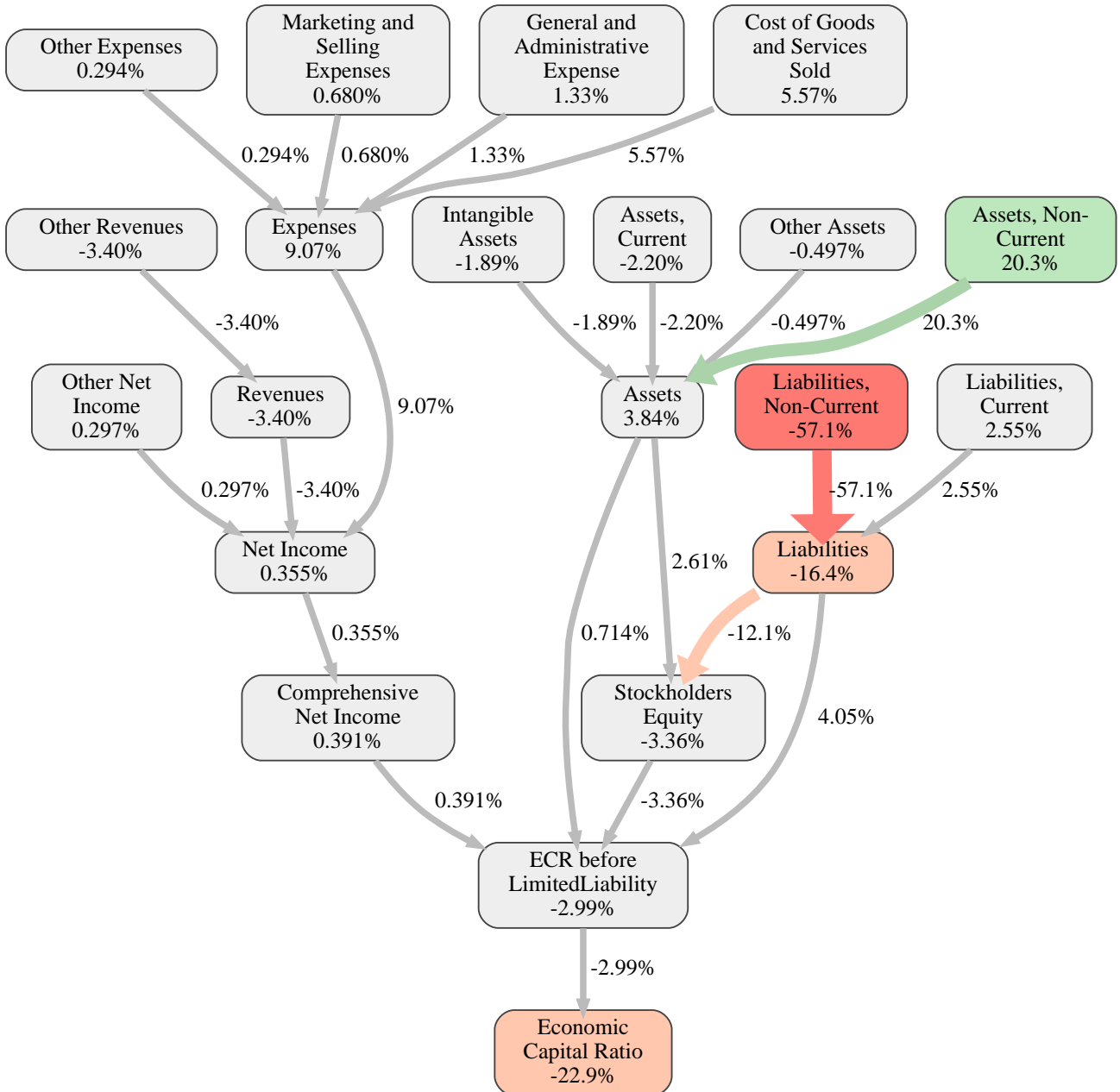




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# ADVERTISING 2022

## National Cinemedia Inc Rank 23 of 30





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## National Cinemedia Inc Rank 23 of 30



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 20% points. The greatest weakness of National Cinemedia Inc is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 57% points.

The company's Economic Capital Ratio, given in the ranking table, is 65%, being 23% points below the market average of 88%.

Input Variable	Value in 1000 USD
Assets, Current	158,400
Assets, Non-Current	659,000
Cost of Goods and Services Sold	0
General and Administrative Expense	36,000
Intangible Assets	0
Liabilities, Current	69,800
Liabilities, Non-Current	1,131,100
Marketing and Selling Expenses	34,700
Other Assets	-21,300
Other Compr. Net Income	0
Other Expenses	181,900
Other Liabilities	0
Other Net Income	19,900
Other Revenues	114,600
Property, Plant and Equipment	21,300

Output Variable	Value in 1000 USD
Assets	817,400
Liabilities	1,200,900
Expenses	252,600
Revenues	114,600
Stockholders Equity	-383,500
Net Income	-118,100
Comprehensive Net Income	-118,100
BaseVar	1,202,700
ECR before LimitedLiability	-39%
Economic Capital Ratio	65%