





ADVERTISING 2015

Adaptive Medias Inc
Rank 25 of 29



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 28% points. The greatest weakness of Adaptive Medias Inc is the variable Net Income, reducing the Economic Capital Ratio by 41% points.

The company's Economic Capital Ratio, given in the ranking table, is 28%, being 55% points below the market average of 84%.

Input Variable	Value in 1000 USD
Assets, Current	4,072
Assets, Non-Current	0
Cost of Goods and Services Sold	3,940
General and Administrative Expense	4,044
Intangible Assets	0
Liabilities, Current	4,650
Liabilities, Non-Current	37
Marketing and Selling Expenses	0
Other Assets	8,125
Other Compr. Net Income	0
Other Expenses	15,897
Other Liabilities	0
Other Net Income	-43
Other Revenues	5,075
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	12,198
Liabilities	4,687
Expenses	23,882
Revenues	5,075
Stockholders Equity	7,511
Net Income	-18,850
Comprehensive Net Income	-18,850
BaseVar	22,942
ECR before LimitedLiability	-160%
Economic Capital Ratio	28%