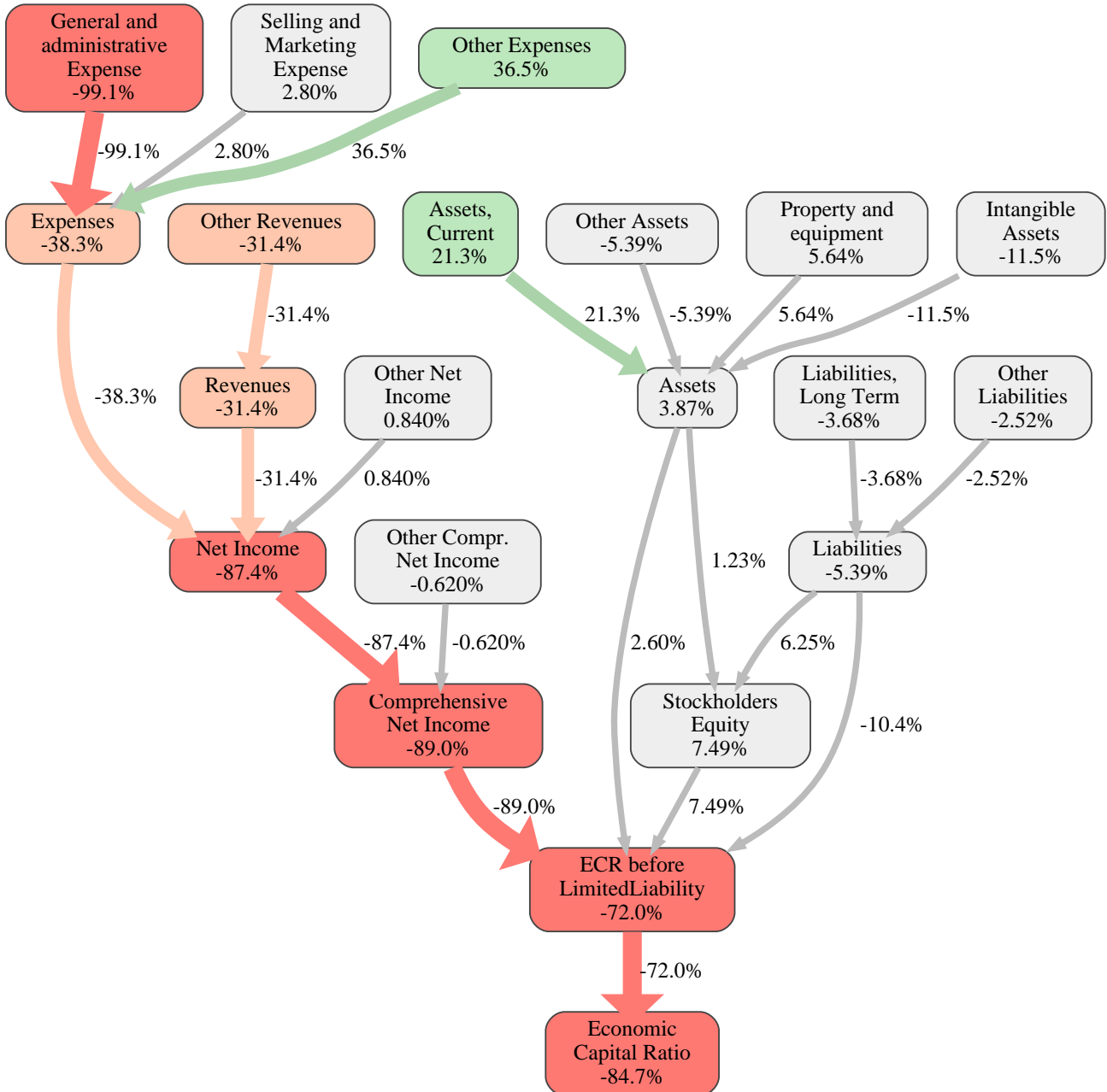




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The relative strengths and weaknesses of Barfresh FOOD Group INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Barfresh FOOD Group INC compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 37% points. The greatest weakness of Barfresh FOOD Group INC is the variable General and administrative Expense, reducing the Economic Capital Ratio by 99% points.

The company's Economic Capital Ratio, given in the ranking table, is 86%, being 85% points below the market average of 171%.

Input Variable	Value in 1000 USD
Assets, Current	3,046
General and administrative Expense	9,492
Intangible Assets	587
Liabilities, Current	1,271
Liabilities, Long Term	0
Other Assets	39
Other Compr. Net Income	0
Other Expenses	1,416
Other Liabilities	0
Other Net Income	0
Other Revenues	1,997
Property and equipment	1,761
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	5,433
Liabilities	1,271
Expenses	10,909
Revenues	1,997
Stockholders Equity	4,162
Net Income	-8,912
Comprehensive Net Income	-8,912
BaseVar	9,805
ECR before LimitedLiability	-204%
Economic Capital Ratio	86%