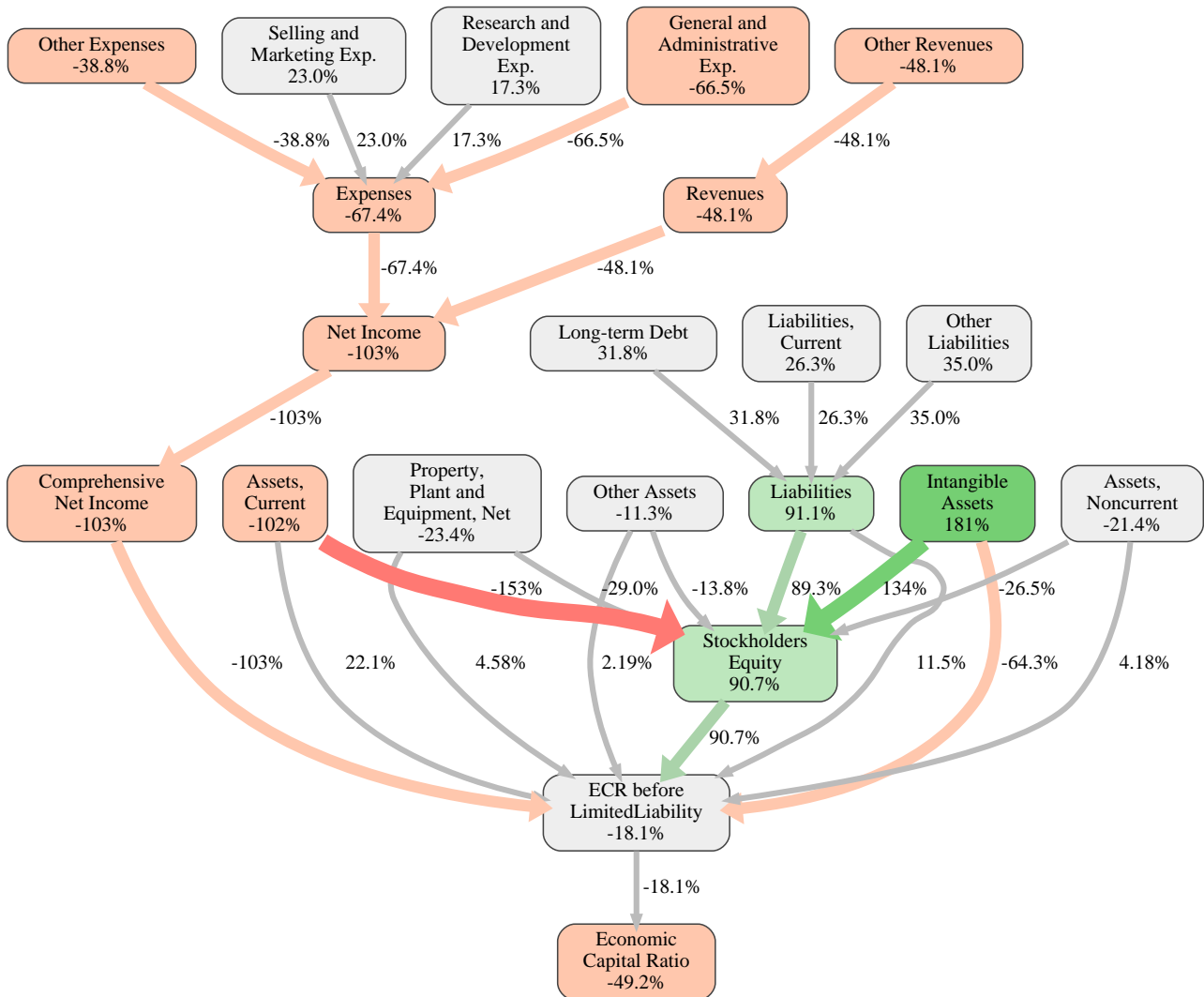




SERVICES-PREPACKAGED SOFTWARE 2016

Multimedia Platforms INC
Rank 93 of 142





SERVICES-PREPACKAGED SOFTWARE 2016

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Rank 93 of 142

The relative strengths and weaknesses of Multimedia Platforms 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 Multimedia Platforms INC compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 181% points. The greatest weakness of Multimedia Platforms INC is the variable Comprehensive Net Income, reducing the Economic Capital Ratio by 103% points.

The company's Economic Capital Ratio, given in the ranking table, is 282%, being 49% points below the market average of 331%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,057	Liabilities	3,406
Assets, Noncurrent	0	Assets	8,359
General and Administrative Exp.	5,008	Expenses	10,332
Intangible Assets	7,255	Revenues	1,814
Liabilities, Current	3,160	Stockholders Equity	4,953
Long-term Debt	0	Net Income	-7,642
Other Assets	9.1	Comprehensive Net Income	-7,642
Other Compr. Net Income	0	BaseVar	15,388
Other Expenses	4,915	ECR before LimitedLiability	116%
Other Liabilities	246	Economic Capital Ratio	282%
Other Net Income	875		
Other Revenues	1,814		
Property, Plant and Equipment, Net	38		
Research and Development Exp.	0		
Selling and Marketing Exp.	408		