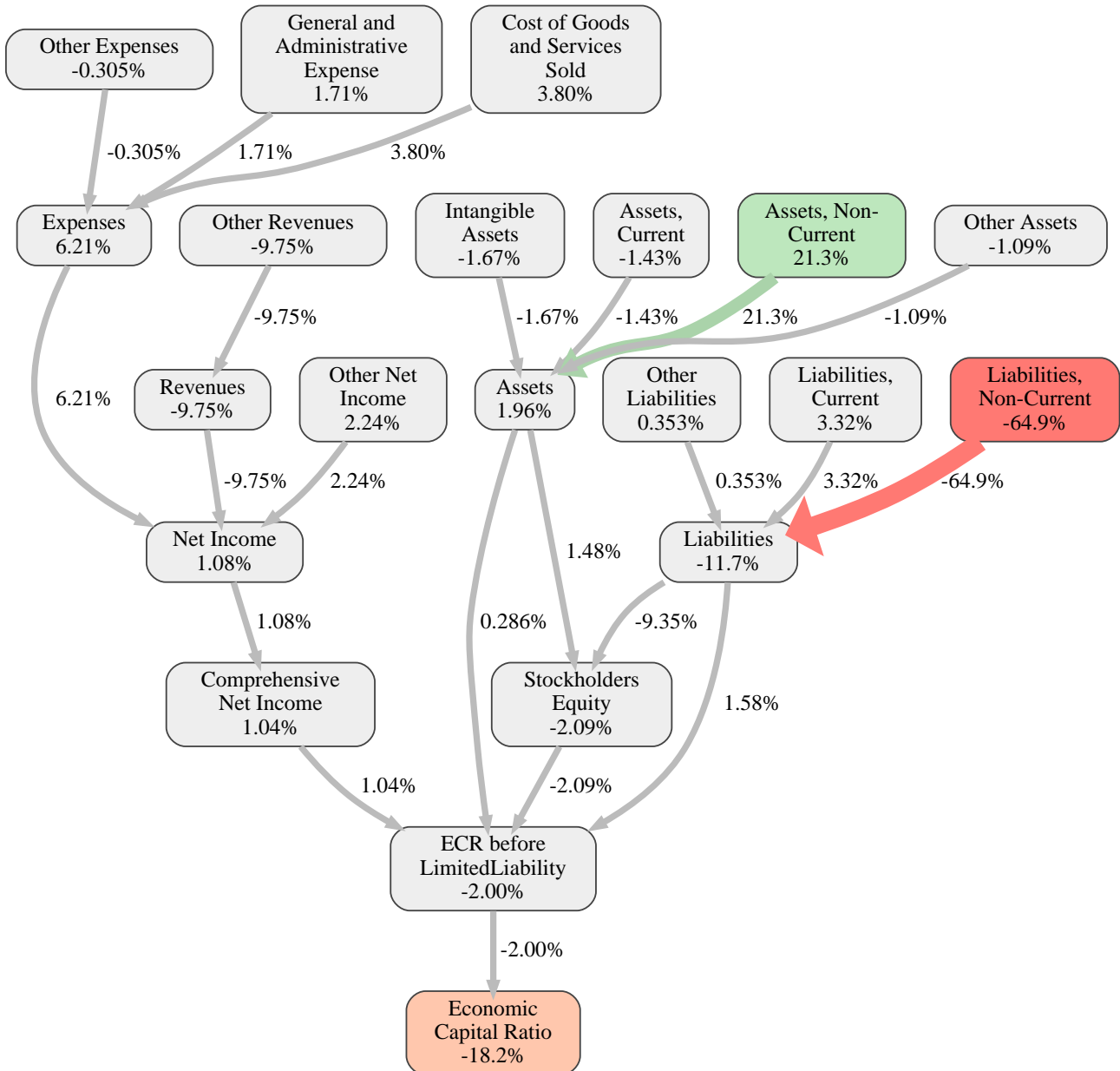




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# ADVERTISING 2021

## National Cinemedia Inc Rank 20 of 27





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## National Cinemedia Inc Rank 20 of 27



The relative strengths and weaknesses of National Cinemedia 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 National Cinemedia Inc compared to the market average is the variable Assets, Non-Current, increasing the Economic Capital Ratio by 21% points. The greatest weakness of National Cinemedia Inc is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 65% points.

The company's Economic Capital Ratio, given in the ranking table, is 72%, being 18% points below the market average of 90%.

| Input Variable                     | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current                    | 199,900           |
| Assets, Non-Current                | 686,300           |
| Cost of Goods and Services Sold    | 0                 |
| General and Administrative Expense | 30,900            |
| Intangible Assets                  | 0                 |
| Liabilities, Current               | 50,000            |
| Liabilities, Non-Current           | 1,104,800         |
| Marketing and Selling Expenses     | 37,600            |
| Other Assets                       | -27,500           |
| Other Compr. Net Income            | 0                 |
| Other Expenses                     | 291,400           |
| Other Liabilities                  | 0                 |
| Other Net Income                   | 157,800           |
| Other Revenues                     | 90,400            |
| Property, Plant and Equipment      | 27,500            |

| Output Variable             | Value in 1000 USD |
|-----------------------------|-------------------|
| Assets                      | 886,200           |
| Liabilities                 | 1,154,800         |
| Expenses                    | 359,900           |
| Revenues                    | 90,400            |
| Stockholders Equity         | -268,600          |
| Net Income                  | -111,700          |
| Comprehensive Net Income    | -111,700          |
| BaseVar                     | 1,324,550         |
| ECR before LimitedLiability | -31%              |
| Economic Capital Ratio      | 72%               |