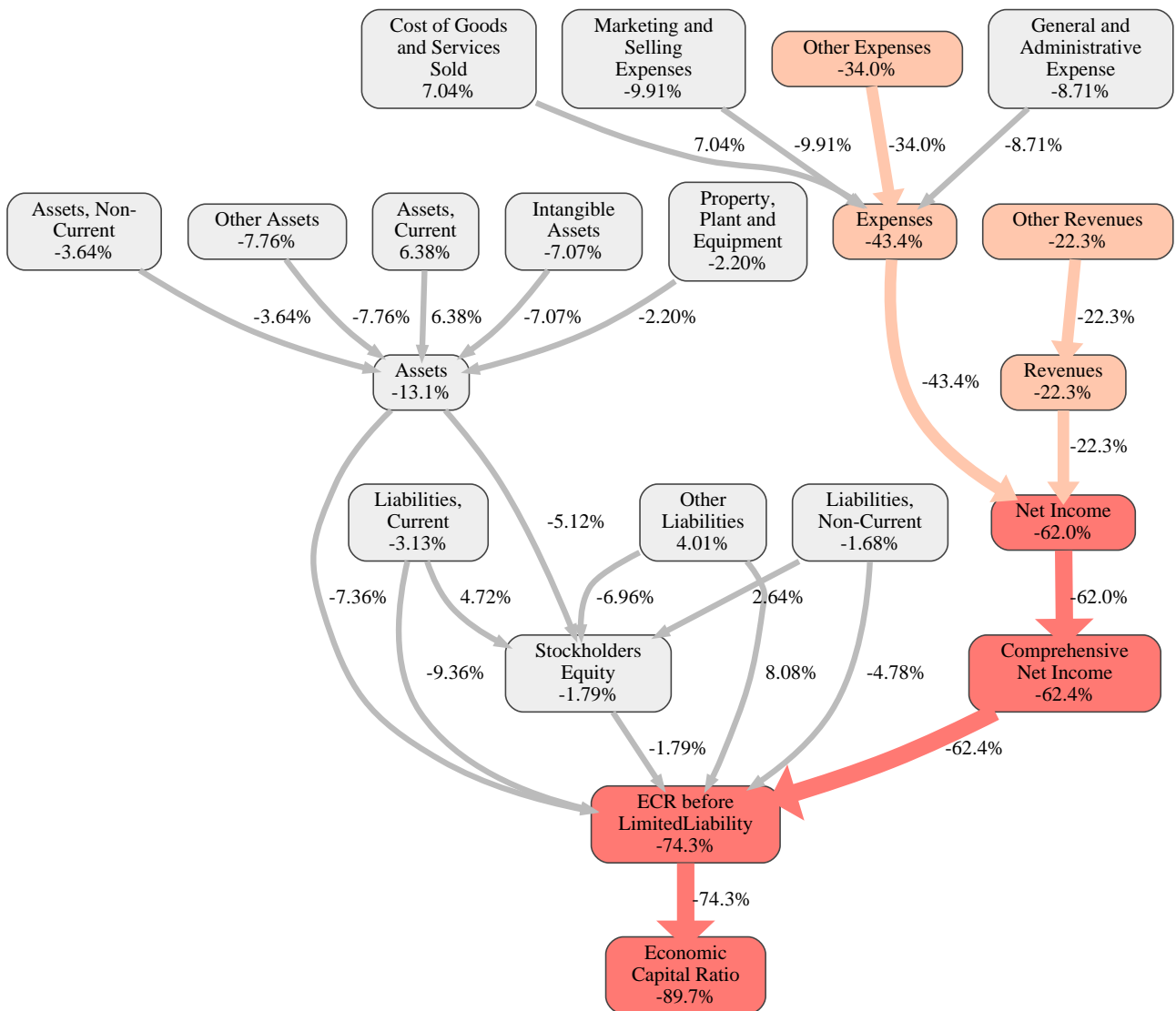




# ADVERTISING 2024

PSQ Holdings Inc  
Rank 24 of 24





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PSQ Holdings Inc  
Rank 24 of 24

The relative strengths and weaknesses of PSQ Holdings 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 PSQ Holdings Inc compared to the market average is the variable Cost of Goods and Services Sold, increasing the Economic Capital Ratio by 7.0% points. The greatest weakness of PSQ Holdings Inc is the variable Comprehensive Net Income, reducing the Economic Capital Ratio by 62% points.

The company's Economic Capital Ratio, given in the ranking table, is 11%, being 90% points below the market average of 101%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	21,175	Assets	25,247
Assets, Non-Current	0	Liabilities	14,813
Cost of Goods and Services Sold	0	Expenses	60,919
General and Administrative Expense	15,222	Revenues	6,027
Intangible Assets	3,881	Stockholders Equity	10,434
Liabilities, Current	4,006	Net Income	-53,329
Liabilities, Non-Current	16	Comprehensive Net Income	-53,329
Marketing and Selling Expenses	12,096	BaseVar	54,284
Other Assets	64	ECR before LimitedLiability	-229%
Other Compr. Net Income	0	Economic Capital Ratio	11%
Other Expenses	33,600		
Other Liabilities	10,790		
Other Net Income	1,563		
Other Revenues	6,027		
Property, Plant and Equipment	127		