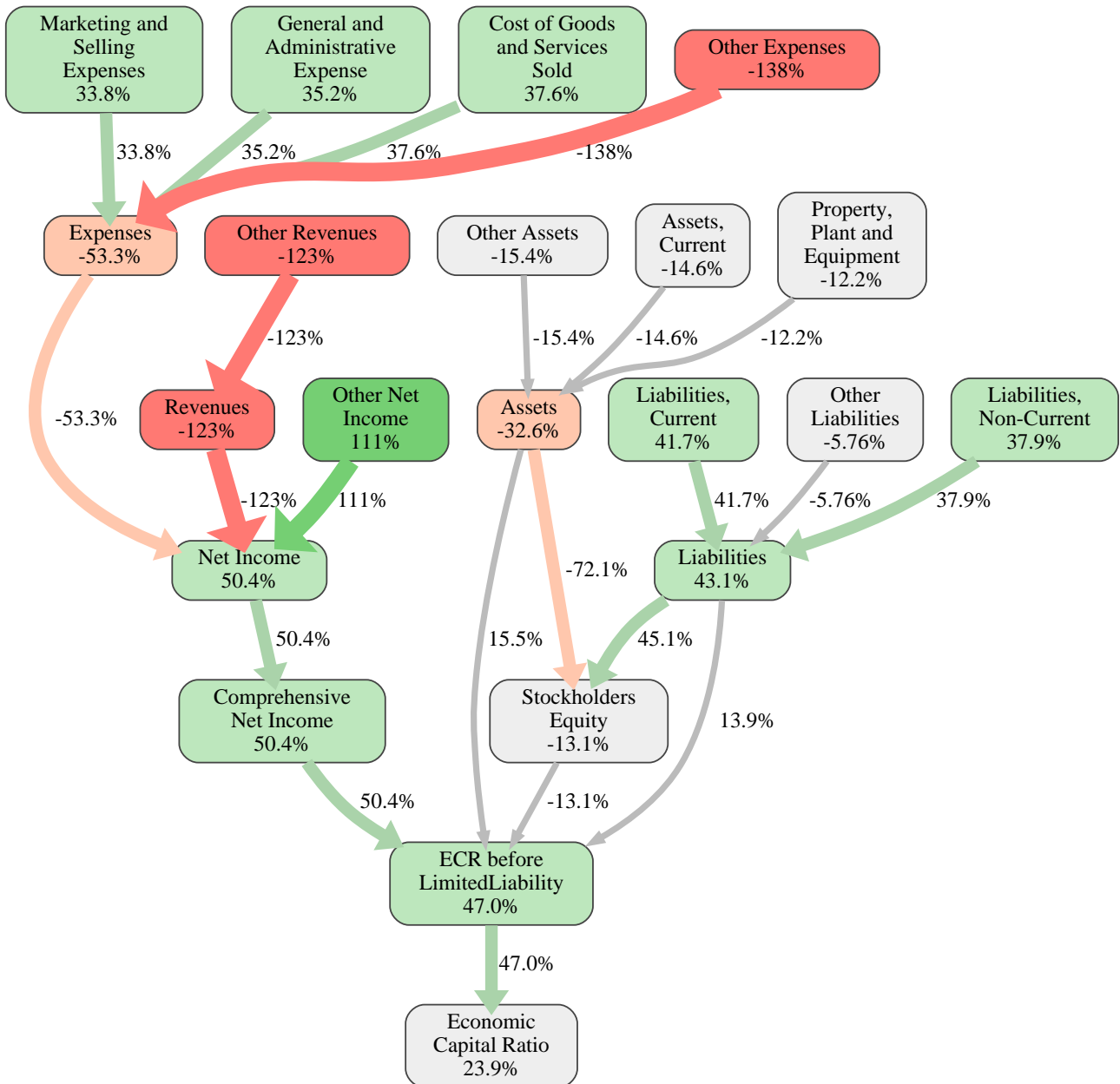




RealRate

ADVERTISING 2013

mktg inc
Rank 10 of 24





ADVERTISING 2013

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The relative strengths and weaknesses of mktg 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 mktg inc compared to the market average is the variable Other Net Income, increasing the Economic Capital Ratio by 111% points. The greatest weakness of mktg inc is the variable Other Expenses, reducing the Economic Capital Ratio by 138% points.

The company's Economic Capital Ratio, given in the ranking table, is 116%, being 24% points above the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	21,574
Assets, Non-Current	3,346
Cost of Goods and Services Sold	0
General and Administrative Expense	6,730
Intangible Assets	10,654
Liabilities, Current	19,491
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	950
Other Compr. Net Income	0
Other Expenses	113,202
Other Liabilities	6,619
Other Net Income	125,331
Other Revenues	0
Property, Plant and Equipment	1,709

Output Variable	Value in 1000 USD
Assets	38,233
Liabilities	26,110
Expenses	119,932
Revenues	0
Stockholders Equity	12,123
Net Income	5,399
Comprehensive Net Income	5,399
BaseVar	154,803
ECR before LimitedLiability	46%
Economic Capital Ratio	116%