

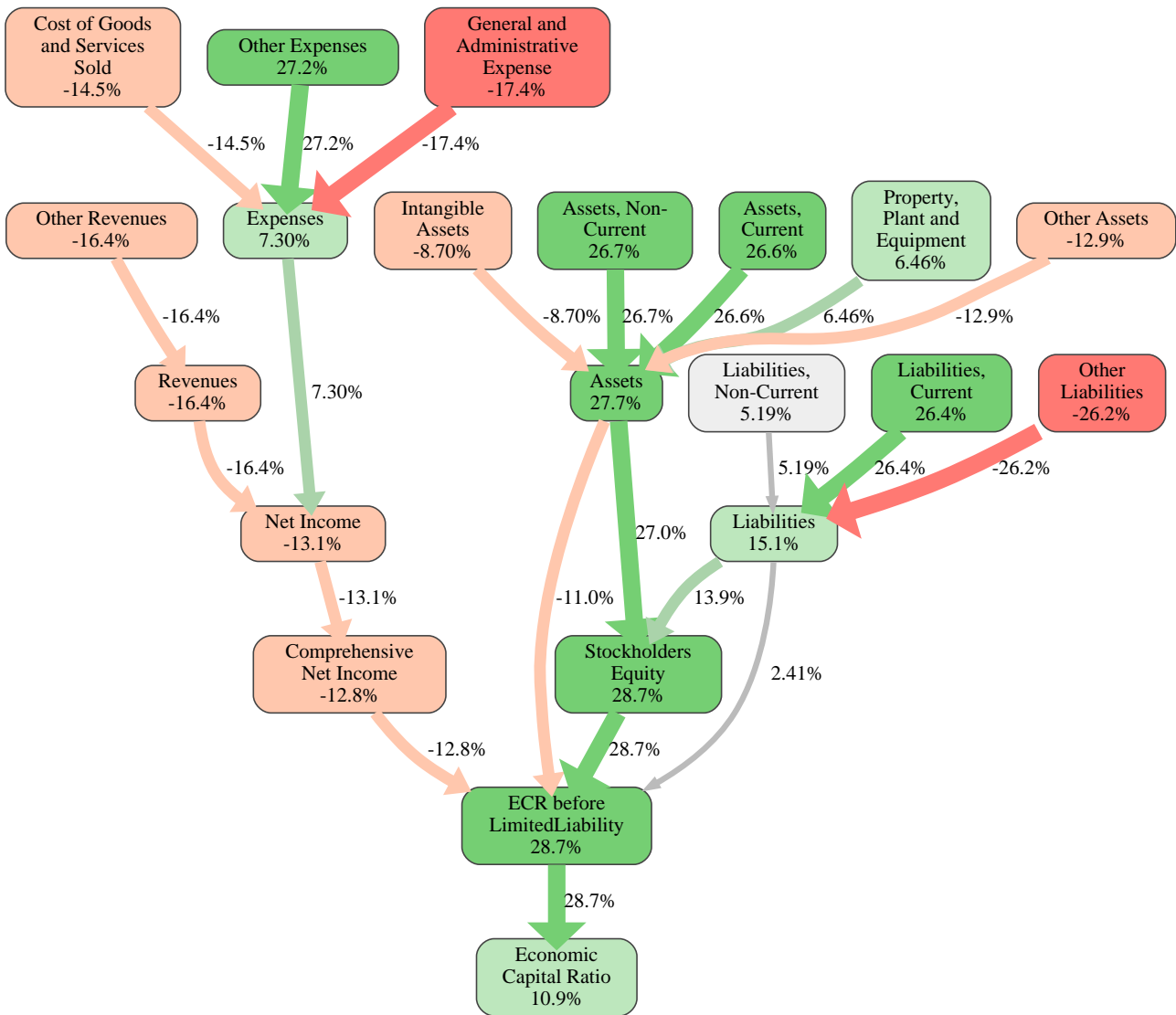


RealRate

# ADVERTISING 2015

Fluent Inc  
Rank 12 of 29

# FLUENT





The relative strengths and weaknesses of Fluent 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 Fluent Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 29% points. The greatest weakness of Fluent Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 26% points.

The company's Economic Capital Ratio, given in the ranking table, is 95%, being 11% points above the market average of 84%.

Input Variable	Value in 1000 USD
Assets, Current	6,259
Assets, Non-Current	3,783
Cost of Goods and Services Sold	2,791
General and Administrative Expense	2,931
Intangible Assets	0
Liabilities, Current	0
Liabilities, Non-Current	0
Marketing and Selling Expenses	885
Other Assets	-1,502
Other Compr. Net Income	5.0
Other Expenses	-41
Other Liabilities	2,569
Other Net Income	27
Other Revenues	3,006
Property, Plant and Equipment	1,502

Output Variable	Value in 1000 USD
Assets	10,042
Liabilities	2,569
Expenses	6,566
Revenues	3,006
Stockholders Equity	7,473
Net Income	-3,533
Comprehensive Net Income	-3,528
BaseVar	11,108
ECR before LimitedLiability	28%
Economic Capital Ratio	95%