

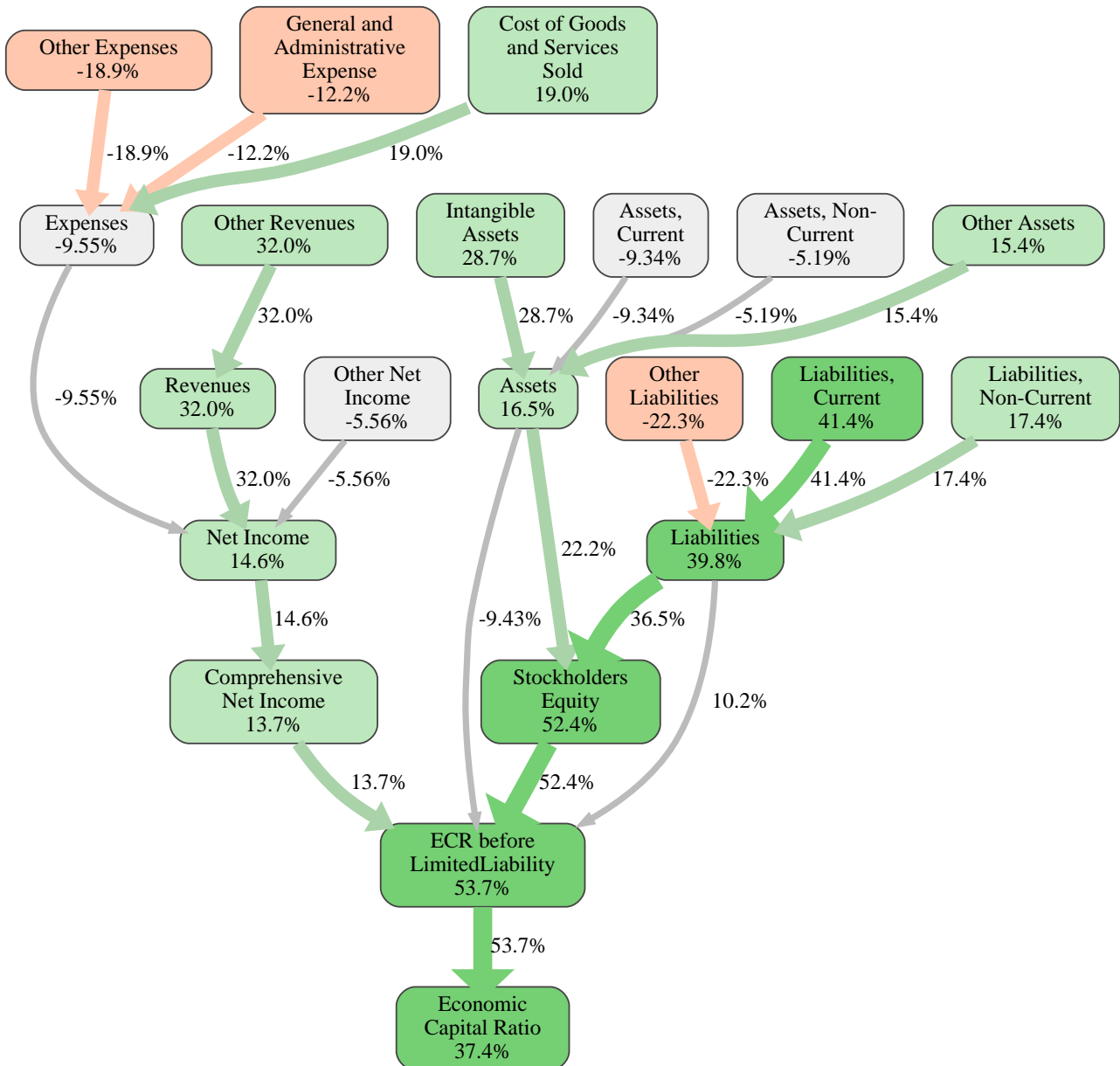


RealRate

ADVERTISING 2018

Fluent Inc
Rank 6 of 23

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 Stockholders Equity, increasing the Economic Capital Ratio by 52% points. The greatest weakness of Fluent Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 22% points.

The company's Economic Capital Ratio, given in the ranking table, is 126%, being 37% points above the market average of 89%.

Input Variable	Value in 1000 USD
Assets, Current	56,981
Assets, Non-Current	2,277
Cost of Goods and Services Sold	0
General and Administrative Expense	76,990
Intangible Assets	166,256
Liabilities, Current	32,779
Liabilities, Non-Current	0
Marketing and Selling Expenses	20,570
Other Assets	89,707
Other Compr. Net Income	0
Other Expenses	165,226
Other Liabilities	60,213
Other Net Income	-10,688
Other Revenues	220,268
Property, Plant and Equipment	1,778

Output Variable	Value in 1000 USD
Assets	316,999
Liabilities	92,992
Expenses	262,786
Revenues	220,268
Stockholders Equity	224,007
Net Income	-53,206
Comprehensive Net Income	-53,206
BaseVar	451,866
ECR before LimitedLiability	59%
Economic Capital Ratio	126%