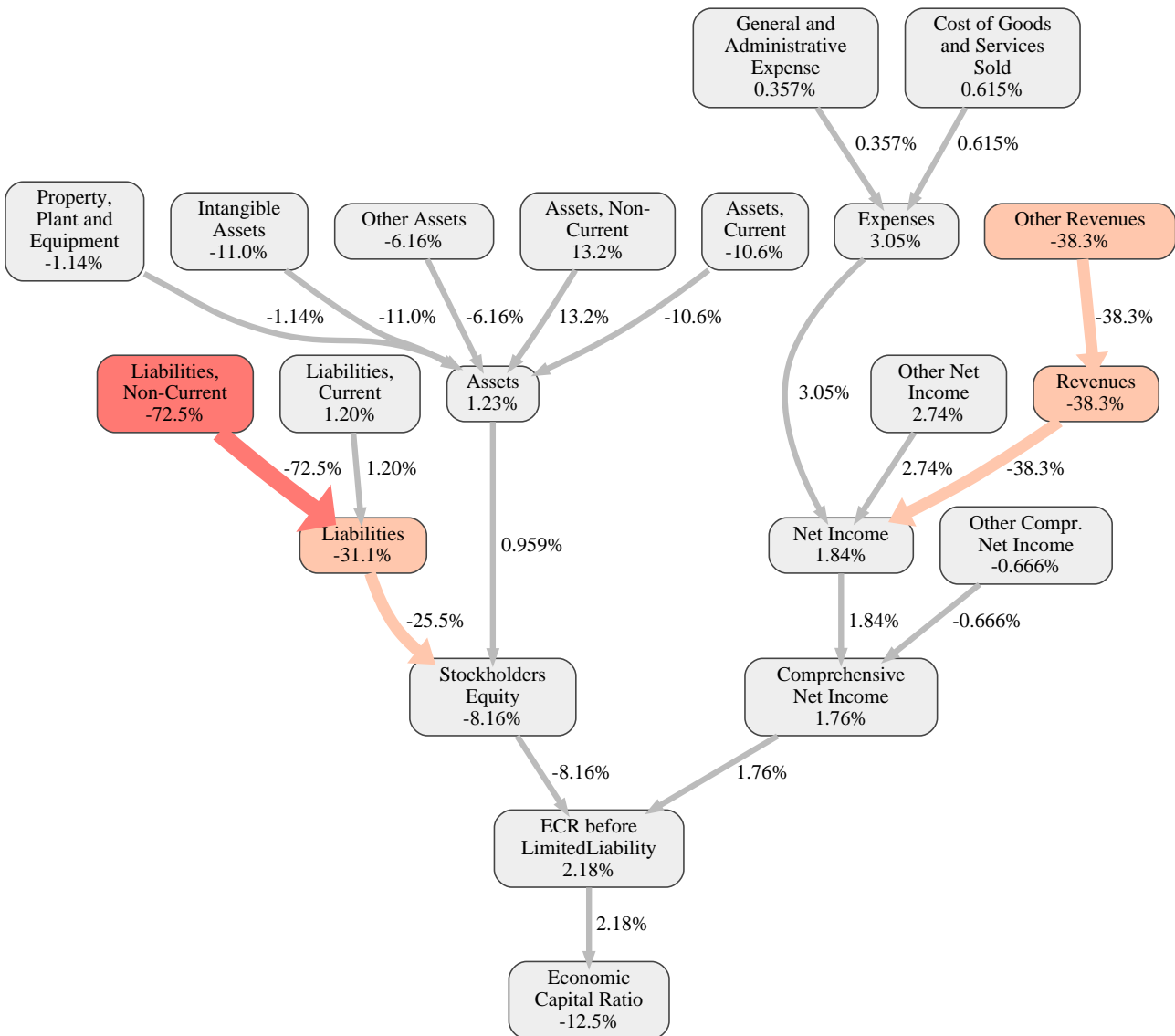




RealRate

ADVERTISING 2018

National Cinemedia Inc Rank 15 of 23





RealRate

ADVERTISING 2018

National Cinemedia Inc Rank 15 of 23



The relative strengths and weaknesses of National Cinemedia 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 National Cinemedia Inc compared to the market average is the variable Assets, Non-Current, increasing the Economic Capital Ratio by 13% points. The greatest weakness of National Cinemedia Inc is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 73% points.

The company's Economic Capital Ratio, given in the ranking table, is 68%, being 13% points below the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	212,600
Assets, Non-Current	935,500
Cost of Goods and Services Sold	0
General and Administrative Expense	37,900
Intangible Assets	0
Liabilities, Current	109,700
Liabilities, Non-Current	1,039,600
Marketing and Selling Expenses	72,000
Other Assets	-30,700
Other Compr. Net Income	0
Other Expenses	291,300
Other Liabilities	0
Other Net Income	403,700
Other Revenues	0
Property, Plant and Equipment	30,700

Output Variable	Value in 1000 USD
Assets	1,148,100
Liabilities	1,149,300
Expenses	401,200
Revenues	0
Stockholders Equity	-1,200
Net Income	2,500
Comprehensive Net Income	2,500
BaseVar	1,551,150
ECR before LimitedLiability	0.14%
Economic Capital Ratio	68%