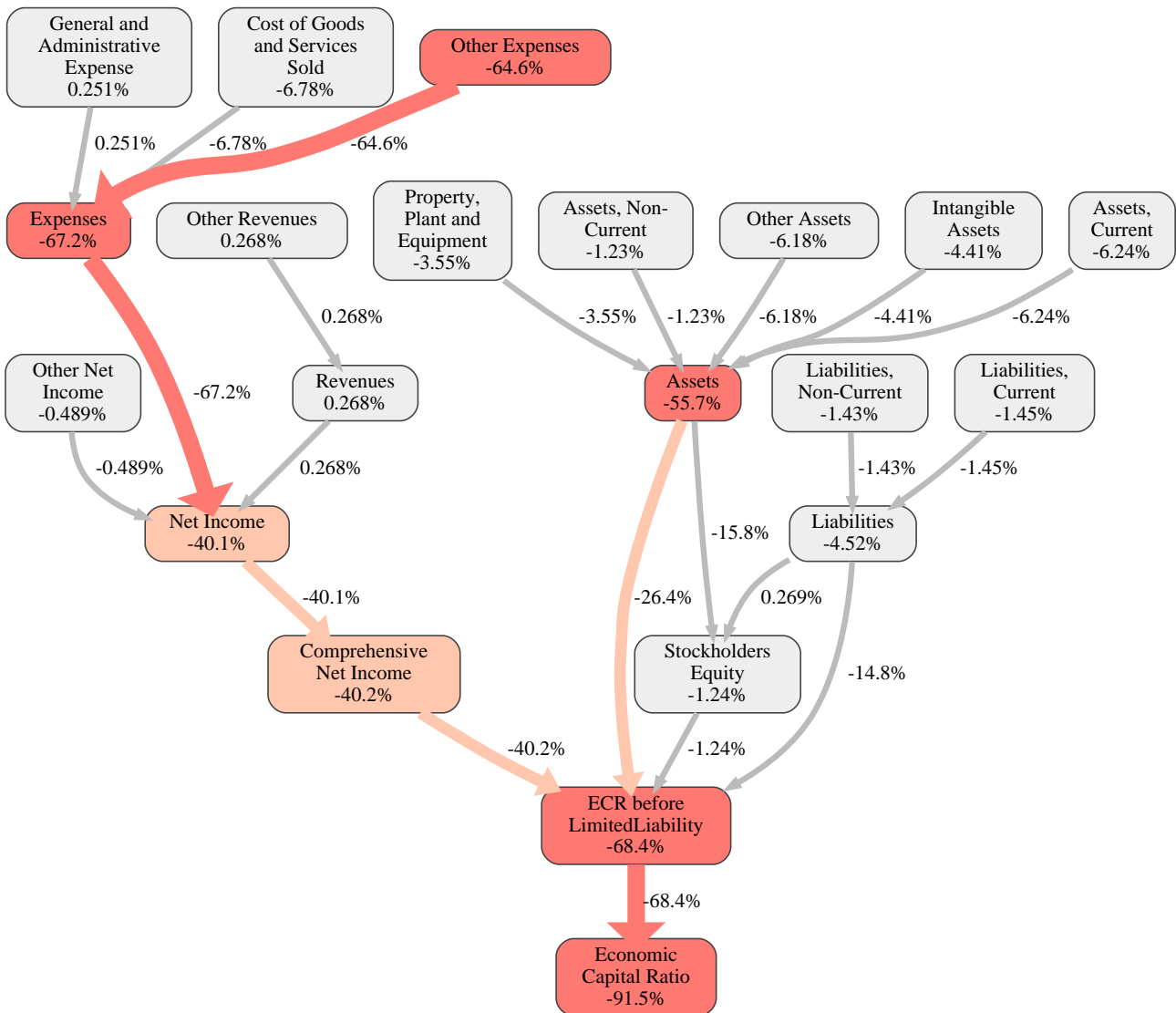




RealRate

# ADVERTISING 2013

SRAX Inc  
Rank 23 of 24





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SRAX Inc  
Rank 23 of 24



The relative strengths and weaknesses of SRAX 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 SRAX Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 0.27% points. The greatest weakness of SRAX Inc is the variable Expenses, reducing the Economic Capital Ratio by 67% points.

The company's Economic Capital Ratio, given in the ranking table, is 0.27%, being 91% points below the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	262
Assets, Non-Current	0
Cost of Goods and Services Sold	627
General and Administrative Expense	0
Intangible Assets	0
Liabilities, Current	302
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	3.6
Other Compr. Net Income	0
Other Expenses	1,751
Other Liabilities	0
Other Net Income	0
Other Revenues	1,119
Property, Plant and Equipment	15

Output Variable	Value in 1000 USD
Assets	280
Liabilities	302
Expenses	2,378
Revenues	1,119
Stockholders Equity	-22
Net Income	-1,259
Comprehensive Net Income	-1,259
BaseVar	2,040
ECR before LimitedLiability	-438%
Economic Capital Ratio	0.27%