





RealRate

ADVERTISING 2017

SRAX Inc
Rank 12 of 26



The relative strengths and weaknesses of SRAX 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 SRAX Inc compared to the market average is the variable Other Assets, increasing the Economic Capital Ratio by 15% points. The greatest weakness of SRAX Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 52% points.

The company's Economic Capital Ratio, given in the ranking table, is 77%, being 1.4% points below the market average of 78%.

Input Variable	Value in 1000 USD
Assets, Current	9,799
Assets, Non-Current	35
Cost of Goods and Services Sold	23,227
General and Administrative Expense	0
Intangible Assets	1,365
Liabilities, Current	18,075
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	15,645
Other Compr. Net Income	0
Other Expenses	17,319
Other Liabilities	0
Other Net Income	534
Other Revenues	35,763
Property, Plant and Equipment	55

Output Variable	Value in 1000 USD
Assets	26,899
Liabilities	18,075
Expenses	40,546
Revenues	35,763
Stockholders Equity	8,824
Net Income	-4,248
Comprehensive Net Income	-4,248
BaseVar	60,909
ECR before LimitedLiability	9.0%
Economic Capital Ratio	77%