





# ADVERTISING 2020

Bloomia Holdings INC  
Rank 9 of 25



The relative strengths and weaknesses of Bloomia Holdings 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 Bloomia Holdings INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 37% points. The greatest weakness of Bloomia Holdings INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 71% points.

The company's Economic Capital Ratio, given in the ranking table, is 109%, being 18% points above the market average of 91%.

Input Variable	Value in 1000 USD
Assets, Current	15,892
Assets, Non-Current	372
Cost of Goods and Services Sold	17,193
General and Administrative Expense	3,324
Intangible Assets	177
Liabilities, Current	4,497
Liabilities, Non-Current	699
Marketing and Selling Expenses	2,394
Other Assets	0
Other Compr. Net Income	0
Other Expenses	4,206
Other Liabilities	0
Other Net Income	142
Other Revenues	21,954
Property, Plant and Equipment	549

Output Variable	Value in 1000 USD
Assets	16,990
Liabilities	5,196
Expenses	27,117
Revenues	21,954
Stockholders Equity	11,794
Net Income	-5,021
Comprehensive Net Income	-5,021
BaseVar	35,700
ECR before LimitedLiability	38%
Economic Capital Ratio	109%