





# ADVERTISING 2024

Mobiquity Technologies Inc  
Rank 22 of 24



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 Other Assets, increasing the Economic Capital Ratio by 25% points. The greatest weakness of Mobiquity Technologies Inc is the variable Comprehensive Net Income, reducing the Economic Capital Ratio by 64% points.

The company's Economic Capital Ratio, given in the ranking table, is 37%, being 73% points below the market average of 110%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	713	Assets	4,199
Assets, Non-Current	0	Liabilities	1,991
Cost of Goods and Services Sold	480	Expenses	6,227
General and Administrative Expense	5,243	Revenues	860
Intangible Assets	1,429	Stockholders Equity	2,208
Liabilities, Current	1,991	Net Income	-6,533
Liabilities, Non-Current	0	Comprehensive Net Income	-6,533
Marketing and Selling Expenses	0	BaseVar	7,222
Other Assets	2,050	ECR before LimitedLiability	-155%
Other Compr. Net Income	0	Economic Capital Ratio	37%
Other Expenses	503		
Other Liabilities	0		
Other Net Income	-1,166		
Other Revenues	860		
Property, Plant and Equipment	7.3		