





# ADVERTISING 2012

Lenco Mobile INC  
Rank 12 of 19

The relative strengths and weaknesses of Lenco Mobile 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 Lenco Mobile INC compared to the market average is the variable Assets, Non-Current, increasing the Economic Capital Ratio by 59% points. The greatest weakness of Lenco Mobile INC is the variable Other Assets, reducing the Economic Capital Ratio by 39% points.

The company's Economic Capital Ratio, given in the ranking table, is 69%, being 21% points below the market average of 89%.

Input Variable	Value in 1000 USD
Assets, Current	5,518
Assets, Non-Current	33,407
Cost of Goods and Services Sold	3,068
General and Administrative Expense	9,304
Intangible Assets	33,376
Liabilities, Current	17,156
Liabilities, Non-Current	1,791
Marketing and Selling Expenses	1,034
Other Assets	-33,376
Other Compr. Net Income	-570
Other Expenses	5,409
Other Liabilities	0
Other Net Income	-20,661
Other Revenues	9,500
Property, Plant and Equipment	464

Output Variable	Value in 1000 USD
Assets	39,389
Liabilities	18,947
Expenses	18,816
Revenues	9,500
Stockholders Equity	20,442
Net Income	-29,978
Comprehensive Net Income	-30,548
BaseVar	53,942
ECR before LimitedLiability	-50%
Economic Capital Ratio	69%