





ADVERTISING 2014

Adaptive Medias Inc
Rank 24 of 25



The relative strengths and weaknesses of Adaptive Medias 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 Adaptive Medias Inc compared to the market average is the variable Other Assets, increasing the Economic Capital Ratio by 7.0% points. The greatest weakness of Adaptive Medias Inc is the variable Net Income, reducing the Economic Capital Ratio by 61% points.

The company's Economic Capital Ratio, given in the ranking table, is 7.0%, being 76% points below the market average of 83%.

Input Variable	Value in 1000 USD
Assets, Current	759
Assets, Non-Current	0
Cost of Goods and Services Sold	744
General and Administrative Expense	1,956
Intangible Assets	0
Liabilities, Current	2,011
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	2,886
Other Compr. Net Income	0
Other Expenses	6,793
Other Liabilities	0
Other Net Income	0
Other Revenues	1,030
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	3,645
Liabilities	2,011
Expenses	9,493
Revenues	1,030
Stockholders Equity	1,634
Net Income	-8,463
Comprehensive Net Income	-8,463
BaseVar	8,090
ECR before LimitedLiability	-258%
Economic Capital Ratio	7.0%