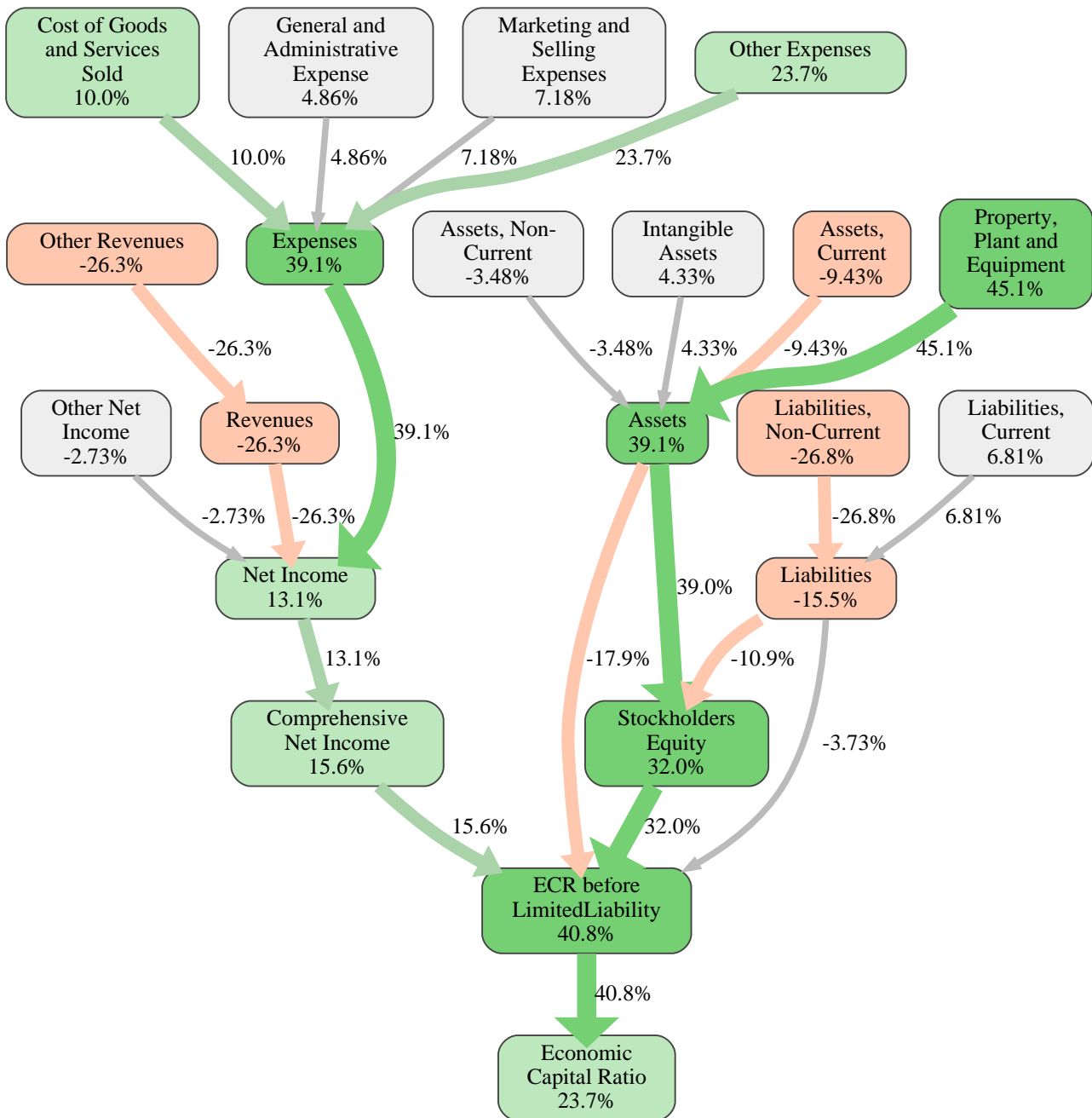




RealRate

# ADVERTISING 2014

## China YIDA Holding CO Rank 10 of 25





RealRate

# ADVERTISING 2014

## China YIDA Holding CO Rank 10 of 25

The relative strengths and weaknesses of China YIDA Holding CO 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 China YIDA Holding CO compared to the market average is the variable Property, Plant and Equipment, increasing the Economic Capital Ratio by 45% points. The greatest weakness of China YIDA Holding CO is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 27% points.

The company's Economic Capital Ratio, given in the ranking table, is 107%, being 24% points above the market average of 83%.

Input Variable	Value in 1000 USD
Assets, Current	5,606
Assets, Non-Current	0
Cost of Goods and Services Sold	8,979
General and Administrative Expense	8,536
Intangible Assets	51,194
Liabilities, Current	48,646
Liabilities, Non-Current	86,666
Marketing and Selling Expenses	0
Other Assets	3,165
Other Compr. Net Income	4,700
Other Expenses	11,350
Other Liabilities	0
Other Net Income	-5,330
Other Revenues	17,841
Property, Plant and Equipment	216,637

Output Variable	Value in 1000 USD
Assets	276,601
Liabilities	135,312
Expenses	28,866
Revenues	17,841
Stockholders Equity	141,289
Net Income	-16,354
Comprehensive Net Income	-11,655
BaseVar	234,325
ECR before LimitedLiability	43%
Economic Capital Ratio	107%