





# ADVERTISING 2017

Mobiquity Technologies Inc  
Rank 25 of 26



The relative strengths and weaknesses of Mobiquity Technologies 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 Mobiquity Technologies Inc compared to the market average is the variable Liabilities, Current, increasing the Economic Capital Ratio by 6.0% points. The greatest weakness of Mobiquity Technologies Inc is the variable Stockholders Equity, reducing the Economic Capital Ratio by 30% points.

The company's Economic Capital Ratio, given in the ranking table, is 6.0%, being 80% points below the market average of 86%.

| Input Variable                     | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current                    | 630               |
| Assets, Non-Current                | 43                |
| Cost of Goods and Services Sold    | 1,604             |
| General and Administrative Expense | 0                 |
| Intangible Assets                  | 0                 |
| Liabilities, Current               | 13,259            |
| Liabilities, Non-Current           | 0                 |
| Marketing and Selling Expenses     | 0                 |
| Other Assets                       | 37                |
| Other Compr. Net Income            | -14               |
| Other Expenses                     | 8,950             |
| Other Liabilities                  | 0                 |
| Other Net Income                   | -2,425            |
| Other Revenues                     | 2,269             |
| Property, Plant and Equipment      | 15                |

| Output Variable             | Value in 1000 USD |
|-----------------------------|-------------------|
| Assets                      | 726               |
| Liabilities                 | 13,259            |
| Expenses                    | 10,554            |
| Revenues                    | 2,269             |
| Stockholders Equity         | -12,533           |
| Net Income                  | -10,711           |
| Comprehensive Net Income    | -10,725           |
| BaseVar                     | 14,624            |
| ECR before LimitedLiability | -293%             |
| Economic Capital Ratio      | 6.0%              |