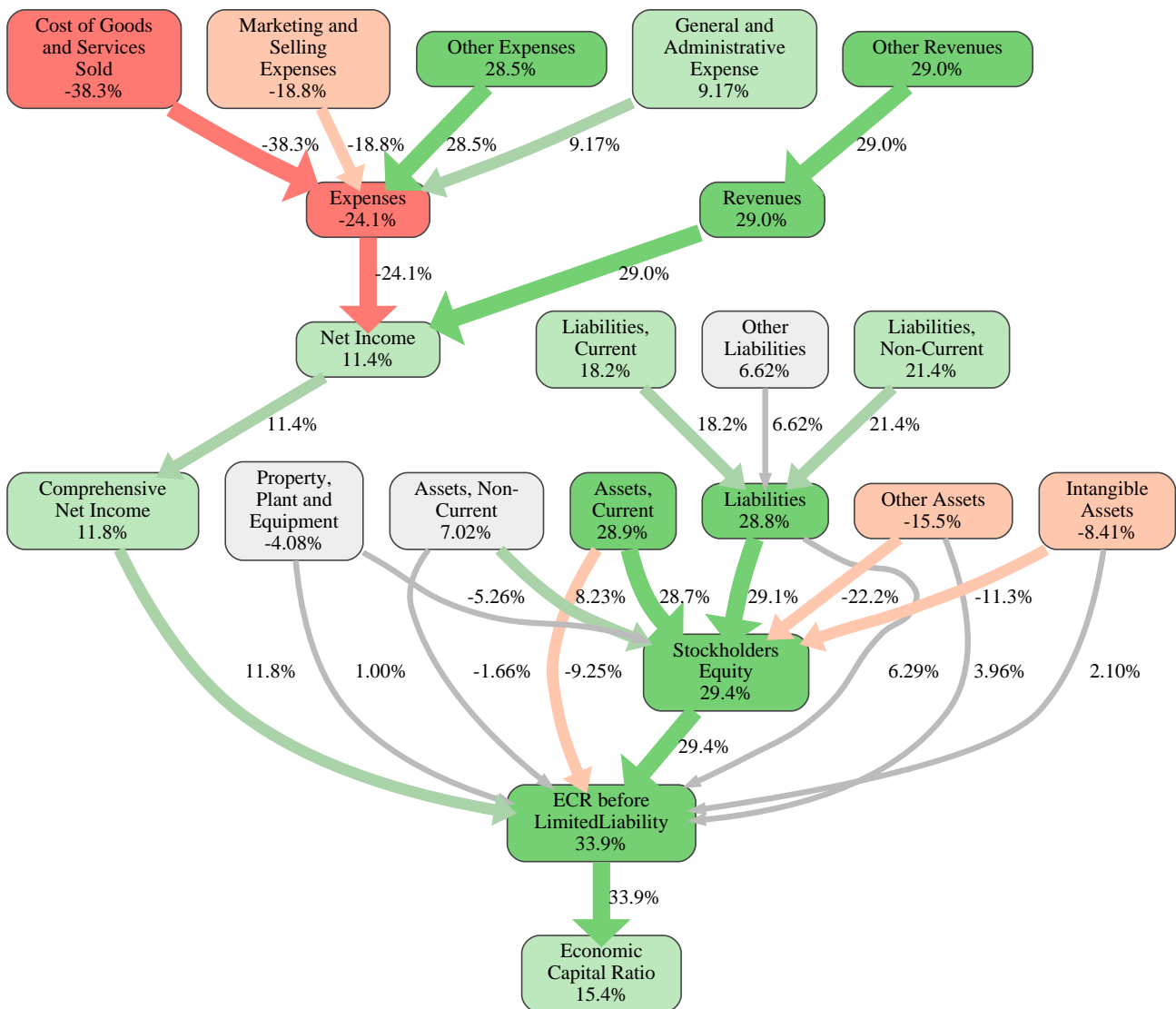




RealRate

ADVERTISING 2016

Telaria Inc
Rank 11 of 27





The relative strengths and weaknesses of Telaria 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 Telaria Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 29% points. The greatest weakness of Telaria Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 38% points.

The company's Economic Capital Ratio, given in the ranking table, is 102%, being 15% points above the market average of 87%.

Input Variable	Value in 1000 USD
Assets, Current	134,386
Assets, Non-Current	33,738
Cost of Goods and Services Sold	99,266
General and Administrative Expense	17,279
Intangible Assets	22,250
Liabilities, Current	60,238
Liabilities, Non-Current	264
Marketing and Selling Expenses	48,879
Other Assets	-32,344
Other Compr. Net Income	-153
Other Expenses	51,663
Other Liabilities	6,190
Other Net Income	20
Other Revenues	173,837
Property, Plant and Equipment	10,094

Output Variable	Value in 1000 USD
Assets	168,124
Liabilities	66,692
Expenses	217,087
Revenues	173,837
Stockholders Equity	101,432
Net Income	-43,230
Comprehensive Net Income	-43,383
BaseVar	312,956
ECR before LimitedLiability	30%
Economic Capital Ratio	102%