Income	-2,425
Other Revenues	2,269
Property, Plant and Equipment	15

Output Variable	Value in 1000 USD
Assets	726
Liabilities	13,259
Expenses	10,554
Revenues	2,269
Stockholders Equity	-12,533
Net Income	-10,711
Comprehensive Net Income	-10,725
BaseVar	14,624
ECR before LimitedLiability	-293%
Economic Capital Ratio	6.0%