

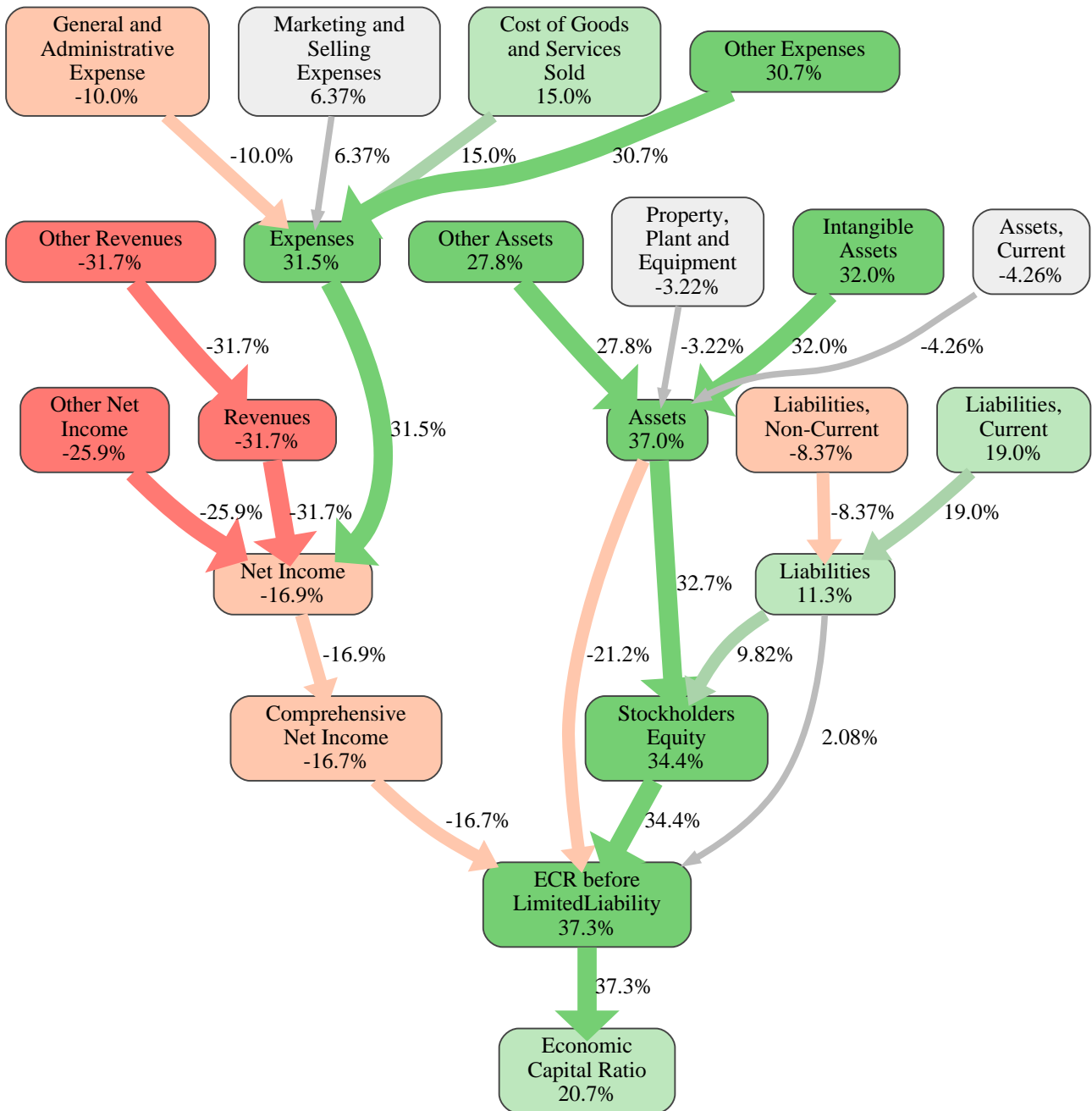


RealRate

# ADVERTISING 2016

Fluent Inc  
Rank 10 of 28

# FLUENT





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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 Assets, increasing the Economic Capital Ratio by 37% points. The greatest weakness of Fluent Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 32% points.

The company's Economic Capital Ratio, given in the ranking table, is 99%, being 21% points above the market average of 78%.

Input Variable	Value in 1000 USD
Assets, Current	37,617
Assets, Non-Current	1,315
Cost of Goods and Services Sold	0
General and Administrative Expense	44,472
Intangible Assets	161,753
Liabilities, Current	21,056
Liabilities, Non-Current	48,668
Marketing and Selling Expenses	2,925
Other Assets	87,445
Other Compr. Net Income	0
Other Expenses	-5,489
Other Liabilities	13,573
Other Net Income	-56,718
Other Revenues	14,091
Property, Plant and Equipment	1,062

Output Variable	Value in 1000 USD
Assets	289,192
Liabilities	83,297
Expenses	41,908
Revenues	14,091
Stockholders Equity	205,895
Net Income	-84,535
Comprehensive Net Income	-84,535
BaseVar	242,603
ECR before LimitedLiability	33%
Economic Capital Ratio	99%