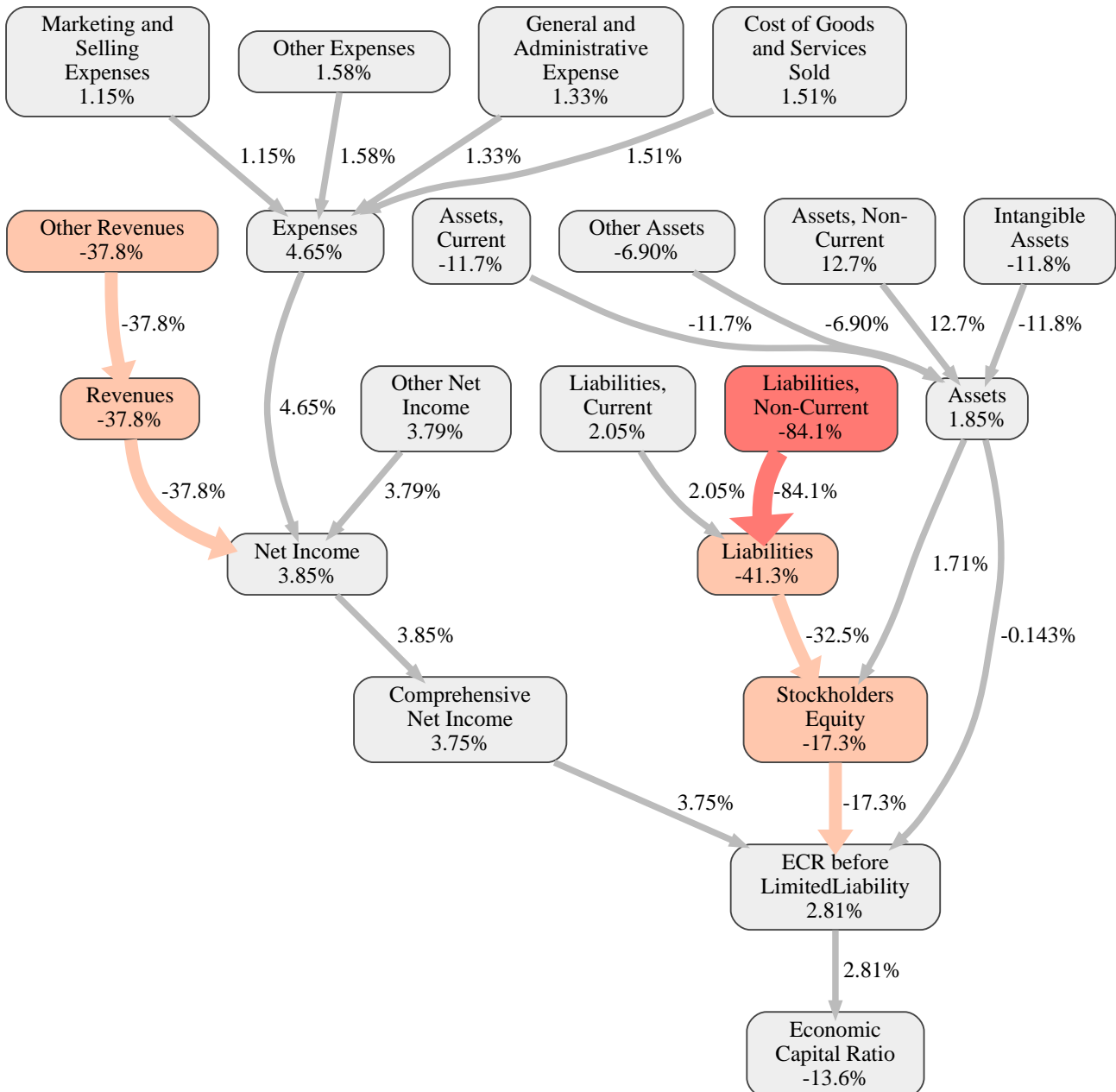




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# ADVERTISING 2018

## National Cinemedia LLC Rank 14 of 23





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The relative strengths and weaknesses of National Cinemedia LLC 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 National Cinemedia LLC compared to the market average is the variable Assets, Non-Current, increasing the Economic Capital Ratio by 13% points. The greatest weakness of National Cinemedia LLC is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 84% points.

The company's Economic Capital Ratio, given in the ranking table, is 75%, being 14% points below the market average of 89%.

Input Variable	Value in 1000 USD
Assets, Current	174,400
Assets, Non-Current	758,300
Cost of Goods and Services Sold	0
General and Administrative Expense	25,100
Intangible Assets	0
Liabilities, Current	123,300
Liabilities, Non-Current	925,400
Marketing and Selling Expenses	72,000
Other Assets	-30,700
Other Compr. Net Income	0
Other Expenses	175,300
Other Liabilities	0
Other Net Income	374,300
Other Revenues	0
Property, Plant and Equipment	30,700

Output Variable	Value in 1000 USD
Assets	932,700
Liabilities	1,048,700
Expenses	272,400
Revenues	0
Stockholders Equity	-116,000
Net Income	101,900
Comprehensive Net Income	101,900
BaseVar	1,314,050
ECR before LimitedLiability	1.2%
Economic Capital Ratio	75%