





# ADVERTISING 2016

Mobiquity Technologies Inc  
Rank 26 of 28



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 Liabilities, Current, increasing the Economic Capital Ratio by 2.7% points. The greatest weakness of Mobiquity Technologies Inc is the variable Net Income, reducing the Economic Capital Ratio by 40% points.

The company's Economic Capital Ratio, given in the ranking table, is 8.3%, being 70% points below the market average of 78%.

| Input Variable                     | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current                    | 3,120             |
| Assets, Non-Current                | 42                |
| Cost of Goods and Services Sold    | 1,628             |
| General and Administrative Expense | 0                 |
| Intangible Assets                  | 0                 |
| Liabilities, Current               | 5,865             |
| Liabilities, Non-Current           | 0                 |
| Marketing and Selling Expenses     | 0                 |
| Other Assets                       | 66                |
| Other Compr. Net Income            | 3.3               |
| Other Expenses                     | 11,549            |
| Other Liabilities                  | 1,572             |
| Other Net Income                   | 226               |
| Other Revenues                     | 2,492             |
| Property, Plant and Equipment      | 103               |

| Output Variable             | Value in 1000 USD |
|-----------------------------|-------------------|
| Assets                      | 3,331             |
| Liabilities                 | 7,437             |
| Expenses                    | 13,177            |
| Revenues                    | 2,492             |
| Stockholders Equity         | -4,106            |
| Net Income                  | -10,460           |
| Comprehensive Net Income    | -10,456           |
| BaseVar                     | 13,333            |
| ECR before LimitedLiability | -248%             |
| Economic Capital Ratio      | 8.3%              |