





# ADVERTISING 2022

Bloomia Holdings INC  
Rank 20 of 30



The relative strengths and weaknesses of Bloomia Holdings 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 Bloomia Holdings INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 17% points. The greatest weakness of Bloomia Holdings INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 77% points.

The company's Economic Capital Ratio, given in the ranking table, is 74%, being 22% points below the market average of 95%.

Input Variable	Value in 1000 USD
Assets, Current	10,354
Assets, Non-Current	0
Cost of Goods and Services Sold	16,273
General and Administrative Expense	5,058
Intangible Assets	183
Liabilities, Current	6,638
Liabilities, Non-Current	819
Marketing and Selling Expenses	1,032
Other Assets	0
Other Compr. Net Income	0
Other Expenses	1,973
Other Liabilities	0
Other Net Income	0
Other Revenues	20,802
Property, Plant and Equipment	113

Output Variable	Value in 1000 USD
Assets	10,650
Liabilities	7,457
Expenses	24,336
Revenues	20,802
Stockholders Equity	3,193
Net Income	-3,534
Comprehensive Net Income	-3,534
BaseVar	31,622
ECR before LimitedLiability	-12%
Economic Capital Ratio	74%